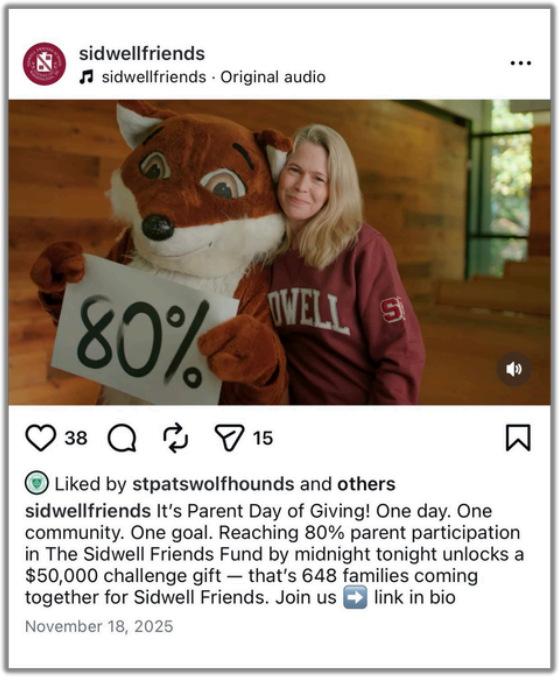
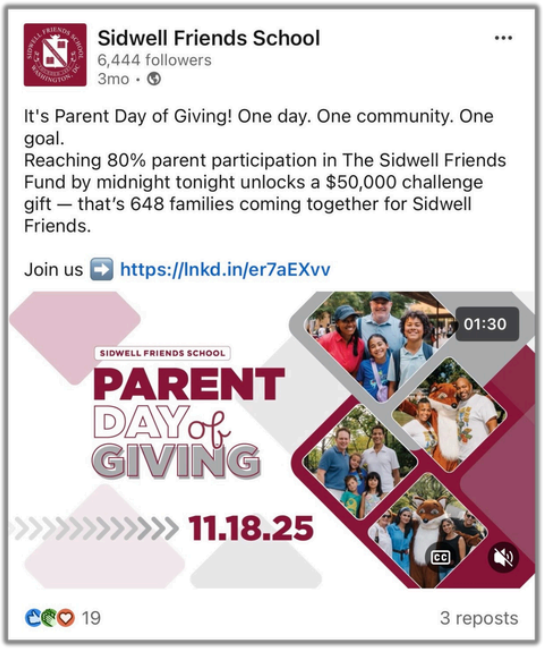
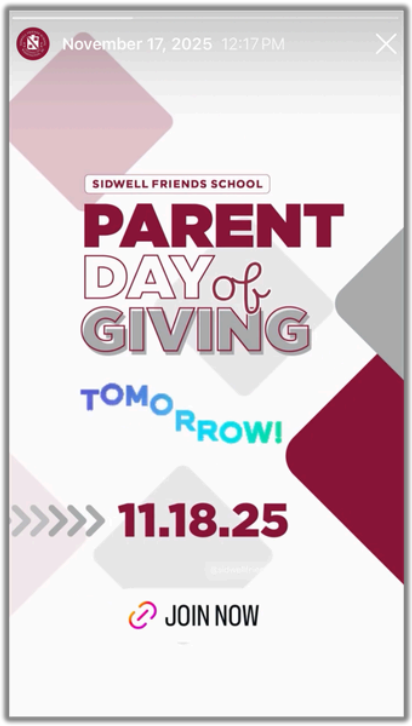
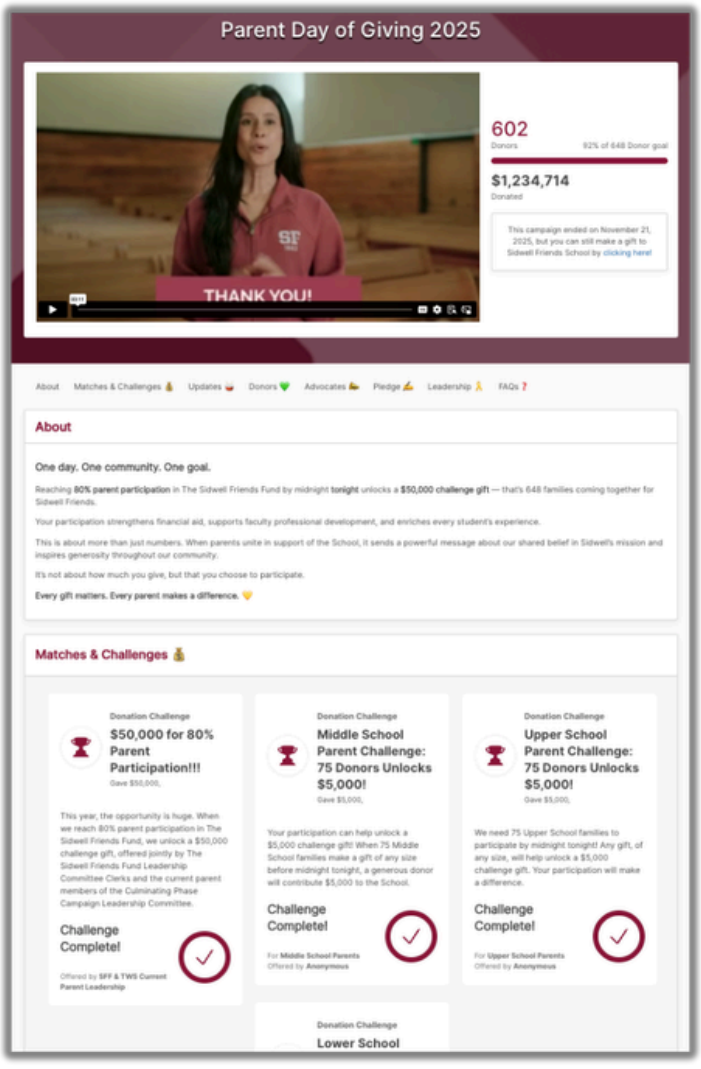
Social Media & Campaign Webpage

