



Advocate Toolkit

SEAHAWK MARKETPLACE

Seahawk Marketplace is an on-campus pantry which opened its first location on the Broward College Central Campus in Davie in 2021 as an effort to address food insecurity among students. The mission is to reduce hunger and hardship in the Broward College community by creating access to free food and personal hygiene items for students.

Since the start of the academic year in July of 2022, Seahawk Marketplace has assisted more than 1,000 students, and a total of 15,000 people between students and other members of their households. Seahawk Marketplace continues to grow, with a location on South Campus opening in April of 2023, and a location on North Campus to open later this year.

The GEICO logo is displayed in a bold, blue, sans-serif font. A vertical line is positioned to the right of the logo.

DOUBLE YOUR IMPACT

Our friends at GEICO will match all gifts, dollar-for-dollar up to \$10,000 towards Seahawk Marketplace. Every dollar makes a difference in changing students' lives.



Watch the full program for the opening of the Seahawk Marketplace on Broward College's South Campus on April 17, 2023.

HOW TO GET INVOLVED

Thank you for your interest in being an advocate for making an impact for the Seahawk Marketplace at Broward College!

MAKE A GIFT

[Make a gift](#) to support Seahawk Marketplace.

BECOME AN ADVOCATE (PAGES 3-4)

Advocates share the impact of the gift of a Broward College education with others and encourage participation among friends, family, and peers.

CREATE A MATCHING GIFT OR CHALLENGE (PAGES 5-7)

Inspire your friends to give by creating a matching gift or challenge.

GET SOCIAL (PAGE 8)

Follow us on social and spread awareness of the impact of the gift of education on Broward College students.

PERSONAL PLEA VIDEO (PAGES 9-10)

A Personal Plea is a short video in which you can explain why you're excited about getting involved with the campaign and why others should support it, too.

HOW TO BECOME AN ADVOCATE

Advocates are a huge piece of the success for making an impact. By creating a GiveCampus account and sharing about Seahawk Marketplace, you amplify the impact of support.

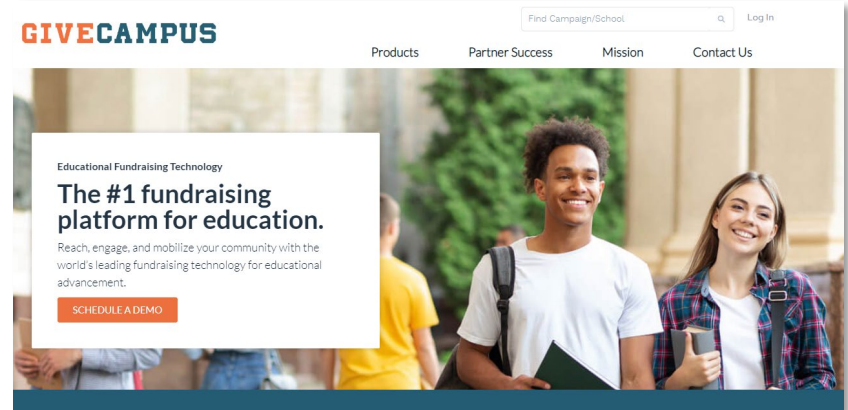
Make an impact by encouraging your classmates, family, and friends to support Broward College on GiveCampus!

It's easy.

SET UP YOUR ACCOUNT

CREATE AN ACCOUNT (OR LOG IN)

- We can only celebrate your hard work if we're able to tell it's you! We can do that by tracking outreach done when you're logged into Give Campus.
- Head to givecampus.com and click on 'Log In' at the top of the page.
- Create an account from there!



BECOME AN ADVOCATE

STEP ONE:

Consider your own gift

- Lead by example and make a gift. It's much easier to ask your friends and family to join you in making a gift when you've already done it yourself!

STEP THREE:

Share!

- The built-in sharing buttons on the campaign page generate a link that is unique to you. If you share while you're logged in, we can track it and celebrate your impact!
- Share via Facebook, Twitter, Instagram, Text Message, Email, Phone Call, Carrier Pigeon...The sky's the limit!

STEP TWO:

Consider offering a Match or Challenge

- Leverage your gift and encourage others to give via a match or challenge.
- Consider restricting your match or challenge by your class year, affiliation, or to a list of your friends (by email address) to raise the stakes.

