


GIVING TUESDAY



BROWARD COLLEGE FOUNDATION

NOVEMBER 28, 2023

ADVOCATE TOOLKIT

HONOR AN EDUCATOR

This #GIVINGTUESDAY, honor, support, and create opportunities for educators

Remember the professor whose passion changed the course of your life? The teacher who took the extra time to make sure that you understood a specific concept? The person who made your Broward College experience unforgettable, or the colleague you want to celebrate for making a difference?

We invite you to honor your favorite educator by making a gift this #GivingTuesday. Support students gaining valuable educational experiences through a gift to the Faculty Empowerment Fund or to a scholarship in an area meaningful to you or your favorite educator. Put a smile on the face of a professor who has had a positive impact on your life and help us have a positive impact on the next generation of students and educators at the same time.



DOUBLE YOUR IMPACT

Our friends at BrightStar Credit Union will match all gifts dollar for dollar up to \$10,000 for #GivingTuesday. If we reach our goal of 100 donors, BrightStar will give an additional \$5,000 towards the Faculty Empowerment Fund.



24
HOURS

100
DONOR
GOAL

HOW TO GET INVOLVED

Want to amplify your impact on #GivingTuesday?

GOT A FEW SECONDS?

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!

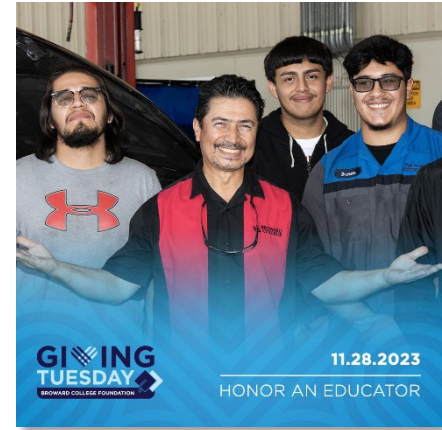
Then, follow Broward College Alumni & Friends on [Facebook](#), [Twitter](#), [LinkedIn](#), and [Instagram](#). Like, comment, and share information about #GivingTuesday! Visit the [Social Media Toolkit](#) for inspiration on what to post and for graphics to share.

GOT 10 MINUTES?

Sign up to become an Advocate. You'll receive a personal link to share with your network via social media, text and email. You can even set up personal goals for the number of donors or dollars raised from your efforts and track your progress on your own dashboard! Want to step up your game? Inspire your friends by creating a matching gift or challenge.

HAVE EVEN MORE TIME?

Personal outreach to others to invite their participation is one of the most effective ways to inspire giving via texts, emails and even video messages! Tell your story by filming a quick personal plea video in which you tell your community why you're excited about #Giving Tuesday, and why others should get involved. Keep it quick, casual, and fun!



Jaime Araujo
Auto Instructor, South Campus

MAKE A GIFT

By making a gift, you make a profound difference in creating an exceptional student experience and enhancing the Broward College community.

Gifts to the Faculty Empowerment Fund are used to support the success of Broward College faculty through professional development, access to enhanced curriculum resources, technology, and opportunities to expand their knowledge and expertise.

Philanthropic contributions to scholarships provide opportunities for students to earn an education and focus on their studies. For many students, the stresses of working make it difficult for them to graduate on time or commit fully to their studies. With 81% of Broward College students working part-time, scholarships help make the work/study life balance more sustainable and decreases the number and amount of loans students need to take to complete college.



[MAKE A GIFT](#)

HOW TO BECOME AN ADVOCATE

Advocates are a huge piece of the success of GiveCampus appeals. By creating a GiveCampus account and sharing about Giving Tuesday, you amplify the impact of support.

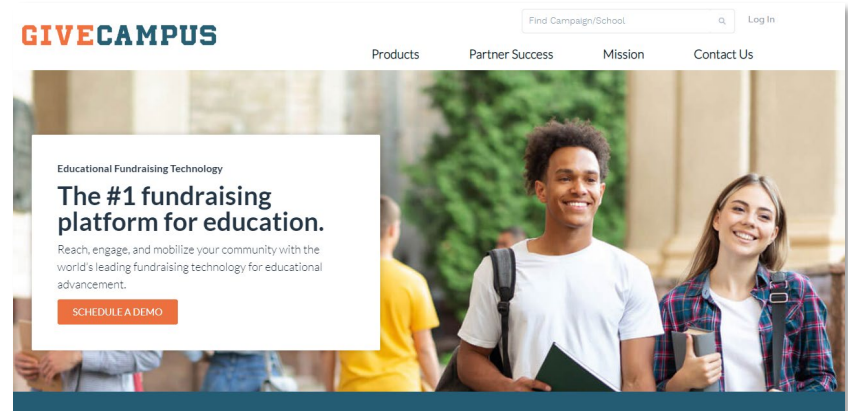
Make an impact by encouraging your classmates, family, and friends to support Broward College on GiveCampus!

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!



ADVOCATE INCENTIVES

Be rewarded for your advocacy efforts with special incentives as a thank you for your hard work!

GENERATE 5 GIFTS

Advocates who generate 5 gifts will receive a Broward College Alumni & Friends laptop sticker.

GENERATE 10 GIFTS

Advocates who generate 10 gifts will receive a special social media shout-out.

