



Comprehensive

Campaign Plan

2015 - 2022

PCC  Foundation

Where Opportunity Happens



Why Now

The Portland Community College Foundation's first ever comprehensive campaign has been ten years in the making.

Capturing Philanthropic Momentum



In 2016, the Foundation raised a record-breaking **\$4.1 million in private and public support**, including its largest cash pledge from a living donor of \$450,000 to support Future Connect



Awarding more than \$1.5 million in scholarships to about 1,500 students – quadruple its impact a decade ago

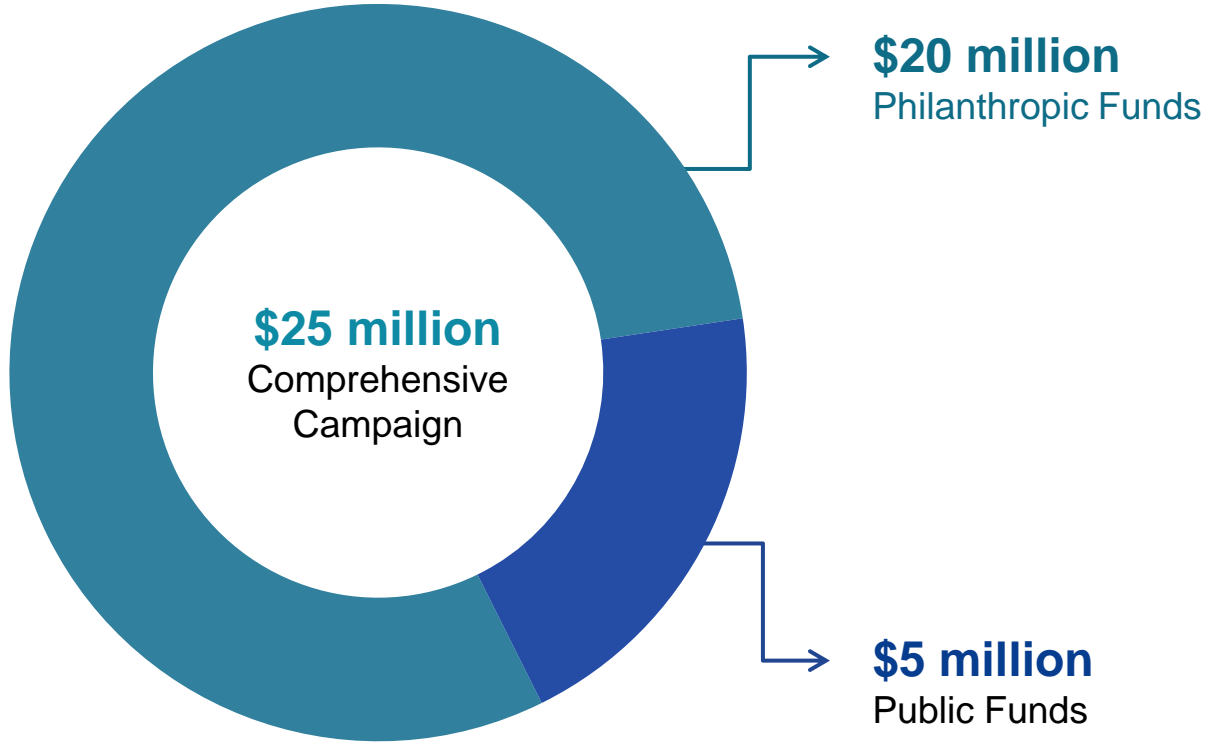


Booking \$2.3 million in bequest declarations of intent. Foundation manages net assets of over \$14.2 million.



How Much and For What

A comprehensive campaign with
achievable goals.



Changing the Game for the **Community**



Support Student
Access and Success

\$9M

STRATEGIC CONCEPTS

Double amount of annual scholarships	\$2M
Support current/former foster care students	\$1M
Support Career Tech/Career Certificate students	\$2M
Grow number of mentors, coaches and counselors to support student success	\$1M
Grow support for liberal arts and science students and programs (STEM, Humanities)	\$1M
Additional support to be determined by strategic plan / need	\$2M

Changing the Game for the **Community**



Sustain and Grow
Future Connect

\$6M

plus private
support

STRATEGIC CONCEPTS

Create and grow endowment **\$5M**

Secure significant non-endowment
resources **\$500K**

Expand reach through collaborations **\$500K**

Seek significant public support **\$5M**

Changing the Game for the **Community**



Grow Work Force
Program Support
\$5M

STRATEGIC CONCEPTS

In-kind and cash gifts to assure success of
Oregon Manufacturing & Innovation Center
(OMIC) **\$3M**

