

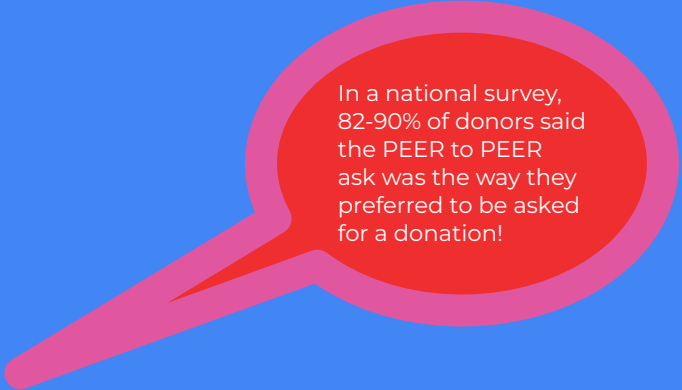
A high impact volunteer: The Annual Fund Champion **(AF Champ!)**

Inform
Motivate
Ask

Goals

\$500K

**100% participation
by December 31, 2025!**



In a national survey,
82-90% of donors said
the PEER to PEER
ask was the way they
preferred to be asked
for a donation!

Annual Fund Overview

Recurring: The Annual Fund campaign happens every year to fund recurring programs and needs.

Operational: Funds are used for immediate needs and current-year expenses.

Flexible: Allows the school to address priorities and opportunities as they arise.

Engaging: All stakeholders are invited and encouraged to show their support at a personally significant level.

Impactful: Contributions directly affect the current school year and student experiences. Gifts are put to work the day they are received.

Role of the Annual Fund Advocate (AFA)

Partner with the Advancement Department (ADV) to reach our goals of \$500K, 100% participation, by December 31

1

Attend an informational meeting

ADV will give you all the tools, the dos and the don'ts. We are *always available to answer* your questions and those of your peers.

2

Inform & Motivate

Talk, email, text parents, use the method that works best for you. ADV provides pre-drafted sample messages you can personalize.

3

Ask

Reach out to peers and ask them to participate. ADV shares contact info and when a donation is made, not donation amounts.

4

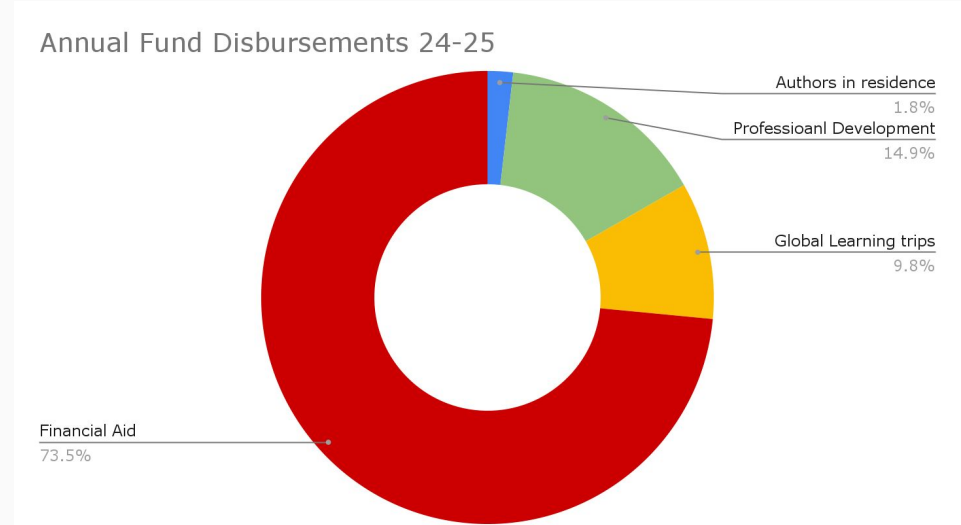
Acknowledge

Send a thank you. Both HOS and ADV send thank you letters as well.

What did the Annual Fund finance in 24-25 ?

1M 602K

- Financial Aid | 73%
- Professional Development | 15%
- Global Learning Field Trips | 10%
- Authors in residence and speakers | 2%



As of 06/02/25, unaudited

Grants

THE
EDWARD E. FORD
FOUNDATION

eeford.org/featured-projects/lycee


Discover how the Lycée project is featured on the Edward E. Ford

Your participation is crucial this year as we prepare our Edward E. Ford Foundation grant application.

The Foundation thoroughly reviews our **current year's participation** metrics when making grant decisions.

Their perspective is clear:

if parents are not engaged and committed, why should they be?



Actions Beyond Words

THE
EDWARD E. FORD
FOUNDATION

Lycée Français de San Francisco

The LFSF, with the funding awarded through the Edward E. Ford Foundation and match, is set to implement a comprehensive three-year program encompassing creative art collaborations, training sessions, and workshops. This transformative journey, named 'Actions Beyond Words', commences in Spring 2023.

[Read More →](#)

Messaging timeline and Resources

Tools

- **ADV is always here to answer your questions.** There is also a whole page on the lelycee.org/annual-fund dedicated to AF facts. (will be updated/refreshed over the summer).

- **Tracking Spreadsheet:**
 - ◆ Contact info and donations tracking, individually shared with Advocate. Advocates are assigned grades to avoid overlap and maximize reach.
 - ◆ ADV never shares *how much* families have donated. AFAs see *who has and has not given* and *do not share this information with others*. AFAs are asked to sign a confidentiality agreement

- **Donation page: [DONATE](#) Matching Gifts: [MATCH](#)** so donors can see if and how to get an employer match.

