## **Giving Tuesday Board Engagement Guide**

## As a board member, your leadership and voice matter. Donors and community members are more likely to give when they see you are personally involved.

**Your goals:**

* Share why you support PCC Foundation.
* Encourage your personal and professional network to donate.
* Help spread the message through social media and email.

**HOW? Helping the Foundation meet its revenue goals for Giving Tuesday is as easy as 1-2-3!**

## **1) Email your network**

**Step 1: Open the Word document** called “Giving Tuesday Board Email Template” and copy the full email body.

1. To copy - highlight the text, right click your mouse and select “Copy” OR
2. Highlight the text, and hold down “Ctrl” and the letter “C” at the same time (“Option” and the letter “C” if you are working on a Mac)

**Step 2: Personalize the message**:

* Add your friend’s name.
* Customize the bracketed sentence (e.g., *“I serve on this board because…”*) to reflect your personal connection to PCC.
* If you want to change up the text, feel free! Any way to make the request seem more direct and genuine is worthwhile.

**Step 3: Choose a subject line:** we suggested 2 options in the template, but you can use your own too!

**Step 4: Send it:** to your contacts via your personal or professional email – the more the merrier! Focus on friends, colleagues, alumni, or local partners who care about education or community impact.

a. TIP! You can “Schedule” emails to send in most email clients. If you want to draft these messages over the next couple of weeks, your email can AUTOMATICALLY send them on Monday December 1 or Giving Tuesday itself, December 2.

b. BONUS TIP! You can also schedule a follow-up email to remind people to give at the end of the day on December 2.

## **2) Post on Social Media**

Use the branded images provided:

* **Facebook Post:** Giving Tuesday 2025 940x788\_FB.jpg
* **Instagram Story:** Giving Tuesday 2025 1080x1920\_IG Stories.jpg
* **X (Twitter):** Giving Tuesday 2025 1600x900\_X.jpg
* **LinkedIn:** Giving Tuesday 2025 1080x1080\_LinkedIn.jpg

### **Suggested caption options:**

1. “I’m proud to support @PCCFoundation this #GivingTuesday! Every gift helps PCC students thrive. Join me: pasadena.edu/foundation/give”
2. “Today’s the day! Your Giving Tuesday donation to PCC Foundation will be *matched* up to $15,000 — double your impact for students. 💛❤️ #GivingTuesday”
3. “Community colleges change lives. I give because PCC gave me (or our community) hope. Join me in giving back! #GivingTuesday”

Tag @PCCFoundation and use **#GivingTuesday #PasadenaCityCollege** so the Foundation can share and amplify your posts.

## **3) Follow along on December 2!**

* Like and share PCC/PCC Foundation’s Giving Tuesday posts.
* Comment with encouraging messages on PCC/PCC Foundation posts. Posts that have more comments are favored by algorithms.
* Send a quick text reminder to friends or colleagues who might want to contribute.

## **EXTRA CREDIT -**

* If you have contacts that you know will/have supported, send their name(s) to Ellen Antonyan [eantonyan2@pasadena.edu](mailto:eantonyan2@pasadena.edu)