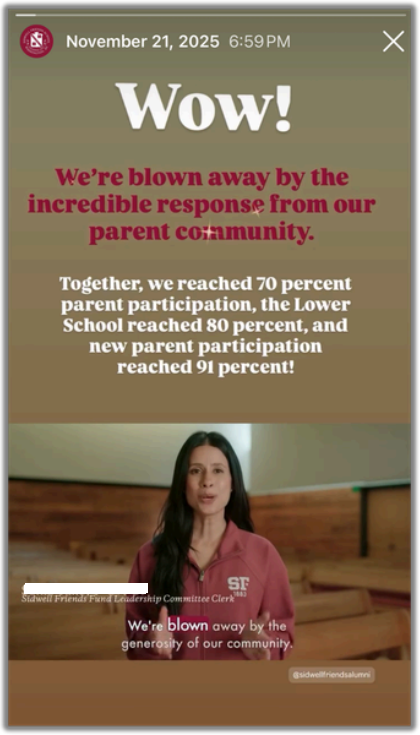












Mailed Piece & On-Campus Signage

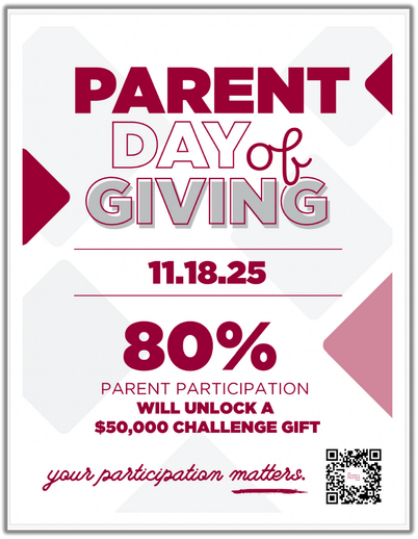
Mailed Piece



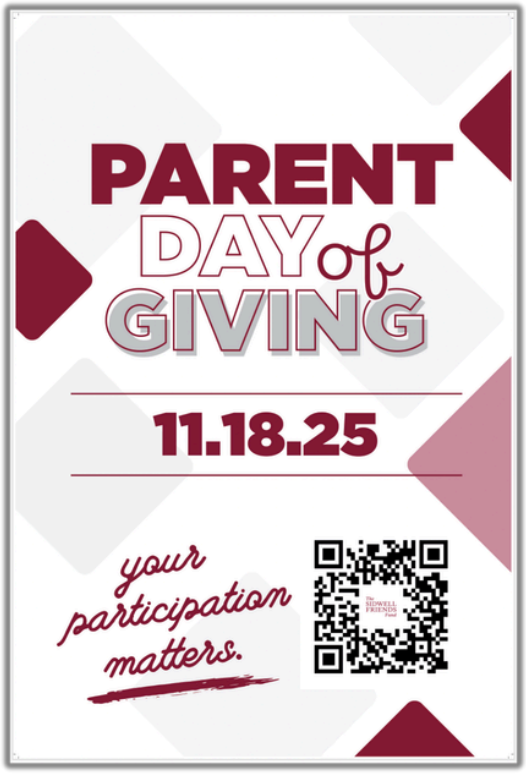


On-Campus Signage

Posters



A-Frames in Carpool Lanes



Campaign Launch

Subject: Together, we can unlock $50,000 for our children.



