

Teacher Tuesday



12.1.20 1 DAY 250 GIFTS

#TEACHERTUESDAY #GIINGTUESDAY



Subject:

Thank you for sharing your gratitude #TeacherTuesday

Copy:

Thank you!

Our teachers have always worked hard to ensure they provide the best education to Avonians. Now, more than ever, our teachers have pushed forward and adjusted their teaching styles to continue to aspire and persevere for our boys through all of 2020's challenges.

Thank you for rallying together to express your gratitude toward Avon faculty yesterday. We closed out the day surpassing our goal of 250 gifts—each honoring and remembering our exceptional faculty—**with over XXX gifts and counting raising \$XXXXX!**

When you thanked a teacher on #TeacherTuesday, you made a real impact. While our faculty never expect anything in return, yesterday offered us the opportunity to honor and remember those who propel Avon forward. Every gift given—no matter the size—will help to ensure we can maintain a tradition of hiring and retaining experienced teachers, mentors, and coaches.

Aspirando et Perseverando [\(button link to REGULAR GIVING FORM\)](#)

If you are donating via your Donor Advised Fund please contact Sarah Wallace at wallaces@avonoldfarms.com, or 860.331.9372 so your gift can be counted.

EMAIL 1—Audience: All except Parents!

Subject:

#GivingTuesday starts in 12 hours!

Copy:

#TeacherTuesday is Tomorrow!

Tomorrow we celebrate the National Day of Giving (<https://www.givingtuesday.org/>), known worldwide as #GivingTuesday. At Avon Old Farms, this day is an opportunity for alumni, students, parents, and friends to express their gratitude to the faculty that impacted their lives.

On #TeacherTuesday we will honor our faculty with gifts. **Our goal is 250 gifts to honor the exceptional members of our faculty.** Turn intention into action this year. If you are able, jumpstart our #TeacherTuesday campaign by making a gift today!

Teacher Plea video *if available*

Give Now! (button unique link to GC: <https://www.givecampus.com/hvf9zk>)

Our Avon family has so much to offer our students and local communities. Be sure to keep our spirit of giving alive by celebrating #GivingTuesday!

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EMAIL 2—Audience: Parents from Jess!

Subject:

Help spread faculty appreciation tomorrow for #TeacherTuesday!

Copy:

Dear Parents and Guardians,

This fall has truly been one for the history books. Several of you this year have asked what you can do to show your appreciation for Avon's faculty. In good times and in challenging times they teach, encourage, guide, and support our boys in and outside of the classrooms. The teachers make this community the incredible place that it is. Hopefully, the winter and spring terms will provide us with an opportunity to gather and thank them in person. In the meantime, please consider writing a personal thank you note (or email) to your student's teachers/advisors/coaches/etc. to express your gratitude for their work. Please also feel free to

give in honor of one (or more) of your student's teachers tomorrow for #TeacherTuesday. [\(link to JE unique link\)](#)

Finding a list of your student's teachers is easy (INSTRUCTIONS>HERE), but if you need assistance, please be in touch. Emails will of course be appreciated but if you choose to write handwritten notes they may be sent using this address:

Faculty Name
Avon Old Farms School
500 Old Farms Rd
Avon, CT 06001

In closing, I'd like to take a moment to say thank you. It is a pleasure to work with such a strong and supportive parent community. Thank you for your incredible patience and flexibility. Thank you for all the amazing gestures of kindness and generosity. Thank you for your partnership as we navigate this extraordinary time.

With gratitude,
Jess

Jessica Egan
Advancement Officer–Parent Giving

Subject:

#GivingTuesday is here!

Copy:

Make your gift now!

Today is the day! We join in celebrating the National Day of Giving, known worldwide as #GivingTuesday, and at Avon as **#TeacherTuesday**. **Our goal: 250 gifts in honor or memory of our exceptional faculty, past and present.** Today is an opportunity for alumni, students, parents, and friends to express their gratitude to the faculty that impacted their lives. Now, more than ever, our teachers have pushed forward and adjusted their teaching styles to continue to aspire and persevere for our boys through all of 2020's challenges.

Teacher Video?

Our educators are not only experts in their fields, but also completely immersed in our community as dorm parents, coaches, and mentors. While our faculty never expect anything in return, now is the time to honor and remember those who propel Avon forward by encouraging our young men to be successful not only during their time here at Avon, but also long after they have graduated. **When you thank a teacher on #TeacherTuesday, you make a real impact.** Your contribution ensures we can maintain a tradition of hiring and retaining experienced teachers, mentors, and coaches.

Give Now! (button with unique link: <https://www.givecampus.com/jj0jgu>)

We will be kicking off today with a \$100 bonus added to the next 100 donors. So thank a teacher now and give in honor or memory of them! (make banner)

Our Avon family has so much to offer our students and local communities. Be sure to keep our spirit of giving alive by celebrating #GivingTuesday!

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