PORTLAND COMMUNITY COLLEGE

BIG
Give
DAY

Support Student Success

Big Give Day
Toolkit
2024

10/8– 10/9

Portland Community College Foundation

BIG *Give* DAY

Support Student Success
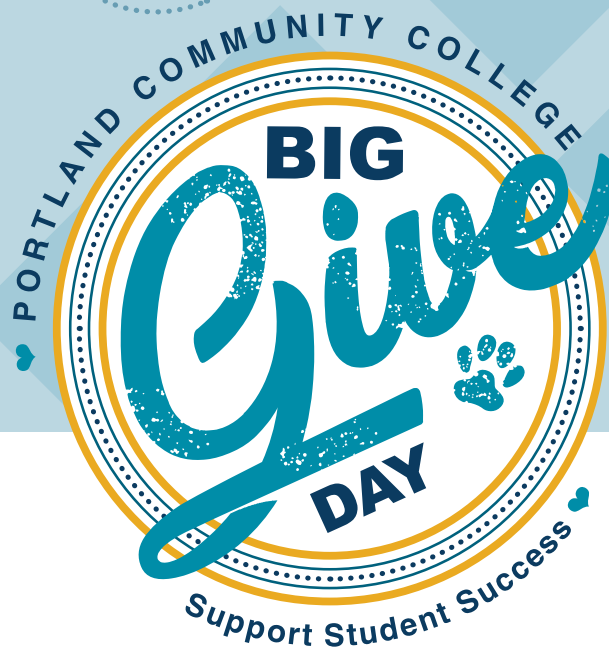
Help Make Big Give Day Even **BIGGER!**

Big Give Day is a 36-hour day of giving day event that is focused on collectively raising funds for student scholarship and programs at Portland Community College. **Big Give Day will kick off at noon on October 8 and will run through 11:59 p.m. on October 9.**

Who should I reach out to for Big Give Day?

Help spread the word! You should reach out to those who know your department, program or scholarship best! This includes any advisory committees, past and current staff members, former students and alumni, employer partners and past donors to your fund. Of course, you can also reach out to your personal network of family and friends who are interested in higher education, workforce development, and/or access to opportunity.

CLICK HERE FOR DIGITAL ASSETS

CHECKLIST

☐ **October 1**
Share a pre-event post on social media that Big Give Day is only one week away!

☐ **October 7**
Send an email announcing that Big Give Day starts tomorrow! Share a pre-event post on social media.

☐ **October 8**
Send out a reminder email that Big Give Day has officially started! Start posting on social media about Big Give Day and why people should support your fund! Ask others to share your posts as well.

☐ **October 9**
Send out an email that Big Give Day is still happening! Share a social post that there are only a few hours left. Share about the night owl incentive.

☐ **October 10**
Send out an email thanking everyone who has participated.

EXAMPLE SOCIAL MEDIA POSTS

portlandcommunitycollege

🎉 Join us on October 8 & 9 for #PCCBigGiveDay! Support PCC scholarships and programs. Every donation counts!📚 ✨ @portlandcommcollege @portlandccf

pcc_student_engagement

Tomorrow is #PCCBigGiveDay and it's a great opportunity to raise money for student scholarships! All donations, no matter the size will make a BIG impact for PCC students.
<<insert unique URL link>>
@portlandcommcollege @portlandccf

dreamersresourcecenterpcc

🌟 ✨ Your generosity can change lives! On October 8 & 9, we're coming together for Big Give Day to support student scholarships. Help us provide opportunities for students to achieve their dreams. Donate now!
pcc.edu/biggiveday #PCCBigGiveDay
@portlandcommcollege @portlandccf

pcc_esol

Today is Big Give Day! I am supporting Portland Community College because <<REASON YOU SUPPORT>>. Please join me by making a gift of any size at pcc.edu/biggiveday #PCCBigGiveDay @portlandccf

Follow @portlandccf on Facebook, Instagram and LinkedIn

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SAMPLE SOCIAL MEDIA POSTS

Be sure to tag @portlandcommcollege @portlandccf in your posts so we can reshare and use #PCCBigGiveDay!

