

#TOGETHERHCC

Holyoke Community College Advocacy Toolkit



On March 4, join hundreds of alumni, students, faculty, staff, and friends as we come together for **#TogetherHCC: Drive to Change Lives**—our annual giving day celebrating the transformative power of our Holyoke Community College community.

#TogetherHCC is all about your participation. From supporting scholarships, emergency student aid, academic innovation, and critical resources like our Thrive Center Food Pantry, your advocacy can help unlock thousands of dollars in challenges and matching gifts!

Go to [HCC.edu/drive](https://hcc.edu/drive) and create a GiveCampus account and become an advocate to get started. Once you are signed in use this toolkit. It gives you everything you need to make it as easy as possible to spread the word about **#TogetherHCC** via social media and email as an advocate.

Remember, you don't have to use all of these tools – only what you are comfortable with!



Advocacy Paths



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Student Advocate

*Students like you fuel Holyoke Community College and drive faculty and staff every day.
As a student your voice is powerful and your story matters.*

Go to [Hcc.edu/drive](https://hcc.edu/drive), click “Become and Advocate” to create an account or sign in to GiveCampus.
On March 3-4th share with your friends, family and peers **what drives you** in your educational journey.

Social Media Posts for Advocates – copy, paste, personalize, and share!

(Threads, Instagram, Facebook, LinkedIn, add your personalization's)

- As a **[first-generation, working]** student pursuing **[NAME OF MAJOR]**, what drives me in my education is **[my family, my future, etc.]**. Join me to fuel other students of HCC at hcc.edu/drive.
♥️#TogetherHCC
- #TogetherHCC enables us to come together + celebrate this school we know ♥️ A school where so many of us are finding our calling. Join our Drive to Change Lives today at hcc.edu/drive. 🙌🎓

Social Media Images

Use pictures from your experience as a student or pictures of **what drives you**.

Sample Texts / Emails

Reach out to fellow peers, co-workers, parents/relatives and community members – anyone you are comfortable sharing with. You can edit/shorten to suit your voice.

- I am part of team helping Holyoke Community College Drive to Change Lives through our annual day of giving #TogetherHCC. As a student I know my experience at HCC is made possible by our communities support. Thanks to my scholarships I am able to focus on my studies, this resource along with the others are what we are supporting today. Join us to celebrate all of the HCC community and to keep the tank full for future students. hcc.edu/drive 🙌🎓

Please know that every donation matters – no matter the amount – and helps to unlock challenge dollars. The impact all of us, collectively, can make on March 4 is truly extraordinary for HCC students.



Alumni Relations Office

413-552-2182

alumni@hcc.edu

Alumni Advocate

Alumni like you drive current students on their educational journey and your experience at HCC matters.

Go to [Hcc.edu/drive](https://hcc.edu/drive), click “Become and Advocate” to create an account or sign in to GiveCampus. On March 3-4th share with your friends, family and network **what drove you in your HCC journey.**

Social Media Posts for Advocates – copy, paste, personalize, and share!

(Threads, Instagram, Facebook, LinkedIn, add your personalization's)

- When I was a student at HCC, I **[insert favorite memory here]**. That’s why I’m taking part in #TogetherHCC this year! You can too at hcc.edu/drive.
- I might be **[x]** miles from HCC, but it’s never far from my    Join me in giving back today at hcc.edu/drive.
- Because of HCC, I am **[INSERT ex. a nurse]** today! Thank you HCC    Join the movement #TogetherHCC and hcc.edu/drive.

Social Media Images

*Use pictures from your experience as a student or pictures of **what drove you**.*

Sample Texts / Emails

Reach out to fellow peers, co-workers, parents/relatives and community members – anyone you are comfortable sharing with. You can edit/shorten to suit your voice.

- I am part of team helping Holyoke Community College Drive to Change Lives through our annual day of giving #TogetherHCC. As an alum I know my experience was made possible by Alumni who came before me. That’s why I’m making a gift for **[AREA OF SUPPORT]**. Please know that every donation matters – no matter the amount – and helps to unlock challenge dollars. The impact all of us, collectively, can make on March 4 is truly extraordinary for HCC students. Will you join me? Go to hcc.edu/drive to make a gift today.



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Parent Advocate

Parents like you fuel your student(s) and their peers on their educational journey. As a parent your encouragement and support matters.

Go to [Hcc.edu/drive](https://hcc.edu/drive), click “Become and Advocate” to create an account or sign in to GiveCampus. On March 3-4th share with your friends, family **what drives your student during their time at HCC.**

Social Media Posts for Advocates – copy, paste, personalize, and share!

(Threads, Instagram, Facebook, LinkedIn, add your personalization's)

- #TogetherHCC kicks off tomorrow! Our whole community is gathering + giving back to help today's students, like **[CHILD'S NAME]** drive to the finish line + complete their degree. Are you ready to join me + make an impact? hcc.edu/drive 💙💚💛
- #TogetherHCC enables us to come together + celebrate this school we know + 💙💚💛 A school where so many of us found our calling, like **[CHILD'S NAME]**. Join our Drive to Change Lives today at hcc.edu/drive 🙌🎓
- Community is everything 💙💚💛 Make a gift today in honor of your students favorite faculty or staff member! Go to hcc.edu/drive #TogetherHCC

Social Media Images

Use pictures from your families HCC memories or of **what drives your** student.

