

GI ING TUESDAY

11.29.2022 #BROWARDGIVES

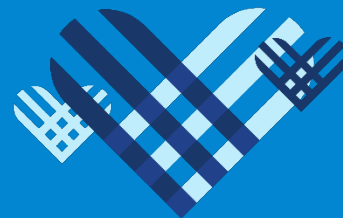
TOOL KIT

GIVING TUESDAY

#BROWARDGIVES

#GIVINGTUESDAY is a global giving movement that has been built by individuals, families, organizations, businesses and communities in countries around the world. Millions of people have come together to support and champion the causes they believe in and the communities in which they live.

November 29, 2022



24
HOURS

80
DONOR
GOAL

MAKE AN IMPACT

You can make an impact on Broward College students this #GivingTuesday.

This #GivingTuesday, you can help students become one course closer to achieving their dreams by making a gift to a scholarship most meaningful to you. Your gift of education makes a profound difference for individual students and for the lives those students touch as graduates of Broward College. The ripple effect of every dollar raised is powerful.

One course can change a student's life. By covering the cost of a course, scholarships can help students be...

ONE COURSE CLOSER

- ... TO NEW CAREER OPPORTUNITIES
- ... TO GRADUATING
- ... TO MAKING AN IMPACT ON THEIR COMMUNITY
- ... TO ACHIEVING THEIR DREAMS



DOUBLE YOUR IMPACT

Our friends at GEICO will match all gifts, dollar-for-dollar up to \$10,000 for #GivingTuesday. Every dollar makes a difference in changing students' lives.

HOW TO GET INVOLVED

This #GivingTuesday, you can help students become one course closer to achieving their dreams....

MAKE A GIFT (PAGE 5)

Make a gift to support Broward College in the scholarship area most meaningful to you.

BECOME AN ADVOCATE (PAGES 6-7)

Advocates share the impact of gifts to #GivingTuesday with others and encourage participation among friends, family, and peers.

CREATE A MATCHING GIFT OR CHALLENGE (PAGES 8-9)

Inspire your friends to give by creating a matching gift or challenge.

GET SOCIAL (PAGES 10-16)

Follow us on social and spread awareness of BrowardGives for #GivingTuesday!

Utilize the suggested social media posts and graphic assets located in this toolkit.



**Scan to learn more
about becoming
an Advocate**

1 GIFT OF \$250

Covers the cost of a course for one student

5 GIFTS OF \$50

Covers the cost of a course for one student

10 GIFTS OF \$25

Covers the cost of a course for one student

25 GIFTS OF \$10

Covers the cost of a course for one student

This *#GivingTuesday*, you can help students become one course closer to achieving their dreams through scholarship support. **Every gift, of any amount makes a difference.**



Make a gift to support Broward College in the scholarship area most meaningful to you. You'll see options in the giving form to support American Dream Scholarship, First Generation in College Scholarship, Black Lives Matter Scholarship, and more.

You may also select "Other" to enter your desired gift designation if there is a particular scholarship fund you wish to support.

[**MAKE A GIFT**](#)

HOW TO BECOME AN ADVOCATE

Advocates are a huge piece of the success for #BrowardGives for #GivingTuesday. By creating a GiveCampus account and sharing #BrowardGives, you amplify the impact of support.

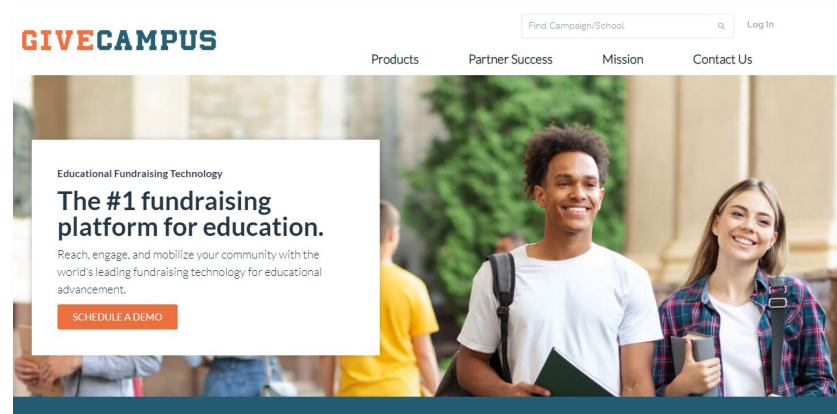
Make an impact by encouraging your classmates, family, and friends to support Broward College on GiveCampus!

It's easy.

SET UP YOUR ACCOUNT

CREATE AN ACCOUNT (OR LOG IN)

- We can only celebrate your hard work if we're able to tell it's you! We can do that by tracking outreach done when you're logged into Give Campus.
- Head to givecampus.com and click on 'Log In' at the top of the page.
- Create an account from there!