Pre-Event:

#PCCBigGiveDay is coming! October 8 & 9, I'll be raising funds to support scholarships and programs at Portland Community College. I hope you'll join me in supporting PCC students!
@portlandcommcollege @portlandccf

Tomorrow is #PCCBigGiveDay and it's a great opportunity to raise money for student scholarships! All donations, no matter the size will make a BIG impact for PCC students.
<<insert unique URL link>>
@portlandcommcollege @portlandccf

As a proud alum, I am giving back on #PCCBigGiveDay, because PCC has done so much for me! Alumni share why you will give on October 8 & 9!
@portlandcommcollege @portlandccf

Get ready to help make great things happen at PCC! On October 8 & 9, I am participating in #PCCBigGiveDay. Will you join me and help student success?
@portlandcommcollege @portlandccf

🌟 ✨ Your generosity can change lives! On October 8 & 9, we're coming together for Big Give Day to support student scholarships. Help us provide opportunities for students to achieve their dreams. Donate now! pcc.edu/biggiveday #PCCBigGiveDay
@portlandcommcollege @portlandccf

🎉 Join us on October 8 & 9 for #PCCBigGiveDay! Support PCC scholarships and programs. Every donation counts! 📚 ✨
@portlandcommcollege @portlandccf

Follow @portlandccf on Facebook, Instagram and LinkedIn   f   📷   in

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SAMPLE SOCIAL MEDIA POSTS

Be sure to tag @portlandcommcollege @portlandccf in your posts so we can reshare and use #PCCBigGiveDay!

Day-Of:

I just participated in #PCCBigGiveDay. Join me on this day of giving and help PCC students achieve their dreams. Make your gift today at pcc.edu/biggiveday. @portlandcommcollege @portlandccf

Let's help raise $100,000 dollars for Portland Community College on #PCCBigGiveDay! PCC provides educational opportunities for lifelong learners in our region. Join me in supporting PCC's scholarships and programs by visiting pcc.edu/biggiveday. @portlandcommcollege @portlandccf

I gave on #PCCBigGiveDay! Join me and #Give2PCC! Learn more at pcc.edu/biggiveday.

Today is Big Give Day! I am supporting Portland Community College because <<REASON YOU SUPPORT>>. Please join me by making a gift of any size at pcc.edu/biggiveday. #PCCBigGiveDay @portlandccf

Today is Big Give Day! Help us meet the needs of PCC students by making a gift to your favorite scholarship or program at pcc.edu/biggiveday. #PCCBigGiveDay @portlandccf @portlandcommcollege

I just donated to Portland Community College for #PCCBigGiveDay! Join me at pcc.edu/biggiveday. @portlandcommcollege @portlandccf

Follow @portlandccf on Facebook, Instagram and LinkedIn

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EXAMPLE EMAIL POSTS

New Message

Recipients Your friends and family

Subject Join Me in Supporting PCC Students on Big Give Day, October 8 & 9!

Dear <<Recipient's Name>>,

I'm excited to share that I am supporting Portland Community College's Big Give Day on **October 8 & 9**. Our goal is to raise over $100,000 for PCC programs and scholarships, and I would love for you to join me in making a difference in the lives of PCC students.

The funds raised during Big Give Day will support a variety of initiatives, including department scholarships, mentoring programs, professional development opportunities, and more. You can choose to support a specific program or make a gift towards general scholarships that benefit all students.

Here's how you can participate:

1. Visit pcc.edu/biggiveday on October 8 or 9.
2. Make a one-time gift or set up a monthly credit card pledge.
3. Share this message with your network to spread the word and encourage others to contribute.

Your support means a lot to me and to the entire PCC community.

Thank you for joining me in supporting PCC students!

Best regards,

<<Your Name>>
<<Your Contact Information>>

P.S. Keep an eye out for special challenge matches on the Big Give Day website happening on **October 8 & 9**, which can double the impact of your gift!

Email #1 – Send October 7:

Date: Monday, October 7
Subject: Join Me in Supporting PCC Students on Big Give Day, October 8 & 9!

Email Header

Dear <<Recipient's Name>>,

I'm excited to share that I am supporting Portland Community College's Big Give Day on **October 8 & 9**. Our goal is to raise over $100,000 for PCC programs and scholarships, and I would love for you to join me in making a difference in the lives of PCC students.

The funds raised during Big Give Day will support a variety of initiatives, including department scholarships, mentoring programs, professional development opportunities, and more. You can choose to support a specific program or make a gift towards general scholarships that benefit all students.

Here's how you can participate:

1. Visit pcc.edu/biggiveday on October 8 or 9.

2. Make a one-time gift or set up a monthly credit card pledge.

3. Share this message with your network to spread the word and encourage others to contribute.

Your support means a lot to me and to the entire PCC community.

Thank you for joining me in supporting PCC students!

Best regards,

<<Your Name>>
<<Your Contact Information>>

P.S. Keep an eye out for special challenge matches on the Big Give Day website happening on **October 8 & 9**, which can double the impact of your gift!

SAMPLE EMAIL #2

Email #2 – Send October 8:

Date: Tuesday, October 8
Subject: Big Give Day is here! - Will you help us reach our goal?

Email Header

Today is Big Give Day — a community-wide effort to support the scholarships and programs that help students thrive here at Portland Community College!

