

Bennington Day Volunteer Toolkit



When: Thursday, April 2, 2026

Where: www.bennington.edu/benningtonday

What: Join us in celebrating Bennington College's second annual day of giving on Thurs., April 2! We're asking members of the Bennington community—alumni, families, friends, employees, and students—to come together, give back, and celebrate our shared Bennington connection.

How you can help celebrate Bennington Day!

Spread the word and encourage your classmates, family, and friends to support Bennington Day. You can do this in many ways by sharing the [Bennington Day page](#) through email, text, and social media. This toolkit is designed to elevate your efforts in making Bennington Day a tradition to remember.



- 1) **Follow along:** Visit the [Bennington Day](#) page at www.bennington.edu/benningtonday and follow **Bennington Alumni** on [Facebook](#), [Instagram](#), and [LinkedIn](#).
- 2) **Share:** Click “Sign Up”/“Log In” at the top of the [Bennington Day](#) page to create a personal link to easily share the giving page with your networks on social media, text, and email. You can unlock special Bennington incentives for gifts made through your personal link!

- 3) **Give: Be an early donor!** Make your gift before April 2 at www.bennington.edu/benningtonday. Turn your donation into a match or challenge to inspire your Bennington housemates, friends, and family to give back to Bennington.

- 4) **Host a pop-up event:** Gather your fellow alums – virtually or in person – and celebrate Bennington Day together! Snap some photos, tag **@BenningtonAlumni**, and share your Bennington pride. Want to host? Email benningtonfund@bennington.edu for more information.

Sample language for Bennington Day outreach:

Email

Dear (Name),

Join me in supporting the second annual Bennington Day on Thurs., April 2! Gifts of all sizes will directly contribute to preserving and advancing the Bennington we love for future generations.

Can we count on you to make your gift at www.bennington.edu/benningtonday? There will be special matches and challenges happening throughout Bennington Day to further your impact to Bennington.

Thank you,
Name, Class Year, Volunteer Role (if you have one)

Social Media

Share a photo of your time at Bennington:

Do you remember when (insert Bennington memory). Join me in giving back to Bennington students during **@BenningtonAlumni #BenningtonDay** on Thurs. April 2 at www.bennington.edu/benningtonday

Text

Bennington Day is **Thur., April 2!** I'm celebrating by making a gift—join me in supporting the Bennington we love and ensuring it thrives for future generations 🧡
Give at www.bennington.edu/benningtonday



VOLUNTEER TO-DO LIST

Thursday, March 19 – BENNINGTON DAY IS TWO WEEKS AWAY!

Like, follow, and join us on Facebook/Instagram/LinkedIn @BenningtonAlumni to stay informed about Bennington day progress!

Bennington Day Volunteer Toolkit email and mailing are coming your way!

Wednesday, April 1 - BENNINGTON DAY IS TOMORROW!

Log in to the Bennington Day page at www.bennington.edu/benningtonday
Make your gift early and turn your gift into a **challenge or match** to inspire your classmates and friends to support Bennington Day.

12:00pm – Email **Bennington College friends**
“Tomorrow is Bennington Day, Bennington College’s annual day of giving! Help unlock the early donor challenge and join me in making a gift at (include personal link when logged into GiveCampus)”

Thursday, APRIL 2 - BENNINGTON DAY BEGINS! 🎉

8:00am – Like/Comment/Share @BenningtonAlumni House Challenge social media post

10:00am – Email/Text/Call **Bennington College friends**
“Today is Bennington Day, Bennington College’s annual day of giving. Join me in supporting Bennington students. Here’s the link: (include personal link when logged into GiveCampus)”

12:00pm – Like/Comment/Share @BenningtonAlumni giveaway social media post

5:00pm – Final Email/Text/Call **Bennington College Friends**
“There’s still time to support Bennington Day! Can I count on you to make your gift at (include personal link when logged into GiveCampus).”

7:00pm – Final Like/Comment/Share @BenningtonAlumni social media post

Friday, April 3 – CELEBRATE!

Thank your Bennington College friends and family who supported Bennington Day!