FRIENDS SELECT

AGN: Best in Annual Giving Awards Submission
Friends Select School Falcon's Birthday Day of Giving
October 17, 2025

Postcard advertisement in three segments (parents past & present, alumni, and parents past and present) designed by Masters Group Design





SUPPORT YOUR GRANDCHILD'S SCHOOL

Falcons Fly Higher Together!



Happy Birthday to the Falcon!

It's time to celebrate with our all-school Falcon Fest & Field Day, as our Brown and Gold teams face off in friendly competition on Friday, October 17.

Join the fun online—show your Falcon pride—and follow along on social media.

BROWN TEAM
(odd graduation years)

GOLD TEAM
(even graduation years)

Celebrate with a Gift to Friends Select!

Use the QR code or visit friends-select.org/give to support Friends Select. By donating electronically, you'll receive an e-receipt and help us reduce paper waste, all while investing in the mission of our school. **Plus, right now, all gifts are being matched — you can double your impact!**



WHY YOUR GIFT MATTERS

Supporting Students
Your gift provides FSS students with outstanding faculty and staff, innovative programs, and classrooms that encourage curiosity, creativity, and self-discovery.

Investing in Tomorrow's Leaders
FSS students are future leaders, innovators, and changemakers who will carry forward our mission of integrity, service, and stewardship.

Expanding Access
With over 40% of families receiving tuition assistance, your support ensures that more students can benefit from a Friends Select education.

Choosing Sustainability
By giving digitally, you support our environmental sustainability pillar and help create a greener Friends Select.

Sample Mail Merged Email Segment for Alumni in the 2010s

NAME,

I hope your fall is off to a great start! I'm reaching out to every graduate from the 2010s because XX P'12, P'15 have issued a Young Alumni Challenge for FSS. Now through midnight tomorrow, they'll donate $100 to FSS for every alum from the 2010s who makes a gift in any amount.

You don't have to give $$$$—every gift counts. If you had Tr. XX or Tr. XX, you can do the math: (small gifts + $100 match)x2 = huge win for FSS. (There is also a $1 for $1 match running).

Please help us Level Up with alumni support from the 2010s. Here is a link to give & a pic of the Math team from the archives. What are they wearing!?

Thanks for being part of the FSS legacy — Go Falcons!
—Molly

P.S. If you gave already, thank you! Spread the word to a friend from your decade so we can make this match!



Sample Mail Merged Email Segment for Parents Showing Brown and Gold Challenge language

Subject: Tiny but Mighty: PK Brown Team Challenge! TODAY ONLY
Hi PK Families (Brown Team),

Exciting news — while your students are busy with a scavenger hunt, a *new giving challenge* just dropped for your class!

A generous PK family will give an additional $75 for each of the next 13 Class of 2039 current parent donors who make a gift in any amount *today*. That's the Tiny but Mighty Brown Team Challenge! Plus, every gift is matched again $1-for-$1 through our Day of Giving match.

Help us take advantage of this generosity. It could get you to the top of the leaderboard and will 100% make an impact on our students and programs.

Thank you for your support — Go Falcons!
—Molly

P.S. Already gave? Thank you! You can still help by encouraging your friends to give — text your friends and family, they might want to support too.

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Subject: Golden Beginnings: Kindergarten Challenge! TODAY ONLY
Hi Kindergarten Families (Gold Team),

Exciting news — while your students are a scavenger hunt in the building, a *new giving challenge* just launched for your class!

One of your peers will give $50 for each of the next 20 Class of 2038 current parent donors who make a gift in any amount *today*. It's going to take most of you to make this Golden Beginnings Challenge! Please support. And your gift will also be doubled by our overall $1-for-$1 Day of Giving match.

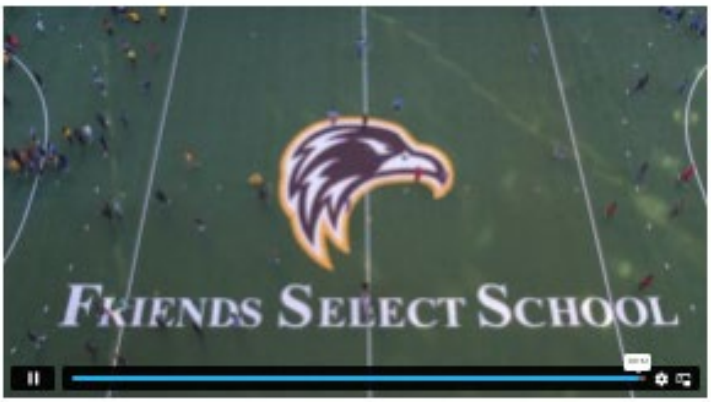
Your support helps power our students, programs, and community — and could push the gold team to the top of the leaderboard!

Thank you for your support — Go Falcons!
—Molly

P.S. Already gave? Thank you! You can still help by encouraging your friends to give — text your friends and family, they might want to support too.

Landing Page and First Update

Falcon Fest 2025: Celebrate Friends Select



393
Donors
113% of 350 Donor goal

$242,319
Donated

This campaign ended on October 18, 2025, but you can still make a gift to Friends Select School by clicking here!

About | Updates | Donors | Penn Employees | Employer Matching | Advocates | Matches & Challenges

About

Why Your Gift Matters:

- **Supporting Students:** Empower Friends Select students as they learn to become stewards of our community and our environment.
- **Investing in the Future:** FSS students are future leaders, innovators, and change-makers who will carry our mission and values forward.
- **Choosing Sustainability:** Support the environmental sustainability pillar of our strategic plan and help create a greener campus by giving digitally this fall.

This school year has started strong, and your investment in our community truly makes a difference. Thank you for your continued support.



Updates

Add New Update

Live Updates

Falcons Don't Stop! New 60K Match Announced

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While seniors took on the faculty in a spirited *peace pull* and our community reached new philanthropic milestones, our trustees were so inspired that they have issued a new challenge: if we reach **350 total donors by midnight tonight**, they'll contribute an additional **$60,000** to the Friends Select Fund.