Raise support for PCC Dental Program **\$500K**

Additional priorities aligned with PCC
Strategic Plan

Forms of Giving



Cash, inkind or securities



Deferred gifts



Pledges

Raised as of September 2016



\$4,300,000

Raised to date in cash and planned gifts towards \$20 million private philanthropic goal

\$2,000,000

Raised to date towards \$5 million public funds goal

Changing the Game for the PCC Foundation

Creating a high-performing, fully staffed Foundation team positioned to grow philanthropic support

Growing Foundation board leadership into an engaged group of 30 community and business leaders

Revitalizing the Foundation's planned giving program

Developing a strong individual major donor program

Training and educating PCC staff leadership in effective fundraising and advocacy for the college

Inspiring a new level of engagement of college alumni to give back

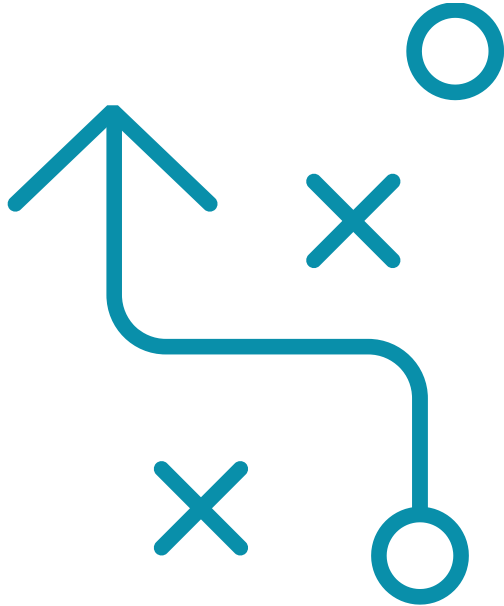
Growing faculty and staff giving to reach 50% annually



Campaign Timeline



Factors Influencing the Campaign



1

New President

2

Upcoming bond

3

New strategic campaign

4

Free community college initiatives

5

Declarations of intent for bequests

Campaign communications



Why a campaign name matters:

- Signals that fund-raising effort is real, important, different
- Builds excitement and urgency
- Serves as a spear-point

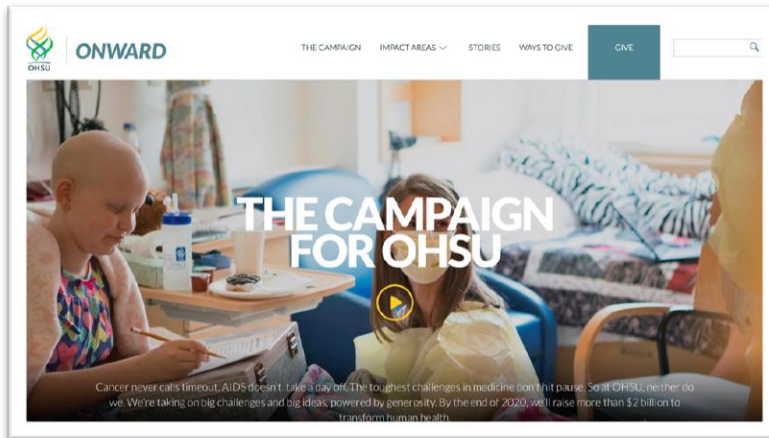
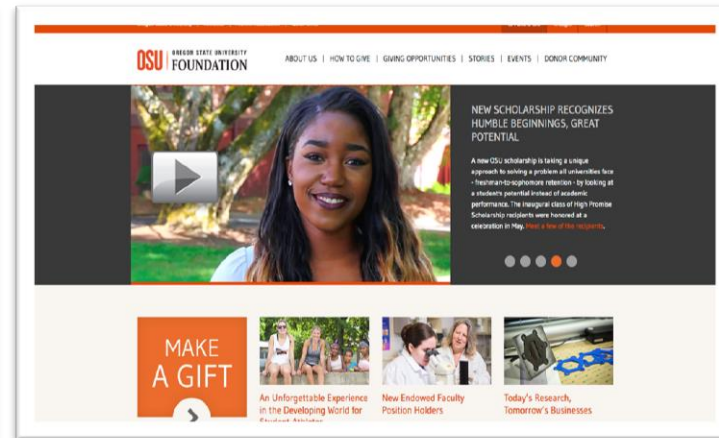
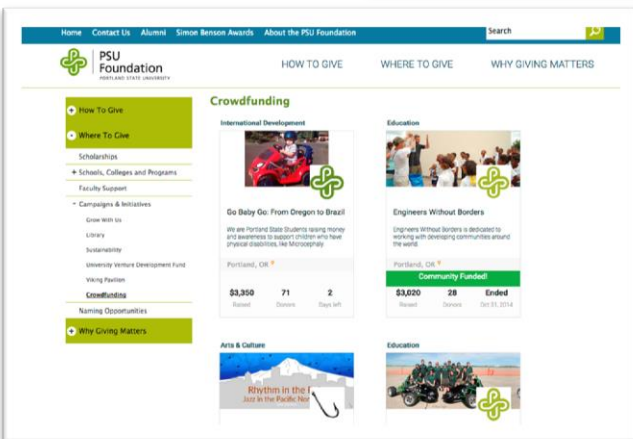
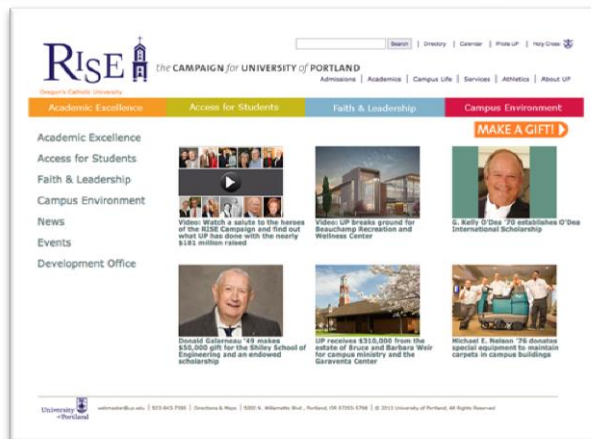
But a campaign name doesn't need to...

