

# GIVING TUESDAY



12.01.2020 #BROWARDGIVES

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## SOCIAL MEDIA TOOL KIT

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[browardcollegefoundation.org/giving-tuesday](http://browardcollegefoundation.org/giving-tuesday)

# EMPOWERED BY BROWARD

**Thank you** for supporting Broward College and helping us empower our community!

We believe every person who is determined to change their life through the pursuit of higher education should be afforded that opportunity.

## December 1, 2020

[browardcollegefoundation.org/giving-tuesday](http://browardcollegefoundation.org/giving-tuesday)



**24**  
HOURS

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**100**  
DONOR  
GOAL

# Your Funding Goes Further

Giving Tuesday contributions go towards three great causes:



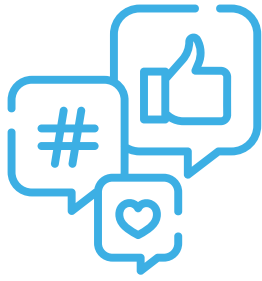
providing free educational opportunities, workforce training, and support services to our underserved neighborhoods.



helping employed, high-achieving students who just need a little boost toward the finish line.



directly supporting Broward College Foundation – all gifts here will be **MATCHED** up to \$10,000 by Geico.



# Connect with us!

Follow our social media accounts and RSVP as “attending” on the Giving Day Facebook event page.



[facebook.com/  
BrowardCollegeAlumni](https://facebook.com/BrowardCollegeAlumni)



[@BrowardCollAlum](https://twitter.com/BrowardCollAlum)



[@browardcollegealumni](https://instagram.com/browardcollegealumni)



[Broward College Alumni  
& Friends Network](#)



[@BCCFoundation](https://youtube.com/BCCFoundation)

# The Week Before

Post a message, image, or even a video and let your friends know about **#BrowardGives** on **#GivingTuesday**



*#BrowardGives so much to our community, so I'm giving back this #GivingTuesday!*

*Gifts to Broward College's Empowerment Fund are being DOUBLED up to \$10,000! Count me in! #BrowardGives #GivingTuesday*

*It's #GivingTuesday! I'm giving to Broward College because they're essential to the success of South Florida. #BrowardGives*



**Fill out the cap cutout (below), print-at-home poster and other assets (provided on page 8) and tell us why you support Broward College. Don't forget to take a selfie and share!**

