



**GIVING**  
**TUESDAY**

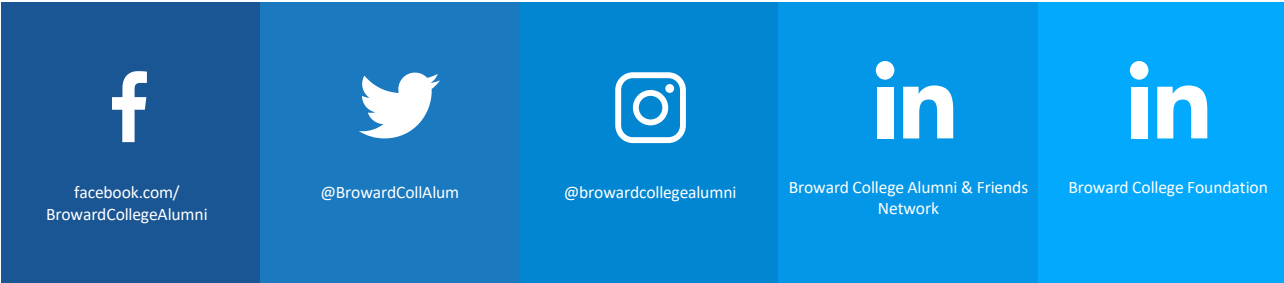


**BROWARD COLLEGE FOUNDATION**

**2023 SOCIAL TOOLKIT**

# GET SOCIAL!

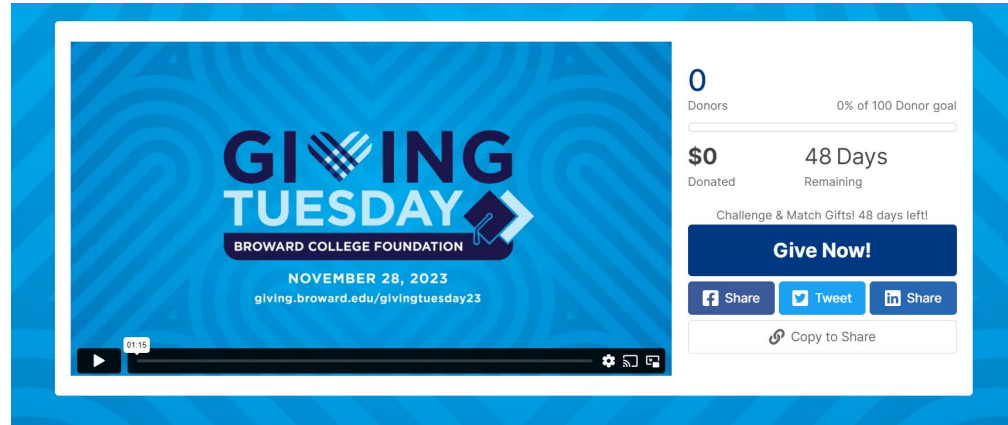
Follow us on social and spread awareness for #GivingTuesday! Tag us on Facebook, Twitter, LinkedIn, and Instagram and share using the hashtag #BCProud. In addition, you can include commonly used hashtags like #givingback #volunteering #causes #inspiration. Also tag @GivingTuesday on social so they can share and help amplify our mission even further.



# 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. If you are signed up as an Advocate, 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 at the end of this toolkit for more inspiration!

# THE WEEK BEFORE

Post a message, image, or even a video and let your friends know about honoring an educator for #GivingTuesday

Personalize your social posts to share why supporting teaching and learning excellence is important to you.

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

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

*For #GivingTuesday, I'm giving to Broward College because empowered teachers help students achieve their dreams. #BCProud*

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# THE WEEK BEFORE - ASSETS

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

## “Save the Date” Post



[CLICK TO DOWNLOAD](#)

## Appreciation Posts



[CLICK TO DOWNLOAD](#)

# HELP MAKE GENEROSITY GO VIRAL

**Get creative on TikTok or Instagram and help make #BCProud go viral for #GivingTuesday!**

We believe that all acts of generosity help shape the world we want to live in, so there are no rules for how to participate in GivingTuesday. Every single act of generosity counts, and we encourage you to be creative! Utilize memes, create a GIF, dress up your pets in Broward College blue, or highlight your favorite BC swag!

## Video

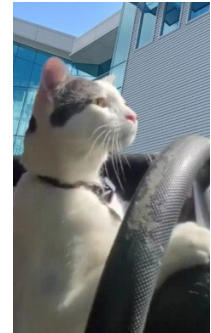
Make a video that speaks from the heart about how important our mission is to you or about the impact of educators in your life.

