BIG Give DAY

MARCH 4-5

Big Give Day TOOLKIT

Portland Community College Foundation

BIG Give DAY

Help Make Big Give Day Even BIGGER!

Big Give Day is a 36-hour event that is focused on collectively raising funds for student scholarships and programs at Portland Community College. **Big Give Day will kick off at noon on March 4 and will run through 11:59 p.m. on March 5.**

Help Us Spread the Word!

Who should I reach out to for Big Give Day? Support Big Give Day by telling your friends, family, and coworkers about our work. You can reach out to people you've worked with, former students, or anyone who has supported us in the past. Don't forget to invite friends and family who are passionate about education, workforce equity, and expanding opportunities for all.

CHECKLIST

February 25
Share a pre-event post on social media that Big Give Day is only one week away!

March 3
Send an email announcing that Big Give Day starts tomorrow! Share a pre-event post on social media.

March 4
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.

March 4, Noon
Remind your network that Big Give Day has begun at noon today!

March 5
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.

March 6
Send out an email thanking everyone who participated.

SAMPLE SOCIAL MEDIA POSTS

Follow the Portland Community College Foundation on Facebook, Instagram (@portlandccf), and LinkedIn

portlandcommunitycollege

🎉 Join us on March 4 & 5 for #PCCBigGiveDay! Support PCC scholarships and programs. Every donation counts! @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. <<programs can insert unique URL link>> @portlandcommcollege @portlandccf

dreamersresourcecenterpcc

Your generosity can change lives! On March 4 & 5, 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

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 March 4-5! @portlandcommcollege @portlandccf

Portland Community College Foundation

SAMPLE SOCIAL MEDIA POSTS

Follow the Portland Community College Foundation on Facebook, Instagram (@portlandccf), and LinkedIn

Pre-Event:

- 🎉 Join us on March 4 & 5 for #PCCBigGiveDay! Support PCC scholarships and programs. Every donation counts! @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. <<programs can insert unique URL link>> @portlandcommcollege @portlandccf

- As a proud alum, I am giving back on #PCCBigGiveDay, because PCC has done so much for me! Alums, share why you will give on March 4-5! @portlandcommcollege @portlandccf

- Your generosity can change lives! On March 4 & 5, 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

Be sure to tag Portland Community College and Portland Community College Foundation in your posts so we can reshare and use #PCCBigGiveDay!

Portland Community College Foundation

SAMPLE SOCIAL MEDIA POSTS

Follow the Portland Community College Foundation on Facebook, Instagram (@portlandccf), and LinkedIn

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 $150,000 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

- 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 @portlandcommcollege @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 @portlandcommcollege @portlandccf

Be sure to tag Portland Community College and Portland Community College Foundation in your posts so we can reshare and use #PCCBigGiveDay!

Portland Community College Foundation

SAMPLE EMAIL

New Message

Recipients Your friends and family

Subject Join Me in Supporting PCC Students on Big Give Day, March 4 & 5!

Dear <<Recipient's Name>>,

I'm excited to share that I am supporting Portland Community College's Big Give Day on **March 4 & 5.** Our goal is to raise over $150,000 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 March 4 or 5.
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 **March 4 & 5,** which can double the impact of your gift!

Sans Serif

Send

SAMPLE EMAIL #1

Email #1 – Send March 3:

Date: Tuesday, March 3
Subject: Join Me in Supporting PCC Students on Big Give Day, March 4 & 5!

<<Insert Email Header From Website Here>>

Dear <<Recipient's Name>>,

I'm excited to share that I am supporting Portland Community College's Big Give Day on **March 4 & 5.** Our goal is to raise over $150,000 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 March 4 or 5.
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 **March 4 & 5,** which can double the impact of your gift!

SAMPLE EMAIL

New Message

Recipients: Your friends and family

Subject: Big Give Day is here! - Will you help us reach our goal?

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, all 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>>

Sans Serif

Send

SAMPLE EMAIL #2

Email #2 – Send March 4:

Date: Wednesday, March 4
Subject: Big Give Day is here! - Will you help us reach our goal?

<<Insert Email Header From Website Here>>

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, all 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>>

SAMPLE EMAIL

New Message

Recipients Your friends and family

Subject Big Give Day Has Begun! Give to Support Student Scholarships!

Dear <<Recipient's Name>>,

PCC's Big Give Day is here! We are working to raise more than $150,000 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.

Sans Serif

Send

Portland Community College Foundation

SAMPLE EMAIL #3

Email #3 – Send March 4, Noon:

Date: Wednesday, March 4, Noon
Subject: Big Give Day Has Begun! Give to Support Student Scholarships!

<<Insert Email Header From Website Here>>

Dear <<Recipient's Name>>,

PCC's Big Give Day is here! We are working to raise more than $150,000 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.

SAMPLE EMAIL

New Message

Recipients Your friends and family

Subject Big Give Day Needs Your Support – We're Almost There!

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>>

Sans Serif

Send

SAMPLE EMAIL #4

Email #4 – Send March 5, 9:00 a.m.:

Date: Thursday, March 5, 9:00 a.m.
Subject: Big Give Day Needs Your Support – We're Almost There!

<<Insert Email Header From Website Here>>

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>>

SAMPLE EMAIL

New Message

Recipients Your friends and family

Subject Thank You for Supporting Student Scholarships!

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>>

Sans Serif

Send

SAMPLE EMAIL #5

Email #5 – Send March 6:

Date: Friday, March 6
Subject: Thank You for Supporting Student Scholarships!

<<Insert Email Header From Website Here>>

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>>

BIG Give DAY

March 4-5

pcc.edu/biggiveday

Portland Community College Foundation

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