



Hello Denise,

Word of mouth is everything when it comes to the **Day of Gracious Giving**. That is why we are asking you to be an advocate for your class to ensure another successful giving day!

**The role of an advocate is simple. You utilize your Kalamazoo College alumni network to spread the word prior to the Day of Gracious Giving and encourage them to make a gift when the day arrives. You can spread the word by:**

- Building excitement and awareness on social media and/or email prior to the announcement.
- **Getting ahead by creating your account today at [givecampus.com/schools/KalamazooCollege](http://givecampus.com/schools/KalamazooCollege).**
- Utilizing the advocate toolkit we will provide in the coming weeks, created to help encourage your classmates to give when the day arrives.
- Utilizing the Kalamazoo College Fund Impact Report at [kzoo.edu/kcfimpactreport](http://kzoo.edu/kcfimpactreport) to share information about how dollars raised impact K students.

As usual, the event will coincide with the Day of Gracious Living and the date is a surprise. As an advocate we will ensure you will be among the **first to know when the day is announced**.

**How are Day of Gracious Giving advocates supported?**

We will provide you with emails and social media posts and the campaign will be hosted on GiveCampus, a crowdfunding platform, to allow for seamless integration with your Facebook page.

**Learn More**

Using the GiveCampus crowdfunding platform is very similar to using your Facebook page. To better assist you we will hold two online/phone conference information sessions on May 1 at 12:30 p.m. EDT and 3:30 p.m. EDT.

We ask that all advocates either participate in the session or connect with a Kalamazoo College Fund staff member via phone or email by May 1 to confirm your participation.

**Please choose an information session below. Your selection confirms your interest in serving as an advocate for the Day of Gracious Giving.**

**[12:30 p.m EDT](#)**

**[3:30 p.m. EDT](#)**

**[I am interested but am unable to attend an information session](#)**

We look forward to working with you on this exciting and important fundraising effort.

Thank you.

**Laurel Palmer**  
Director

**Sandy Dugal**  
Associate Director

**Caitlin Kuhn**  
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