BECOME AN ADVOCATE

STEP ONE:

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:

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 TWO:

Consider offering 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:

Tell your story!

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

CREATE A MATCHING GIFT

Inspire your friends and classmates by creating a matching gift or challenge. Matches and challenges are similar; the key difference is that challenges are milestone-based (e.g. if 100 people make a gift, I will give \$250) and matches are made on a donor basis (e.g. I will match up to \$500 on a dollar-for-dollar basis for the next \$500 that is donated).

To create a match, go to Broward College's Giving Tuesday page and click on the appropriate button on the left side of the screen. Scan the QR code to the right to watch how to create a matching gift.

STEP ONE:

Enter how much you'd like to match up to (e.g. up to \$150).

STEP TWO:

Select if you want the match to be 1:1 match or if you click 'other', you can choose to donate another amount or a 'per donor' match.

STEP THREE:

Select when the match should end (e.g. until #GivingTuesday ends at midnight on Tuesday, November 29).

STEP FOUR:

Most matches are not restricted, but you can choose if you like to restrict your match to only apply to fellow members of your class or to a list of friends.

STEP FIVE:

Enter your payment information. After you've created your match, encourage your friends and classmates to join you in supporting Broward College by sharing your personal advocate links.



**Scan to learn more
about creating a
matched gift**

Track your match's progress by visiting the campaign page. Your match will be displayed on the Advocates tab as donors respond to your match.

CREATE A CHALLENGE

To create a challenge, go to Broward College's Giving Tuesday page and click on the appropriate button on the left side of the screen. Scan the QR code to the right to watch how to create a challenge gift.

STEP ONE:

Enter how much you'd like to give.

STEP TWO:

Choose the milestone (e.g. donors or dollars).

STEP THREE:

Enter your payment information.

STEP FOUR:

After you've created your challenge, encourage your friends and classmates to join you in supporting Broward College for #GivingTuesday.

Challenges

Challenges are a great way to show your support. Be the first!

[Offer a Challenge](#)








Scan to learn more about creating a challenge gift

Track your challenge's progress by visiting the campaign page. Recognition for your challenge will not display on the Advocates tab until your challenge is successful.



GET SOCIAL!

Follow us on social and spread awareness of **#BrowardGives** for **#GivingTuesday!** Tag us on Tag us on Facebook, Twitter, LinkedIn, and Instagram and share using the hashtag **#BrowardGives**.

 facebook.com/ BrowardCollegeAlumni	 @BrowardCollAlum	 @browardcollegealumni	 Broward College Alumni & Friends Network	 Broward College Foundation
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THE WEEK BEFORE

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

Personalize your social posts to share why supporting the gift of education through scholarships is important to you.



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

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

For #GivingTuesday, I'm giving to Broward College because they're essential to helping people achieve their dreams. #BrowardGives



THE WEEK BEFORE - ASSETS

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

[**CLICK TO DOWNLOAD**](#)

Logos [**CLICK TO DOWNLOAD**](#)



"Save the Date" Post [**CLICK TO DOWNLOAD**](#)



ON GIVING DAY

November 29, 2022

SUPPORT
WHAT YOU  ABOUT
BROWARD COLLEGE

After you've made a gift, tell us why you gave on social media. Encourage your friends to take part!

Take a selfie with the cutout (page 15) or sign (page 16) and share using #BrowardGives

ON #GIVINGTUESDAY

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



When I was a student, I know my experience at Broward College was made possible by alumni who came before me. That's why I'm paying it forward by making a gift and contributing to future student success! #BrowardGives [LINK]

I might be [x] miles from Broward College, but it's never far from my ❤️! Join me in giving back today! #BrowardGives [LINK]

This #GivingTuesday, I'm supporting the gift of education at Broward College. #BrowardGives [LINK]





[CLICK TO DOWNLOAD](#)

ENGAGEMENT TOOLS

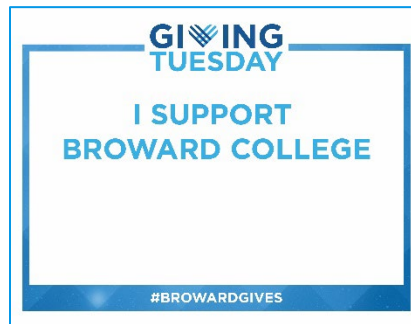
Download these assets to print, share and post on your social media, letting everyone know how you're making a difference! You can also utilize the print-out poster as part of a personal plea video to garner more support and spread the word about #BrowardGives for #GivingTuesday.

"I MADE AN IMPACT" Badge/Post



[CLICK TO DOWNLOAD](#)

Message Print-Out Poster



[CLICK TO DOWNLOAD](#)



**THANK
YOU!**