GIVING TUESDAY

12.01.2020 #BROWARDGIVES

SOCIAL MEDIA TOOL KIT

browardcollegefoundation.org/giving-tuesday

EMPOWERED BY BROWARD

Thank you for supporting Broward College and helping us empower our community!

We believe every person who is determined to change their life through the pursuit of higher education should be afforded that opportunity.

December 1, 2020

browardcollegefoundation.org/giving-tuesday

2

24 HOURS

100 DONOR GOAL

Your Funding Goes Further

Three generous donors have challenged the Broward College community to raise $10,000 for each of the following giving priorities for #GivingTuesday. When $10k is raised for a fund, the donor will match these gifts with a $10k contribution to the specific fund.

BROWARD COLLEGE FOUNDATION

EMPOWERMENT FUND

AMERICAN DREAM
BROWARD COLLEGE

BrowardUP™

Enabling the Broward College Foundation to address urgent needs of the College in the most impactful ways through scholarship and program support.

Scholarship support for students in the "last mile" of educational attainment without the burden of heavy student debt.

Increasing educational access and attainment levels in Broward County to unlock our community's Unlimited Potential.

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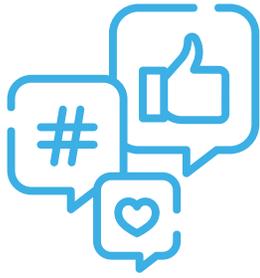
Connect with us!

Follow our social media accounts and RSVP as "attending" on the Giving Day Facebook event page.

f	**🐦**	**📷**	**in**	**▶**
facebook.com/ BrowardCollegeAlumni	@BrowardCollAlum	@browardcollegealumni	Broward College Alumni & Friends Network	@BCCFoundation

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The Week Before

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

> *#BrowardGives so much to our community, so I'm giving back this #GivingTuesday!*
>
> *Your support for Broward College on #GivingTuesday will address students' financial needs, allowing them to continue their educational journey. #BrowardGives*
>
> *For #GivingTuesday, I'm giving to Broward College because they're essential to the success of South Florida. #BrowardGives*

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The Week Before - Assets

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

https://bit.ly/31P9OUd

Logo

"Save the Date" Post
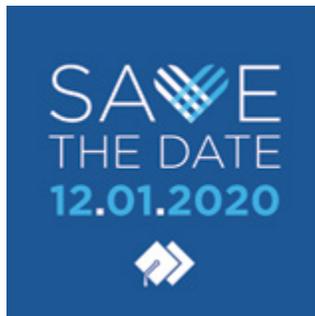
Facebook Profile Frame
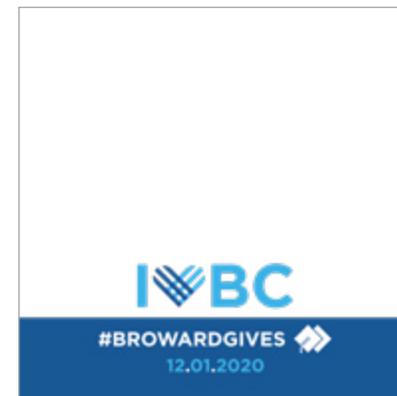
On Giving Day
December 1, 2020

After you give, tell us why you gave on social media. Encourage your friends to take part! Take a selfie with the cutout (page 8) or sign (page 9) and share using #BrowardGives

SUPPORT
WHAT YOU ♥ ABOUT
BROWARD COLLEGE

browardcollegefoundation.org/giving-tuesday

I SUPPORT BROWARD COLLEGE!

#BrowardGives

Engagement Tools

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

https://bit.ly/3mkLsJJ

Profile Icons

"I MADE AN IMPACT" Badge/Post

Message Print-Out Poster
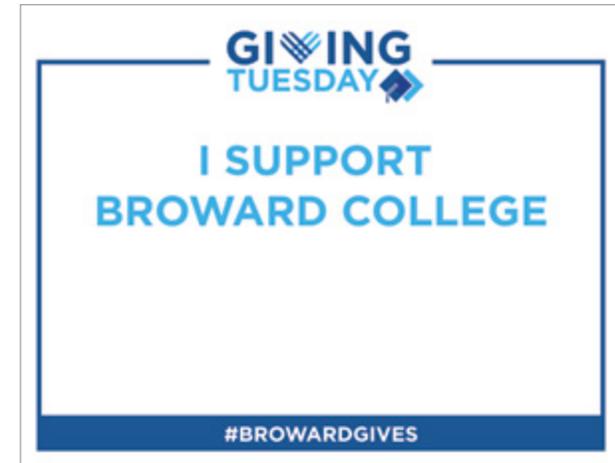
THANK YOU!

BROWARD COLLEGE
FOUNDATION