



2025 Forester Day Advocate Playbook

What is Forester Day? A day when thousands of Foresters celebrate the Forester Family and give back. On Forester Day, donations can be made directly to six key priority areas on campus. Our goal is 2,000 donors in one day, and we need your help! Priority areas:

1. The Forester Fund / Unlock Every Possibility
2. Endowment / Build a Legacy that Lasts
 - Lake Forest College Endowment
 - Jackie Slaats Tradition of Excellence Endowed Fund
3. Academic Excellence & Career Preparation / Inspire Excellence, Ignite Curiosity
 - Career Preparation – General
 - Unpaid Stipends for Internships
 - Academics – General
 - By Academic Department – Annual Scholarship
4. Department of Athletics / Fuel Spirit, Build Champions
 - By Varsity Sport
5. Spike Initiative & Student Leadership / Cultivate Potential, Ignite Leadership
 - Spike Initiative
 - Student Clubs and Organizations
6. Student Emergency Fund

When is Forester Day? **Thursday, February 27, 2025**

What is happening on Forester Day? Our day of giving will include a variety of events, social media posts, messages, and on-campus activities, all with the intent to inspire Forester pride and to generate support for the College. You can follow along throughout the day by visiting this link: **FORESTER DAY**. The day will include MANY opportunities to donate and the chance to win additional funds that YOU can designate. We hope everyone will join the fun!

How can faculty, staff, students, alumni, and parents get involved? [Sign up to be an Advocate!](#) When you sign up as an Advocate and share your link, it will provide an easy way for us to track who motivated donors to give, track a donor's interest, and help us track the hard work of our dedicated faculty, staff, and students.

Advocates can:

1. Create and Share a Video

- Grab your cell phone and make a 15-30 second video of you, your department, and/or students advocating for the support of one of the key priorities and how this priority positively impacts your area/department/club.
- The best videos are SHORT, ENTHUSIASTIC, and AUTHENTIC.
- Record the video horizontally on your phone, in a quiet place without a lot of background noise and plenty of lighting.
- Whip up some nostalgia. Introduce new faculty. Highlight students. Let's make Our Forester Future happen! Post your video to our Advocacy Dashboard [here](#).
 - You must first create an account or log in to your account.
 - **Send mriddell@lakeforest.edu a copy of that video to be used for extra promotion on the live stream throughout the day.**

2. What Should I Include in My 30-second Video?

- Be creative and have fun, but be sure to include:
 - Your name(s) and department/program affiliation(s)
 - How any of the six priority areas can positively impact you, your department, and your students.
 - A Forester Day "call to action," such as "Join me on Forester Day and make a gift to support [area]."

3. How Do I Upload My Personal Video to GiveCampus?

- After creating a GiveCampus account (see below) or logging in to GiveCampus, go to this [Forester Day link](#).
- Select the "Create your Personal Video" red button.
- Upload the file from your phone or computer.
- **How Do I Sign Up for a GiveCampus Account?**
 - Visit <https://www.givecampus.com/schools/LakeForestCollege/login> or Google "Lake Forest College GiveCampus"
 - In the upper right corner, select "SIGN UP"
 - You can sign up with your email address or with your Facebook account.
 - If Facebook: Confirm the Facebook account.
 - If email: Enter the relevant information to create an account.
 - Once done, confirm your account via that email address.

4. When Will My Personal Video be Approved and Available to Share?

- All videos (personal pleas) will be screened and approved by the Forester Day team on the evening of Wednesday, February 26 at the latest.
 - Once approved, you will receive an email with a personalized link to your video which can be shared in email, text, social media, etc.

5. Contact Alumni from Your Department or Program and Ask Them to Participate

- The Forester Day planning team can use our email/text system and database to send a personal message written by you on your behalf to a group of alumni from your area. **Contact Paige Haehlke at phaehlke@lakeforest.edu by Friday, February 14 at 5 p.m. to coordinate a personalized email message.**
- You can also use the online alumni directory to look up alumni yourself and make personal contact.

6. Setup a Match or Challenge on GiveCampus

- Encourage participation from your department or program alumni by pledging a donation (e.g., match the next \$25 of donations up to \$500; pledge \$50 if you can get 10 additional donors).

7. How Do I Set Up a Match or Challenge on GiveCampus?

- After logging in to GiveCampus, go to this [Forester Day link](#).
- For a matching gift, select "Offer a Match"
- For a challenge, select "Offer a Challenge."
 - For either the match or the challenge, simply fill out the relevant info.
 - Be sure to click "Match your affiliation..." to ensure that your match is specific to your area.

8. Share, Share, Share Forester Day Content on Your Social Media

- Provide links to videos, matches, and challenges. Post them throughout the day. Use the hashtag #ForesterDay2025.

Questions? Contact Tabitha Andrews, Assistant Director of Annual Engagement, 847-735-6047, tandrews@lakeforest.edu or Marianne Riddell, Director of Annual Engagement, 847-735-6029 or mriddell@lakeforest.edu.