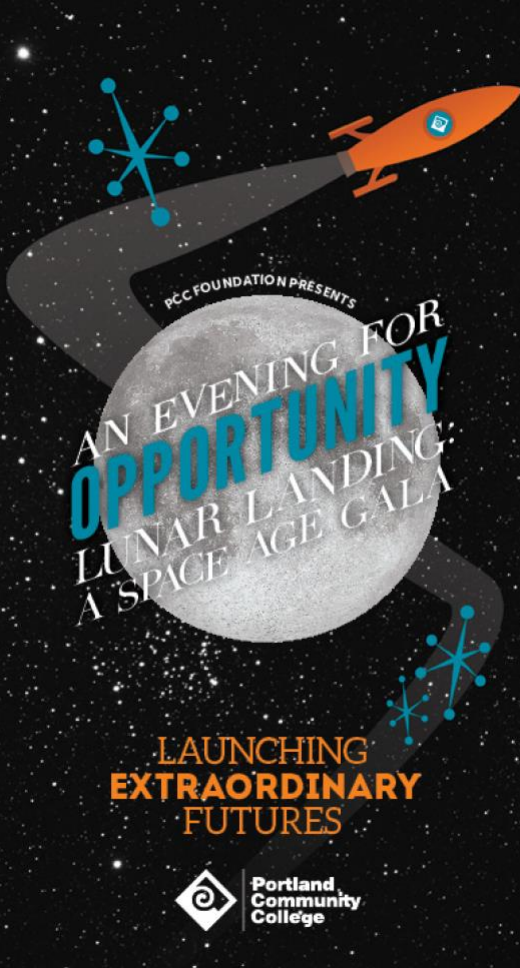
- Shoulder a campaign's entire creative or mission message
- Be unique to be effective

Typical approaches nationally:

- **Emphasize institution**
 - *The Harvard Campaign, The Campaign for Stonybrook, The Campaign for Berkeley*
- **Emphasize key values**
 - *University of Chicago–Inquiry & Impact*
- **Emphasize call to action**
 - *College of the Holy Cross–Become More*
- **Emphasize connection and legacy**
 - *Brown University–Brown Together*

Local universe:



Frances Fagan



Salvador Castañeda



Keith Jones



Ella McDonald



PCC
Visual Identity
Standards

Portland
Community
College

Portland
Community
College



60

Headings
Header Message
in header design

Body Copy
Governor Al Assad



Headline Hero

Headline hero is the main visual element of a page. It is used to draw attention to the most important information on the page. It can be a photograph, a graphic, or a combination of both. The headline hero should be clear, concise, and visually appealing. It should also be consistent with the overall design of the page.