GENERATE 15 GIFTS

Take your advocacy to the next level! Advocates who generate 15 gifts or more will receive a special thank you from a Broward College student!



CREATE A MATCHING GIFT

Inspire your friends and classmates by creating a matching gift or challenge. 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, below the video.

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).

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.

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

CREATE A CHALLENGE

Challenges are milestone-based (e.g. if 100 people make a gift, I will give \$250).

To create a challenge, go to the Giving Tuesday page and click on the appropriate button on the left side of the screen, below the video.

STEP ONE:

Enter how much you'd like to give.

STEP TWO:

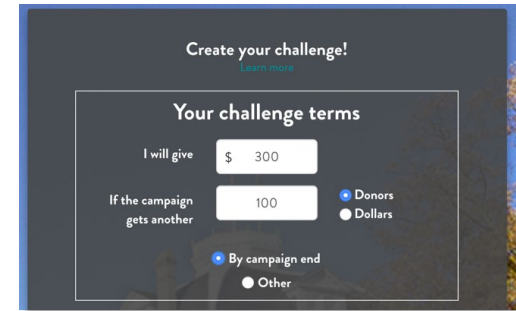
Choose the milestone (e.g. donors or dollars).

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.

A screenshot of a web form titled "Create your challenge!". Below the title is a "Learn more" link. The form is titled "Your challenge terms" and contains three input fields: "I will give" with a value of "\$ 300", "If the campaign gets another" with a value of "100", and "By campaign end" with a selected radio button for "Donors" and an unselected one for "Dollars".

TRACK YOUR PROGRESS

Track your challenge's progress by visiting the campaign page.

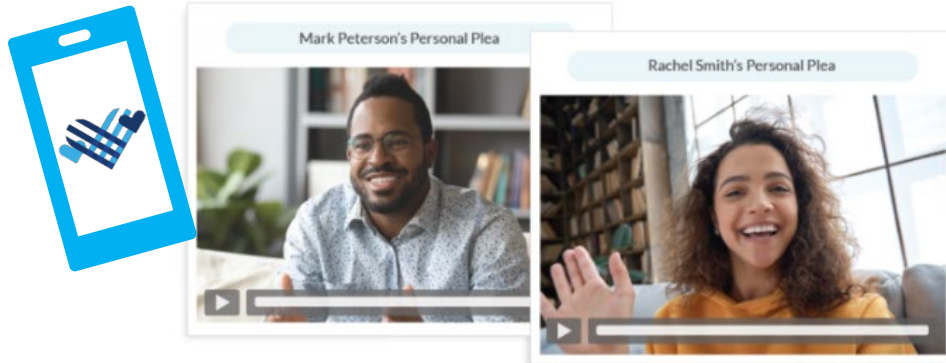
The recognition of your challenge will not display on the Advocates tab until your challenge is successful.

PERSONAL PLEA VIDEO

Personal Pleas provide you with the opportunity to add your own story to the campaign page.

A Personal Plea is a short video in which you can explain why you're excited about getting involved with the campaign and why others should support it, too.

[View](#) Personal Plea Video FAQs and Filming Tips.








Personal Plea videos can be uploaded via the campaign 'Advocates' tab.

GET SOCIAL!



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

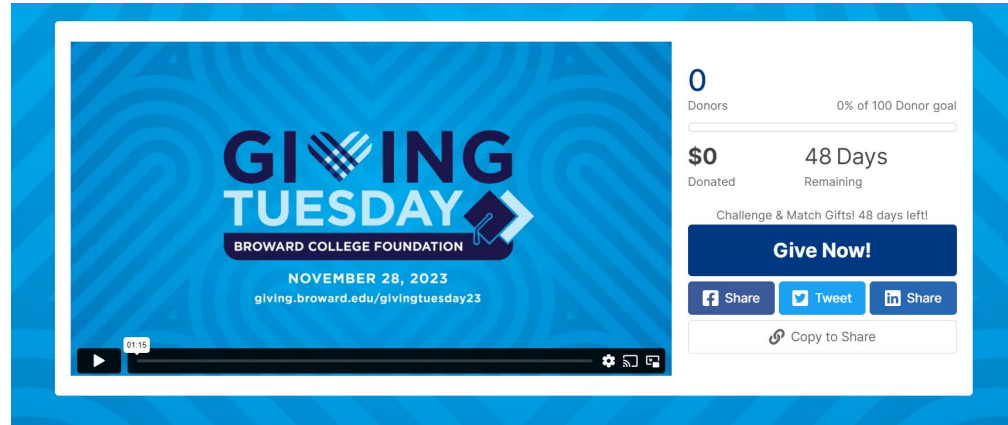
 facebook.com/ BrowardCollegeAlumni	 @BrowardCollAlum	 @browardcollegealumni	 Broward College Alumni & Friends Network	 Broward College Foundation
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View the [social media toolkit](#) for ideas and resources for posting.

INCREASE YOUR IMPACT



Utilize the “Share” buttons on the Giving Tuesday appeal page to personalize your social posts on Facebook, Twitter, or LinkedIn and share why you have made a gift for #GivingTuesday. Any gifts made through your unique links will be tracked back to you and your advocacy efforts!



Direct peer-to-peer sharing over email, text messages, and direct messages within Facebook, Instagram, or texting platforms often generates the most gifts to a campaign. Check out sample messaging in the [Social Media Toolkit](#).