Sample Texts / Emails

Reach out to co-workers, parents/relatives and your child's supporters – anyone you are comfortable sharing with. You can edit/shorten to suit your voice.

I am part of team helping Holyoke Community College Drive to Change Lives through the annual day of giving #TogetherHCC. As an HCC parent, I know **[CHILDS NAME]** scholarship support was made possible by the generosity of our community. That's why I'm joining them on Giving Day. Please know that every donation matters – no matter the amount – and helps to unlock challenge dollars. The impact all of us, collectively, can make on March 4 is truly extraordinary for HCC students. Will you join me? Go to hcc.edu/drive to make a gift today.



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HCC Employee Advocate

Current and retired employees like you drive our student(s) on their educational journey.

As an employee your continued encouragement and support matters.

Go to [Hcc.edu/drive](https://hcc.edu/drive), click “Become and Advocate” to create an account or sign in to GiveCampus. On March 3-4th share with your friends, family, and network **what drives you to support HCC students.**

Social Media Posts for Advocates – copy, paste, personalize, and share!

(Threads, Instagram, Facebook, LinkedIn, add your personalization’s)

- #TogetherHCC kicks off tomorrow! Our whole community is gathering + giving back to help our students drive to the finish line + complete their degree. Are you ready to join me + make an impact? hcc.edu/drive   
- Community is everything    Make a gift today at hcc.edu/drive #TogetherHCC
- As an employee I am inspired by our students every day. Today I am joining #TogetherHCC and supporting our students in the Drive to Change Lives. Join me at hcc.edu/drive

Social Media Images

*Use pictures from your favorite memories at HCC or **what drives you** to support HCC students.*

Sample Texts / Emails

Reach out to co-workers, parents/relatives and your child's supporters – anyone you are comfortable sharing with. You can edit/shorten to suit your voice.

- I am part of team helping Holyoke Community College Drive to Change Lives through the annual day of giving #TogetherHCC. As an HCC employee I see what is made possible by the generosity of our community and am inspired by our students. That’s why I’m joining them on Giving day. Please know that every donation matters – no matter the amount – and helps to unlock challenge dollars. The impact all of us, collectively, can make on March 4 is truly extraordinary for HCC students. Will you join me? Go to hcc.edu/drive to make a gift today



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HCC Community Advocate

Community members like you drive our student(s) on their educational journey. Your encouragement and support matters.

**Go to [Hcc.edu/drive](https://hcc.edu/drive), click “Become and Advocate” to create an account or sign in to GiveCampus.
On March 3-4th share with your network **what drives you** to support HCC students.**

Social Media Posts for Advocates – copy, paste, personalize, and share!

(Threads, Instagram, Facebook, LinkedIn, add your personalization's)

- #TogetherHCC kicks off tomorrow! Our whole community is gathering + giving back to help our students drive to the finish line + complete their degree. Are you ready to join me + make an impact? hcc.edu/drive   
- Community is everything    Make a gift today at hcc.edu/drive #TogetherHCC

Social Media Images

*Use pictures from your experiences at HCC or pictures of **what drives you** to support the students.*

Sample Texts / Emails

*Share your HCC history, experience on campus- hiking, walking, attending a conference or the gym?
Reach out to co-workers, parents/relatives and your child's supporters – anyone you are comfortable sharing with. You can edit/shorten to suit your voice.*

- I am part of team helping Holyoke Community College Drive to Change Lives through the annual day of giving #TogetherHCC. As a community member I see what is made possible by the dedication of students working to become future nurses, scientists or artists. That's why I'm joining to support them on Giving day. Please know that every donation matters – no matter the amount – and helps to unlock challenge dollars. The impact all of us, collectively, can make on March 4 is truly extraordinary for the community and HCC students. Will you join me? Go to hcc.edu/drive to make a gift today



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Additional Tips + Resources

for all advocates

- Go to [Hcc.edu/drive](https://hcc.edu/drive), click “Become and Advocate” to create an account or sign in to Give Campus.
- If you choose, turn your gift into your own Match or a Challenge at HCC.edu/drive through your GiveCampus account, be sure to share and promote it throughout the day & use #TogetherHCC.
- Posts with images, videos, or emojis typically attract more attention than text-only. Here’s a few emoji ideas - have fun!



- Connect with HCC:
 - o [Alumni Association on Facebook](#)
 - o Alumni Association on Instagram
 - o HCC on Instagram (@holyokecommunitycollege)
 - o [HCC Facebook](#)
 - o HCC [LinkedIn](#)
- Hashtags
 - o #TogetherHCC
 - o #drivetochange lives
 - o #communitycollege
 - o #communityiseverything
 - o Add your own!
- [10 Tips for a Great Fundraising Video](#)



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