<<PROGRAM NAME>> is proud to participate by raising money for <<NAME OF FUND>>.

<<SHORT DESCRIPTION OF YOUR FUND AND WHY IT'S IMPORTANT HERE.>>

Remember, gifts no matter the size, can make a BIG impact. Join us and help us reach our goal of <<$xx>>. Visit pcc.edu/biggiveday.

Thank you for your support!

<<Your Name>>
<<Your Contact Information>>

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SAMPLE EMAIL #3

Email #3 – Send October 8 Noon:

Date: Tuesday, October 8 Noon
Subject: Big Give Day has Begun! Give to Support Student Scholarships!

Email Header

Dear <<Recipient's Name>>,

PCC Big Give Day is here! We are working to raise more than $100,000 for PCC programs and scholarships.

Please make a gift today at pcc.edu/biggiveday. Gifts of any size will make a big difference.

I'd love it if you'd help support our work and then spread the word on social media with a post like the following:

- Today is the day — it's Big Give Day! This year, I am supporting Portland Community College because <<REASON YOU SUPPORT>>. Please join me by making a gift of any size to @portlandccf pcc.edu/biggiveday. #PCCBigGiveDay

Thank you for your support!

With gratitude,

<<Your Name>>
<<Your Contact Information>>

P.S. Matches are available throughout the day. Check out pcc.edu/biggiveday to increase your impact.

Portland Community College Foundation

SAMPLE EMAIL #4

Email #4 – Send October 9, 9:00am:

Date: Wednesday, October 9, 9:00 am
Subject: Big Give Day Needs Your Support – We're Almost There!

[Email Header](#)

Dear <<Recipient's Name>>,

Big Give Day continues! We're grateful to all our community members who've contributed more than <<$XXX>> so far.

We would love your support! You can make a difference TODAY by making a gift now at pcc.edu/biggiveday before 11:59 p.m.

Thank you for believing in the power of community and making Big Give Day a success!

If you've already made your gift, we thank you!

With gratitude,

<<Your Name>>
<<Your Contact Information>>

Portland Community College Foundation

SAMPLE EMAIL #5

Email #5 – Send October 10:

Date: Thursday, October 10
Subject: Thank You for Supporting Student Scholarships!

Email Header

Dear <<Recipient's Name>>,

Big Give Day at PCC was a huge success! Thank you so much for your support. It means the world to us.
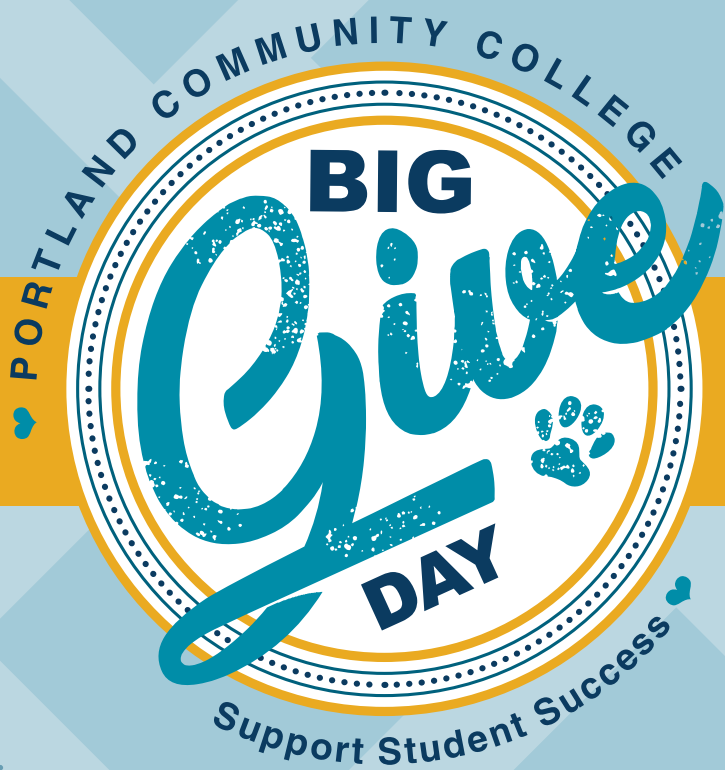
Through your generosity, we raised <<$XXX>> on Big Give Day to boost PCC scholarships and programs. Your enthusiasm for our students and our college is inspiring.

Thank you again for your gift and for your support of PCC students.

With gratitude,

<<Your Name>>
<<Your Contact Information>>

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PORTLAND COMMUNITY COLLEGE

BIG
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DAY

Support Student Success

pcc.edu/biggiveday

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For any questions please contact:
Brighton Brooksby, *Annual Giving Officer*
brighton.brooksby@pcc.edu
971-722-8333