## Kick Off A Challenge

Create a challenge for everyone of your followers who posts using the hashtag #BCProud. Do something silly or give a certain amount of money towards Broward College for #GivingTuesday.

## Instagram Stories

If possible, use “swipe up” and link to our website. Share how you’re giving and ask your followers to do the same.



Recognize these cats? You can jump on the bandwagon of viral sensations to create your own posts to promote Giving Tuesday.

# EMAIL MESSAGES

**Email is an effective outreach tool, especially when delivering a message to friends, family and peers. Remember to include your personal link if your signed up as an Advocate to have any donations made track back to you and your advocacy efforts!**

**Subject Line:** Show Your Love for Broward College on #GivingTuesday!

Dear [First Name],

Tuesday, November 28<sup>th</sup>, make a gift of any size to Broward College to help unlock thousands of dollars in extra support for faculty and students . [LINK]

Personally, I am giving to [Name of Fund] because [share why you love BC, examples: Broward College gave me access to opportunities that I never knew were possible and I want to empower future Seahawks to achieve the same. / BC helped shape me into who I am today by giving me the tools I needed to be successful, and I want to ensure others have the same opportunity/ I'm giving in honor of [name of educator], who made a difference in my life.]

Please join me on #GivingTuesday by making your gift here: [LINK]. All gifts are matched dollar for dollar up to \$10,000. Reaching 100 donors will help unlock additional funds from BrightStar Credit Union. Together, we can make an even greater impact for Broward College students.

Thank You!

[Your Name]

# ON GIVING TUESDAY

November 28, 2023

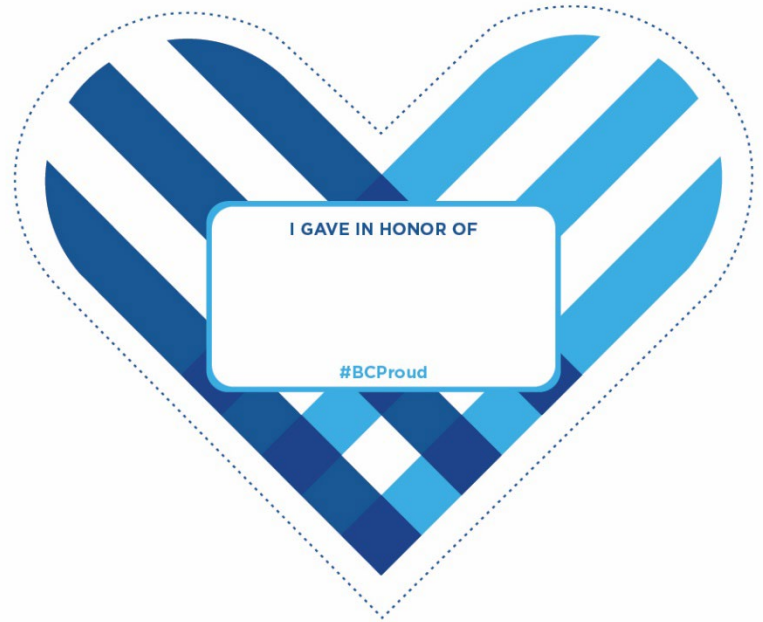
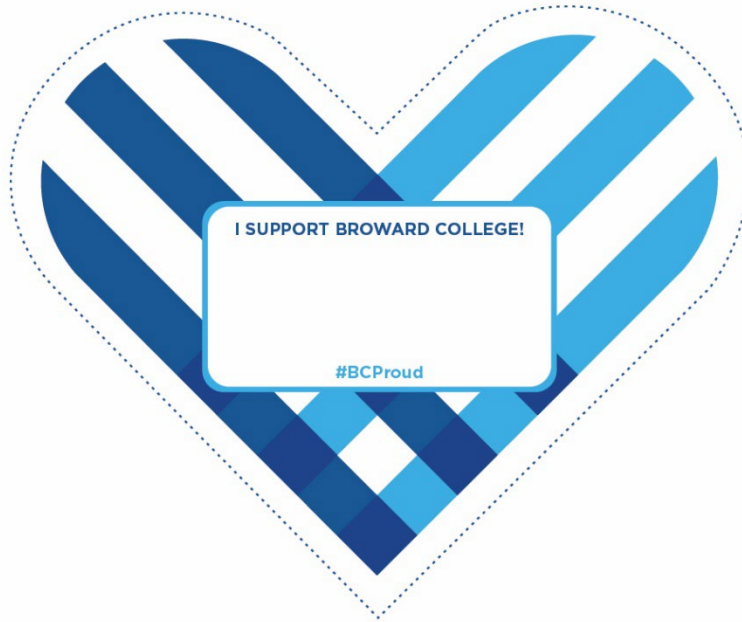
## SHARE WHAT YOU ABOUT BROWARD COLLEGE

Encourage your friends to take part in #GivingTuesday! You can also text your friends, email them, or send a carrier pigeon with a note their way!



