



**BROWARD COLLEGE  
FOUNDATION**

— EST. 1971 —

**ADVOCATE TOOLKIT**

# MY FOUNDATION IS BROWARD COLLEGE

To build something great – you need a great foundation.

For the 50<sup>th</sup> anniversary of the Broward College Foundation, Let's celebrate what the Foundation makes possible through philanthropy.

By sharing about the \$50 for 50 Giving Day on November 5<sup>th</sup> with your friends, family, colleagues and acquaintances – you can help spread awareness for the Foundation and raise funds to impact the next generation of Broward College students.

[DOWNLOAD VIDEO](#)



LAUNCH VIDEO

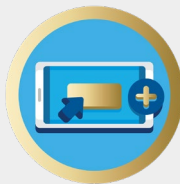
# HOW TO BECOME A BROWARD COLLEGE ADVOCATE

Advocates are a huge piece of the success of the \$50 for 50 Giving Day. By creating a GiveCampus account and sharing #MyFoundationIsBroward, you amplify the impact of \$50 on student success.

Make an impact by encouraging your classmates, family, and friends to support Broward College on GiveCampus!

**It's easy.**

[SET UP YOUR ACCOUNT](#)



## Step One: Create an Account (or Log In)

- We can only celebrate your hard work if we're able to tell it's you! And we do that by tracking outreach done when you're logged in to GiveCampus.
- Head to [givecampus.com](https://givecampus.com) and click 'Log In' at the top of the page.
- Create an account from there!



## Step Two: Consider Your Own Gift

- Lead by example and make a gift. It's much easier to ask your friends and family to join you in making a gift when you've already done it yourself!



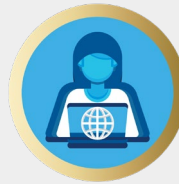
### **Step Three: Offer A Match (or Challenge)**

- Leverage your gift and encourage others to give via a match or challenge.
- Consider restricting your match or challenge by your class year, affiliation, or to a list of your friends (by email address) to raise the stakes



### **Step Four: Share!**

- The built-in sharing buttons on the campaign page generate a link that is unique to you. If you share while you're logged in, we can track it and celebrate your impact!
- Share via Facebook, Twitter, Instagram, Text Message, Email, Phone Call, Carrier Pigeon... The sky's the limit!



### **Step Five: Tell Your Story**

- Create a Personal Plea and post it to the campaign page!
- Film a quick video in which you tell your community why you're excited about the campaign, and why others should get involved. Keep it quick, casual, and fun!

## SHARE ON SOCIAL

Save the Date -

Mark your calendar! November 5th is the 50th anniversary of Broward College Foundation! Stay tuned for more info. 🎉❤️

[Facebook/ Instagram](#)

[LinkedIn](#)

[Twitter](#)

Teaser -

Broward College Foundation's 50th anniversary kicks off November 5th! We hope you'll join us in celebrating this true foundation for our community. 🎉❤️

[TEASER 1920x1080](#)

[TEASER 1080 x1080](#)

Launch Day Video -

Thanks to 50 years of support, millions of lives have changed for the better. Please join us in celebrating the beginning of the next 50 years, as we continue to transform lives: <add Giving Day link>

[FULL 1920x1080](#)

[FULL 1080 x1080](#)



Announcement Social Image



Launch Video

## REP THE ANNIVERSARY

Use one of our Zoom backgrounds to help raise awareness for the 50th Anniversary of the Broward College Foundation

[DOWNLOAD](#)



MY FOUNDATION IS  
BROWARD COLLEGE



# THANK YOU!

Have questions on how to utilize the Advocate Toolkit?  
Contact us at [foundation@broward.edu](mailto:foundation@broward.edu)