# On Giving Day

## December 1, 2020

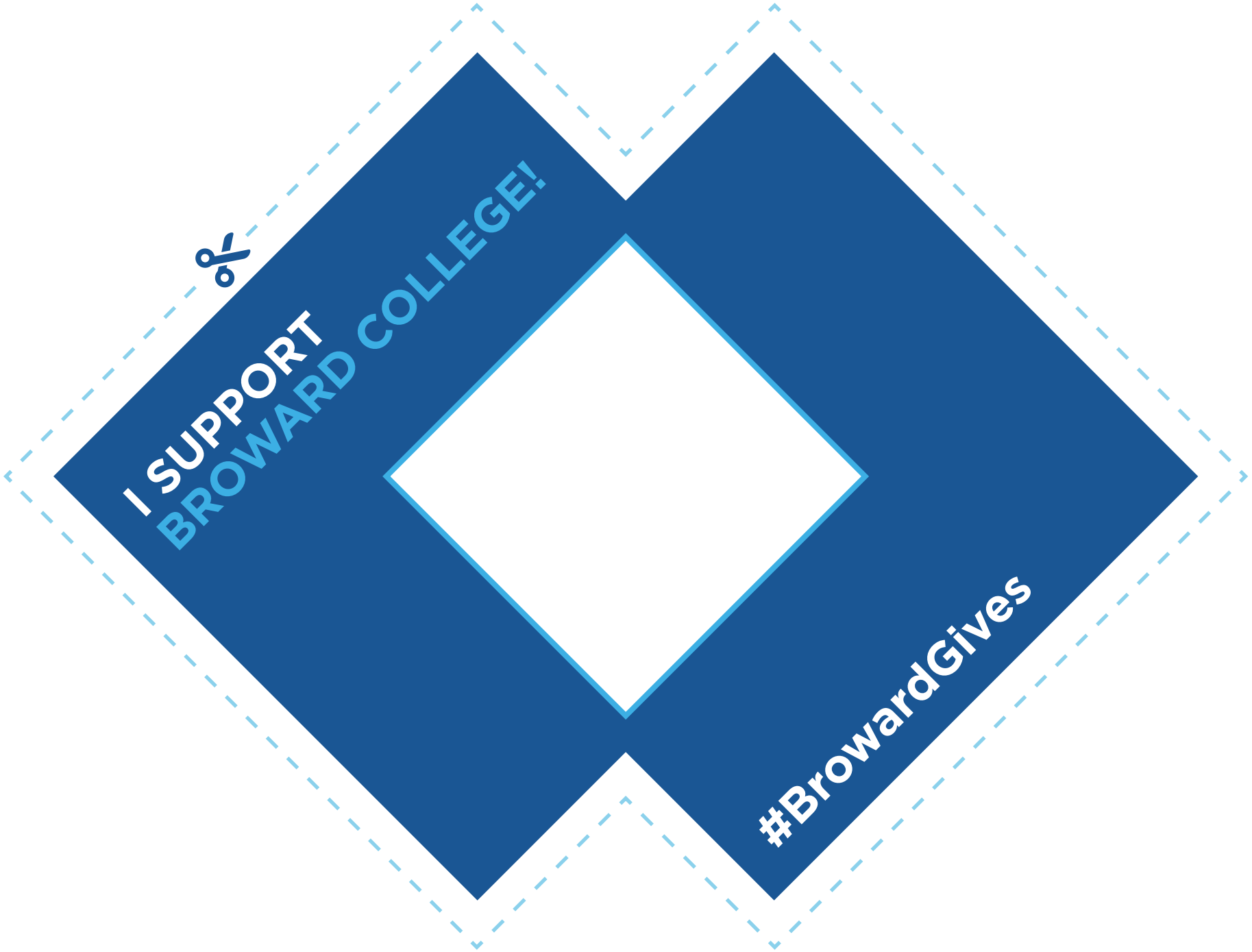
After you give, tell us why you gave on social media. Encourage your friends to take part! Take a selfie with our cutout or print-at-home poster (below) and share using #BrowardGives



# SUPPORT

# WHAT YOU ABOUT

# BROWARD COLLEGE



# Engagement Tools

Download these assets to print, share and post on your social media, letting everyone know how you're making a difference!

<https://bit.ly/3mkLsJJ>

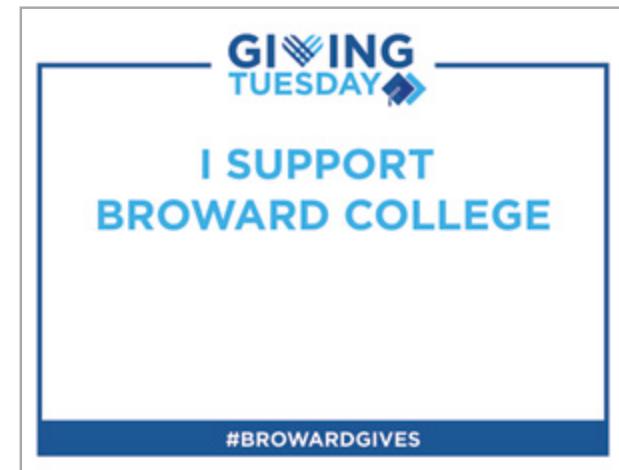
## Profile Icons



## “I MADE AN IMPACT” Badge/Post



## Message Print-Out Poster







**THANK  
YOU!**



**BROWARD COLLEGE  
FOUNDATION**