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 Saats Tradition of Excellence Endowed Fund
- 3. Academic Excellence & Career Preparation / Inspire Excellence, Ignite Curiosity
 - Career Preparation General
 - Unpaid Stipends for Internships
 - < Academics General
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- 2. What Should I Include in My 30-second Video?
 - o 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 Join me on Forester Day and make a gift to support

- 3. How Do I Upload My Personal Video to GiveCampus?
 - o After creating a GiveCampus account (see below) or logging in to GiveCampus, go to this <u>Forester Day link.</u>

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o Video

- Upload the file from your phone or computer.
- o How Do I Sign Up for a GiveCampus Acco-o-io