Giving Tuesday & Everyday Hero: Making a difference for PCC students
What is Giving Tuesday?

• The Holiday Season
  o Black Friday
  o Cyber Monday
  o #GivingTuesday

• #GivingTuesday
  o Since 2012
  o Last year 1.6M donors gave $177M!
  o Tuesday, November 28, 2017
Giving Tuesday at PCC

• First GT Campaign
  o Fostering Success
  o Student Hunger/ Food Insecurity
    ▪ Whole Foods Match

• Amazing Results
  o Goal: $2,500
  o Total: $5,483
  o 107 Donors
  o $5,000 for Food Pantries
Giving Tuesday 2017

• Everyday Hero

• On-Campus Events

• Cause
  o Food Insecurity

• Goal
  o Raise $10,000
  o Engage 200 Donors
  o Secure 5-10 Heroes

“"As faculty, I know having students in class who are well-fed makes a difference. Thanks for all you are doing!

-Laura, PCC faculty member & Giving Tuesday donor"
How you can get involved!

• Become an Everyday Hero!
Why Crowdfunding Works

- Leverages networks
  - Engages family, friends & colleagues

- Utilizes social media
  - Opportunity to go viral
  - Old fashioned connections

- Clear goals
  - Supporting a winning cause
Being a hero is easy, fun and impactful!

- Easy to set up!
- Easy to use!
- Easy to post!
- Our “Captain”
To become a hero, contact:

- Christina Kline
- PCC Foundation
- christina.kline@pcc.edu
- 971-722-4607
Thank you
for joining me as a hero
this Giving Tuesday!