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Community
College

TEMPLATES / PAGES

Here are some ideas for creating templates when you have a lot of content. You can use a variety of layouts to create a visual hierarchy. You can also use color and typography to create a cohesive look. The goal is to make the content easy to read and visually appealing. You can also use images and graphics to break up the text and make the page more interesting.



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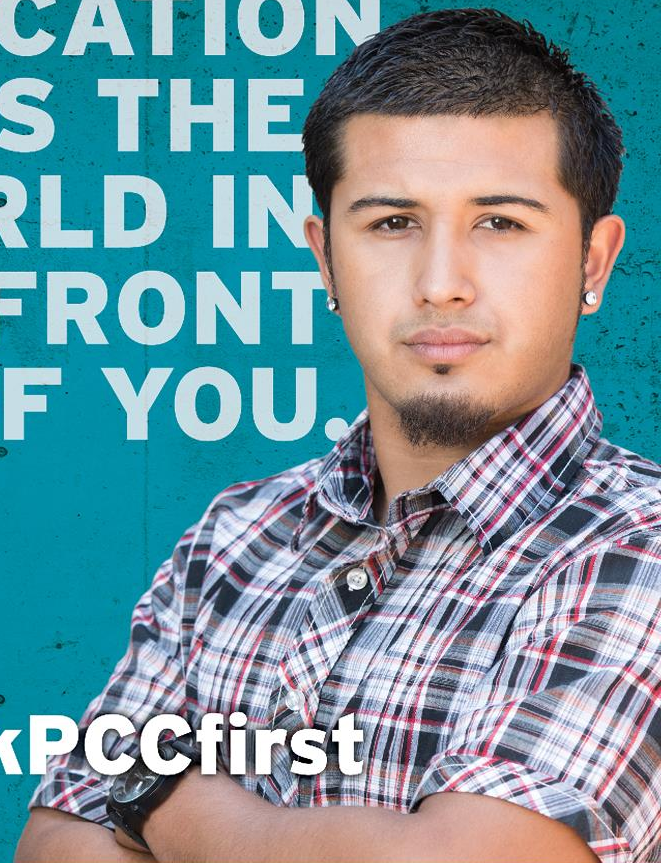
#thinkPCCfirst



**SOME-
TIMES
THE BEST
IDEA IS
RIGHT
IN FRONT
OF YOU.**

#thinkPCCfirst

**EDUCATION
PUTS THE
WORLD IN
FRONT
OF YOU.**



#thinkPCCfirst

How do we leverage these assets? And if possible...

- Reflect mission
- Call folks to action
- Mark this special moment

FOREVER **PCC EFFECT** ALWAYS BELIEVE ALL IN
GROW IMPACT ADVANCE ACHIEVE
ASCEND **SHINE** EXCELLENCE FOR ALL
RISE NOW TRANSFORM **TOGETHER** MORE SUCCESS
OPPORTUNITY **THINK PCC FIRST** BIG DREAMS



Think
PCC
First

*The Campaign
for Opportunity*



First in her class.

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**Think
PCC
First**

*The Campaign
for Opportunity*



First job.

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**Think
PCC
First**

*The Campaign
for Opportunity*

A photograph of two Black men sitting outdoors, smiling and looking at a stack of white envelopes. The man on the left is wearing a teal polo shirt, and the man on the right is wearing an orange t-shirt. The background shows green trees and a building.

First gift.

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Think
PCC
First

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for Opportunity*


First to graduate.

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Think
PCC
First

*The Campaign
for Opportunity*

A photograph of an older man with white hair, wearing a light blue button-down shirt, sitting at a desk and writing in a notebook with a pen. He is looking down at his work with a slight smile. The background is a bright, out-of-focus window.

First day of class.

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**Think
PCC
First**

*The Campaign
for Opportunity*

First campaign.

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**Think
PCC
First**

*The Campaign
for Opportunity*

<https://youtu.be/K71SL7H8ysk>

HOW YOU CAN HELP



Inspiring community
leaders to
Think PCC First!

Attend our mixers and events – bring your friends

Identify and recruit campaign donors and campaign committee members

Advocate – tell your story, share your passion for PCC

Give a gift that is meaningful to you



**Our students and
community
need you!**