# #GIVINGTUESDAY SIGNS

Take a selfie with the cutouts below or the sign (page 10) and share using #BCProud



[CLICK TO DOWNLOAD](#)

# ON #GIVINGTUESDAY

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

“

*When I was a student, I know my experience at Broward College was made possible by professors who were passionate about my future. That's why I'm honoring educators this #GivingTuesday by making a gift and contributing to future student success! #BCProud [LINK]*

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

*For #GivingTuesday, I'm supporting the gift of education at Broward College. #BCProud [LINK]*

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# ENGAGEMENT TOOLS

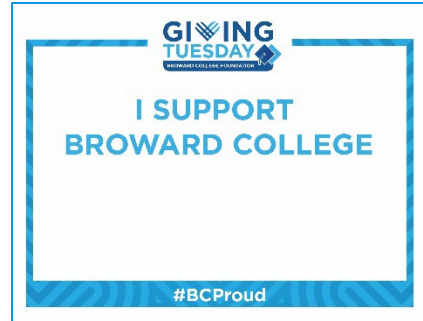
Download these assets to print, share and post on your social media, letting everyone know how you're making a difference!

## "I MADE AN IMPACT" Badge/Post



[CLICK TO DOWNLOAD](#)

## Message Print-Out Poster



[CLICK TO DOWNLOAD](#)

# SAMPLE TEXT MESSAGES

**Your friends, family, and colleagues are only a text away! If you are signed up as a #GivingTuesday Advocate, remember to utilize your custom tracking link when sending text messages.**



Today is #GivingTuesday! Today, Broward College is honoring educators through gifts to the Faculty Empowerment Fund and to student scholarships. Give to what you love and support critical resources for professors and students. We have ONLY 24 hours to meet our goal. Help get us there! [LINK]

Show your love for Broward College! This #GivingTuesday give to the areas you love and create a beautiful tomorrow for BC students. Today I made a gift to help reach the 100-donor count goal to unlock \$5,000 in additional funding for Broward College. The clock is ticking. Join me to help all our gifts go even further. [LINK]

When I was a student, I know my experience at Broward College was made possible by professors who were passionate about my future. That's why I'm honoring educators this #GivingTuesday by making a gift and contributing to future student success! #BCProud [LINK]

# SAMPLE EMAIL MESSAGE

Email is an effective outreach tool, especially when delivering a message to friends, family and peers. Remember to include your personal link if your signed up as an Advocate to have any donations made track back to you and your advocacy efforts!

**Subject Line:** How we make a difference at Broward College this GivingTuesday

Hi [First Name],

On this global day of giving back, I'm focusing on the difference Broward College makes in our community. [Share a story from your time as a student/friend/parent/staff member].

Those powerful moments in our lives make a profound difference in recognizing teaching excellence and creating an exceptional student experience. This GivingTuesday, I'm supporting Broward College with a small gift to show that we can all make a difference for our community- will you join me?

Happy Giving Tuesday and thank you! [SHARE LINK]

[Your Name]

# SAMPLE EMAIL MESSAGE

**Email is an effective outreach tool, especially when delivering a message to friends, family and peers. Remember to include your personal link if your signed up as an Advocate to have any donations made track back to you and your advocacy efforts!**

**Subject Line:** Today is #GivingTuesday

Dear [First Name],

Today, November 28, is #GivingTuesday, and there's no better way to express your gratitude than giving to what you love. If you're like me, you realize that Broward College has given you so much, and you're overwhelmingly grateful for those that make the BC experience possible.

Today, I encourage you to make a gift to the Faculty Empowerment Fund or to a scholarship of your choice. Your donation, in any amount, makes an immediate, tangible impact for faculty & students.

I'll be giving for [Name of Fund]. Please join me in making a gift today! [LINK]

Thank you for your consideration and go Seahawks!

[Your Name]



**THANK YOU!**