- **Communications:**
 - ◆ No need to reinvent the wheel! ADV provides 5 sample emails and 5 WhatsApp messages throughout the year that you can personalize if you'd like. (See timeline on the next slide.)
 - ◆ FAQs (see below and on website)

Advocate Messaging Timeline: 5 action items

	Champion	Advancement	Student Volunteers
	Only 5 emails and 5 Whatsapp messages over the year		
SEP OCT	Message 1 Inform & Ask Message <ul style="list-style-type: none"> - who you are, what the AF is, and matching gifts. - Pizza party for the first class to reach 100%. - Reach out to all your peers by Oct 24th. Once you give you don't hear from us anymore. 	<ul style="list-style-type: none"> - ADV campaign teacher & Staff - Mailer to all families from HOS - ADV email to all families - Posting in Headlines 	
NOV	Message 2 Motivate your peers message them about <ul style="list-style-type: none"> - Class participation - Heads up Board Challenge - Giving Tuesday - Matching gift reminder 	<ul style="list-style-type: none"> - Email explaining AF, matching gifts, Heads up Giving Tuesday Board Challenge - Posting in Headlines - Personalized outreach 	Student phonathon
DEC	Message 3 <ul style="list-style-type: none"> - Message about reaching 100% before 31st! - Encourage families who have not yet donated on participation. 	<ul style="list-style-type: none"> - FYI tax deductions for fiscal year 2025 - Posting in Headlines 	-
JAN FEB MAR	Message 4 Quiet campaign <ul style="list-style-type: none"> - message parents depending on participation rates. 	<ul style="list-style-type: none"> - Quiet campaign - (ADV focused on the Auction Gala fundraiser!) - Personalized outreach 	
APR MAY	Message 5 <ul style="list-style-type: none"> - "May, I give" campaign, the last effort to bump up participation from families who have not yet participated. 	<ul style="list-style-type: none"> - Email "May, I give" Campaign - Posting in Headlines 	

Answers to frequently asked questions

What is the Annual Fund? Why Give?

What is the Annual Fund?

The AF is the Lycée's key yearly fundraising campaign. It enhances the educational experience by funding programs that go beyond what tuition covers. Support adds the extra touch that makes a Lycée education exceptional.

What does it support?

- Global learning field trips
- Authors in residence
- Faculty & staff professional development
- A significant portion of financial aid

Why give if I already pay tuition?

According to NAIS and CAIS, tuition at independent schools is intentionally set at the most competitive rate. The AF is not intended to cover shortfalls, but to provide the resources that elevate the student experience beyond the basics.

Tax Benefit

Unlike tuition, **Annual Fund gifts are 100% tax-deductible.**

How Does the Fund Work? Why Participation Matters

Why not raise tuition instead?

We keep tuition competitive and accessible. Raising it too much could limit access for many deserving students — and tuition increases don't always match rising costs.

Where does my gift go?

Directly into this year's operating budget — this means the Lycée can allocate dollar amounts across the different programs according to costs, or in case of emergency can reallocate these funds. This is the difference between a general fund and a restricted fund.

Does the amount matter?

Yes — but **participation matters a lot**. Participation in the Annual Fund is also a vital measure of community strength. High parent participation signals a shared commitment to the school's mission and **helps secure grants** and philanthropic partnerships. Giving isn't just financial—it's a vote of confidence in the school's values and vision.

Why give every year?

The school relies on Annual Fund support **every year** to maintain excellence.
A gift to the Lycée is a gift to your child — and to every student's future.

Giving Options, Recognition, and Timing

Can I spread out my payments?


Yes! You can give online by credit card and: Make a **one-time gift**, or **Pay in installments**, or **Schedule a pledge** to be charged on a future date of your choice. Flexible giving makes it easier to give more comfortably over time.

What is the Ambassadors Club or Elysée Circle?

These groups recognize leadership-level donors:

- **Ambassadors Club:** \$2,500+ thru the school year
- **Elysée Circle:** \$5,000+ thru the school year
- **Visionary Circle:** \$20,000+ thru the school year

Gifts may support the Annual Fund, Fund for the Future, or Endowment.

 Members are invited to appreciation events throughout the year — breakfast, cocktails, dinners, and more.

Does timing matter?

Yes! Early pledges help us plan the school's budget more effectively.

- **Pledge by December 31** (preferred)
- **Pay by June 15**
Once you've given or pledged, you won't receive additional Annual Fund requests for the year.

Payments Methods

You decide what works best for you:

Online

[Donate to the Annual Fund](#)

Checks

Gifts by check made payable to the Lycée Français de San Francisco can be dropped off or mailed.

Stock or Securities

Allows to avoid capital gains tax. For a stock transfer, please contact Nathalie Hautavoine, Director of Advancement at advancement@lelycee.org

Wire Transfers

For a Wire transfer, find the bank information [her](#). Please inform advancement@lelycee.org.

Donor-Advised Fund (DAF)

Donor-Advised Funds are investment accounts for the sole purpose of supporting charitable organizations

Crypto-Currency

[Select and donate your Crypto Gift](#)

Qualified Charitable Distribution (QCDs)

Qualified Charitable Donations (QCDs). If you are 70½ or older you can make a tax-free gift directly from your IRA!