



## PenguinsGive Social Media Toolkit

Thank you for being a PenguinsGive champion! Here are some ways to help spread the word about the big day on Thursday, April 29, 2021.

### Add a Facebook/Instagram profile frame leading up to and/or on April 29.

When you are logged into your Facebook account:

- Click on your profile picture, and tap the camera icon that will show on your picture
- Choose 'add frame'
- Search 'PenguinsGive'

### Download PenguinsGive images

- Use this [decal](#) in your social media feed along with a post (see below for post ideas). This image works for Facebook, Instagram and LinkedIn.



### Share information about the day

Words from the heart are most meaningful, but here's some sample text to get you started. Don't forget, when you post using the hashtags and like the Clark College Foundation Facebook page, you'll be entered into the social media contest.

- **Facebook, Instagram, LinkedIn post:**
  - Have you heard about Clark College's #PenguinsGive yet? It's a day of shared philanthropy for a cause I love! I've made a gift to help students, and my gift was matched dollar-for-dollar by Clark donors. If you want to have yours doubled, you have until the end of the day, Thursday, April 29. #waddleyougive [clarkcollegefoundation.org/penguinsgive](http://clarkcollegefoundation.org/penguinsgive)
- **Twitter:**
  - Clark College's #PenguinsGive is a day of philanthropy for a cause I love! I've made a gift to help students, and my gift was matched dollar-for-dollar by Clark donors. If you want to have yours doubled, you have until the end of the day! #waddleyougive? [clarkcollegefoundation.org/penguinsgive](http://clarkcollegefoundation.org/penguinsgive)

*(continued)*



- **Sample text for an email to friends/family**

- Dear (name),

- Thursday, April 29 is Clark College's PenguinsGive, a day of shared philanthropy for a cause I love! I've made a gift to help students, and my gift was matched dollar-for-dollar by Clark donors. If you want to have yours doubled, you have until midnight tonight to make it.

- There are also a variety of special challenges and matches in addition to the main dollar-for-dollar match. They include:

- Athletics
    - Emergency grants
    - Larch Correctional Center Re-entry Program
    - Penguin Pantry
    - Science, technology, engineering and math
    - Veterans Resource Center
    - More!

- [You can make a gift here.](#)

- Join me in advocating for Clark by sharing news about PenguinsGive on social media. There are a variety of prizes, but the first prize winner gets a one-on-one Zoom coffee break with Clark College President Dr. Karin Edwards, and a \$100 Visa gift card.

- Thank you, and go Penguins!

- (your name here)

### **Social Media Challenge**

For our first-ever #PenguinsGive day, we are doing a giveaway! One lucky winner will receive our top prize: a one-on-one Zoom coffee break with Clark College President Dr. Karin Edwards, as well as a \$100 Visa gift card. Our second-place winner will receive a \$50 gift card to the Clark College Bookstore and our third-place winner will receive an adorable stuffed Oswald. All you have to do to be entered into the drawing is:

- Make sure you follow us on **Facebook**, **Twitter** or **Instagram**.
- Like one of our posts on social media during PenguinsGive.
- Post a picture of yourself and/or a pet showing your penguin pride and tell us what Clark College means to you. Make sure to use the hashtag #waddleyougive so we can find you.

If you want to really show your PenguinPride, take part in the "Why I love Clark" campaign. [Print this PDF](#), tell us why you love Clark, take a photo of yourself and post on social media. Use the hashtags #penguinsgive #waddleyougive and you'll be entered in our social media contest.



### Make your own Facebook fundraiser for PenguinsGive\*

To host your own fundraiser for Clark College:

- Follow the link: <https://www.facebook.com/fund/ClarkCollegeAlumni/>
- Set your goal and when you want the fundraiser to end. For PenguinsGive we suggest April 30 as an end date.
- Click **Create**.

*\*Because Clark College Foundation isn't able to calculate donations coming in through these private fundraisers we are not able to tally them until Facebook provides results, and therefore are not eligible for PenguinsGive matches and challenges.*