

SEASON OF GIVING
TOOL KIT



**BROWARD[®]
COLLEGE**

HOW TO GET INVOLVED

In this season of giving, you can give the gift of education and encourage others to share in the spirit of giving.

MAKE A GIFT

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

BECOME AN ADVOCATE (PAGES 2-3)

Advocates share the impact of the gift of a Broward College education with others and encourage participation among friends, family, and peers.

CREATE A MATCHING GIFT OR CHALLENGE (PAGES 4-6)

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

GET SOCIAL (PAGES 7-8)

Follow us on social and spread awareness of the impact of the gift of education on Broward College students.

HOW TO BECOME AN ADVOCATE

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

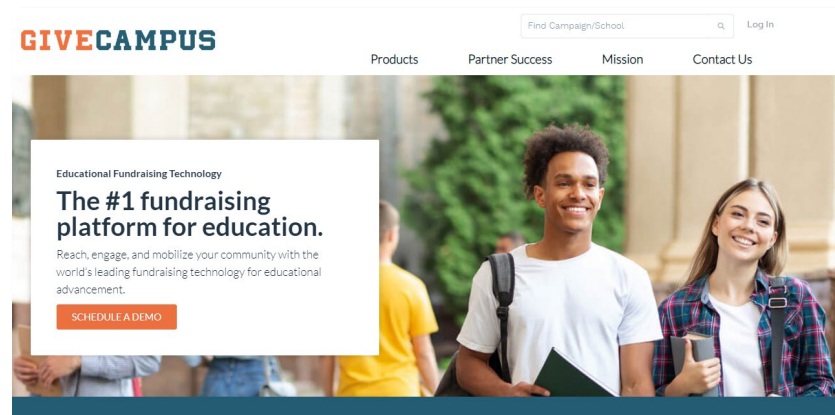
Make an impact by encouraging your classmates, family, and friends to support Broward College on GiveCampus!

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:

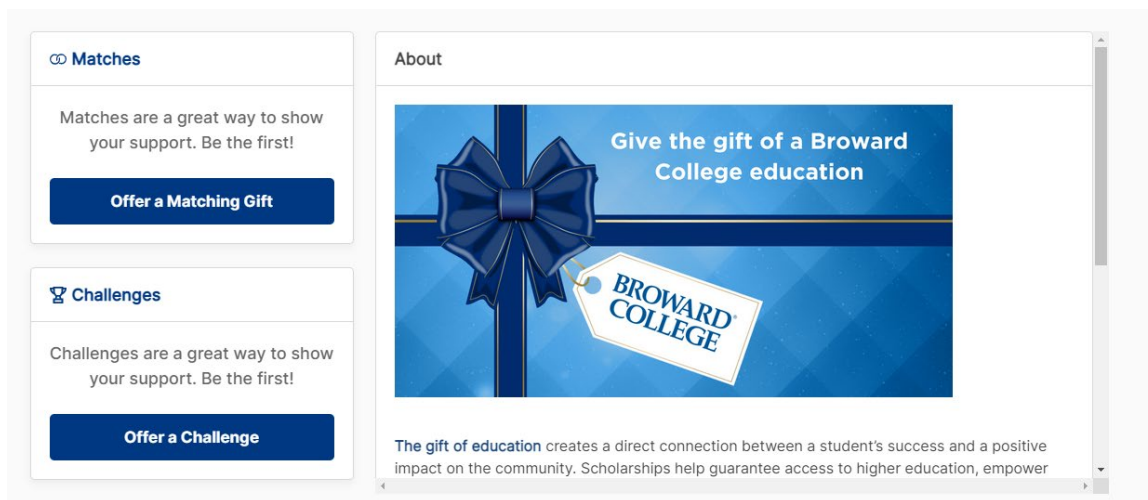
Tell your story!

- 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 in this *Season of Giving*, 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 *Season of Giving* page and click on the appropriate button on the left side of the screen.



The screenshot displays a web interface with two main sections on the left and a larger content area on the right. The left section has two buttons: 'Offer a Matching Gift' and 'Offer a Challenge'. The right section, titled 'About', features a blue graphic with a ribbon and a tag that says 'BROWARD COLLEGE'. Below the graphic is a paragraph of text.

Matches

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

Offer a Matching Gift

Challenges

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

Offer a Challenge

About

Give the gift of a Broward College education

BROWARD COLLEGE

The gift of education creates a direct connection between a student's success and a positive impact on the community. Scholarships help guarantee access to higher education, empower

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 MATCHING GIFT

Follow the instructions below to set up 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 the year ends at midnight on December 31st).

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.

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 *Season of Giving* page and click on the appropriate button on the left side of the screen.

STEP ONE:

Enter how much you'd like to give.

STEP TWO:

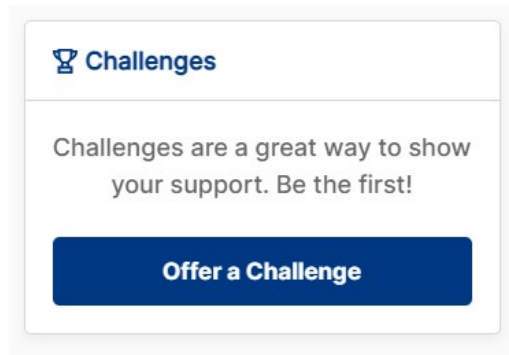
Choose the milestone (e.g. donors or dollars).

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 in this Season of Giving.








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** this Season of Giving! 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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SHARE NOW BUTTONS

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

Utilize the “Share” buttons on the *Season of Giving* page to personalize your social posts and share why supporting the gift of education through scholarships is important to you.

The screenshot displays the 'Season of Giving' campaign interface. On the left is a video player showing a blue ribbon with a bow. To the right of the video is a progress bar and statistics: 2 Donors (2% of 80 Donor goal), \$105 Donated, and 22 Days Remaining. Below these are social sharing buttons for Facebook, Twitter, and LinkedIn, along with a 'Give Now!' button and a 'Copy to Share' option. A large blue arrow points from the right towards the 'Give Now!' button. At the bottom, it states 'This campaign ends on December 31 at 12:00AM EST'.

Category	Value
Donors	2
Donor Goal	80
Percentage of Goal	2%
Amount Donated	\$105
Days Remaining	22



**THANK
YOU**