SIDWELL FRIENDS SCHOOL

PARENT DAY of GIVING

11.18.25

Dear Fellow Sidwell Friends Parents,

Parent Day of Giving is on **Tuesday, November 18!** This year, the opportunity is huge. **If we reach 80 percent parent participation in The Sidwell Friends Fund, we unlock an additional $50,000 in the form of a challenge gift,** offered jointly by The Sidwell Friends Fund Leadership Committee Clerks and the current parent members of the Culminating Phase Campaign Leadership Committee. Last year, we got close to that goal, and this year we're confident we can get there.

Every single gift, regardless of the amount, is a statement of unity. It's about our collective voice and getting every parent involved to secure an extra $50,000. **It's not about how much you give, but that you choose to participate.**

By uniting, we strengthen the community that makes Sidwell Friends unique, inspire generosity in others, and support crucial priorities like financial aid, faculty professional development, and student experiences.

Please join us and consider making an early gift or pledge now. Let's start building the momentum needed to achieve 80 percent and lead the way for our children.

In friendship,

Upper School Co-Clerks *Middle School Co-Clerks* *Lower School Co-Clerks*

GIVE OR PLEDGE NOW

Giving Day Launch

Subject: It's Parent Day of Giving! Unlock $50,000 + new challenge gifts



SIDWELL FRIENDS SCHOOL

PARENT DAY of GIVING

11.18.25

Dear Sidwell Friends Parents,

Today is Parent Day of Giving, and the opportunity for our collective impact is huge.

We've set an ambitious goal to reach **80 percent parent participation** in The Sidwell Friends Fund by midnight tonight. Reaching this milestone will unlock a generous **$50,000 challenge gift** to support financial aid, faculty professional development, and student experiences.

In addition, we're thrilled to announce three new divisional challenge gifts from generous anonymous donors:

If 75 parents in each division—Upper, Middle, and Lower School—make a gift of any amount by midnight, these donors will contribute $5,000 per division. If you have children in multiple divisions, your gift counts toward all challenges.

Parent participation reflects the strength of our community and our shared belief in the School's mission and values. It's not about how much you give, but that you choose to participate.

If you've already participated, thank you! Your early commitment has helped us launch this day with incredible momentum. You can follow our real-time progress toward the 80% goal on the campaign page.

Thank you for all the ways you support Sidwell Friends.

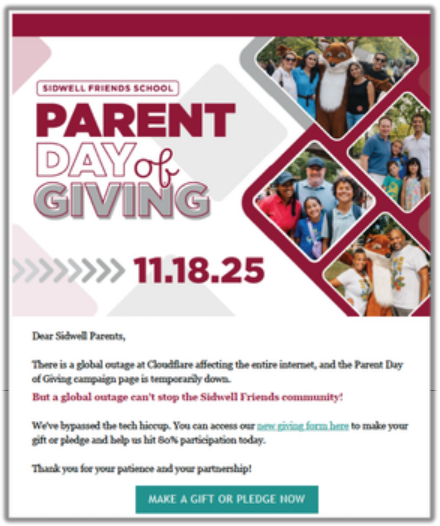
In friendship and with gratitude,

Tara Arras, CFRE
Assistant Head of School for Advancement

GIVE OR PLEDGE NOW

Internet Outage Pivot on Giving Day

Subject: Parent Day of Giving: New Link Due to Internet Outage



SIDWELL FRIENDS SCHOOL

PARENT DAY of GIVING

11.18.25

Dear Sidwell Parents,

There is a global outage at Cloudflare affecting the entire internet, and the Parent Day of Giving campaign page is temporarily down.

But a global outage can't stop the Sidwell Friends community!

We've bypassed the tech hiccup. You can access our new giving form here to make your gift or pledge and help us hit 80% participation today.

Thank you for your patience and your partnership!

MAKE A GIFT OR PLEDGE NOW

Subject: The Internet Cooperated! 80% Progress Tracking is Live.



SIDWELL FRIENDS SCHOOL

PARENT DAY of GIVING

11.18.25

Great news! The internet has agreed to play along.

Our main Parent Day of Giving campaign page is back up and running, meaning you can now track the exciting, real-time progress toward our 80% participation goal!

Thanks for bearing with us through the digital turbulence.

MAKE A GIFT OR PLEDGE NOW