

HOW TO MAKE A PLEA VIDEO

THE E/A GIVING CHALLENGE

Making a plea video for the E/A Giving Challenge is a great way to help us spread the message and rally other Exonians to join in the game and help us win the challenge.

Here are some talking points and information about the campaign to guide your message:

- Use your phone to record the video; it should feel “in the moment” and authentic. And keep it short – 30 seconds is about right.
- The theme is “Rally for Exeter,” underscored by the phrase “BEAT ANDOVER.”
- Each school has a goal of 2019 donors to “collect,” but the winner will be the school that has the most donors overall at the end of the campaign.
- The campaign runs from Nov. 6 at noon (EST) to Nov. 9 at noon (EST).
- Reference your memories of the E/A tradition and how we should rally for our school.
- We want to win the fundraising challenge so the Exeter flag will fly at Andover for a day.
- A gift during the challenge helps us win the immediate competition, but it also goes to support The Exeter Fund, a critical source of unrestricted funds that help maintain the Exeter margin of excellence. When we rally, everyone wins!
- Get excited and ask everyone else to get excited along with you! This is fun, but it is a big campaign. We want to win!



#BEATANDOVER