STEP FOUR:

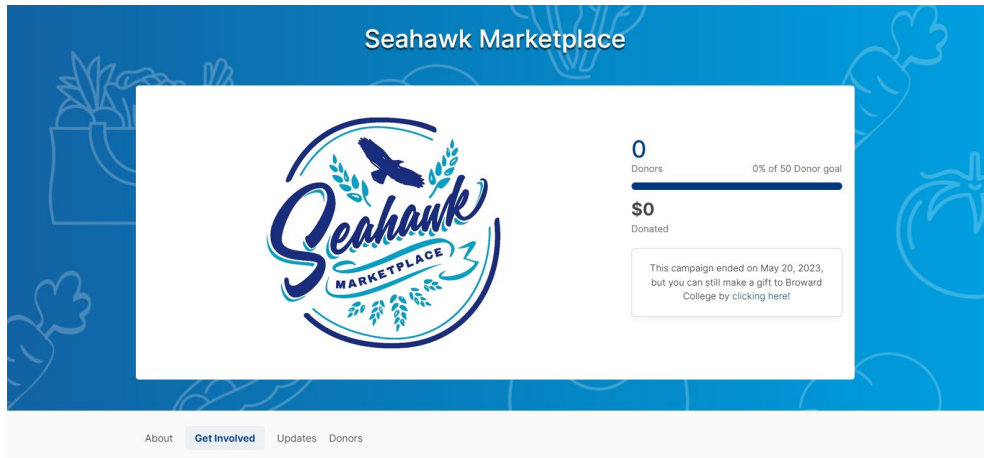
Tell your story!

- Create a Personal Plea and post it to the campaign page!
- Film a quick video in which you tell your community why you're excited about making an impact on students through Seahawk Marketplace, and why others should get involved. Keep it quick, casual, and fun!

CREATE A MATCHING GIFT

Inspire your friends and classmates by creating a matching gift or challenge. Matches and challenges are similar; the key difference is that challenges are milestone-based (e.g. if 100 people make a gift, I will give \$250) and matches are made on a donor basis (e.g. I will match up to \$500 on a dollar-for-dollar basis for the next \$500 that is donated).

To create a match, go to Broward College's *Seahawk Marketplace* page and click on the appropriate button on the left side of the screen.



Track your match's progress by visiting the campaign page. Your match will be displayed on the Advocates tab as donors respond to your match.

CREATE A MATCHING GIFT

Follow the instructions below to set up a matching gift.

STEP ONE:

Enter how much you'd like to match up to (e.g. up to \$150).

STEP TWO:

Select if you want the match to be 1:1 match or if you click 'other', you can choose to donate another amount or a 'per donor' match.

STEP THREE:

Select when the match should end.

STEP FOUR:

Most matches are not restricted, but you can choose if you like to restrict your match to only apply to fellow members of your class or to a list of friends.

STEP FIVE:

Enter your payment information. After you've created your match, encourage your friends and classmates to join you in supporting Broward College by sharing your personal advocate links.

Track your match's progress by visiting the campaign page. Your match will be displayed on the Advocates tab as donors respond to your match.

CREATE A CHALLENGE

To create a challenge, go to Broward College's *Seahawk Marketplace* page and click on the appropriate button on the left side of the screen.

STEP ONE:

Enter how much you'd like to give.

STEP TWO:

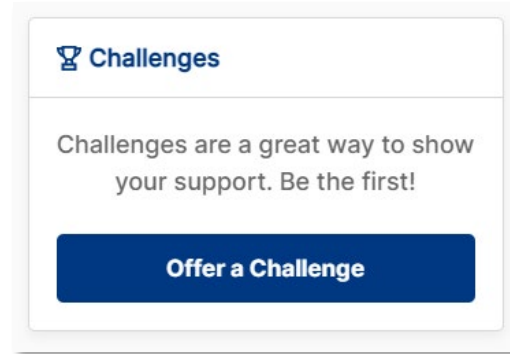
Choose the milestone (e.g. donors or dollars).

STEP THREE:

Enter your payment information.

STEP FOUR:

After you've created your challenge, encourage your friends and classmates to join you in supporting Broward College.








Track your challenge's progress by visiting the campaign page. Recognition for your challenge will not display on the Advocates tab until your challenge is successful.



GET SOCIAL!

Follow us on social and spread awareness of **#SeahawkMarketplace!** Tag us on Facebook, Twitter, LinkedIn, and Instagram and share using the hashtag **#BrowardGives**. Learn more about Seahawk Marketplace on Facebook @SeahawkOutreachServices.

PRO TIP
Direct peer-to-peer sharing over email, text message, and direct messages within Facebook, Instagram, or texting platforms often generates the most gifts to a campaign.

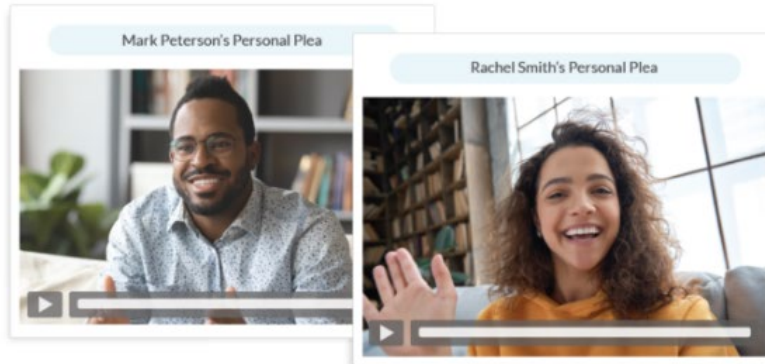
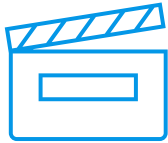
 facebook.com/ BrowardCollegeAlumni	 @BrowardCollAlum	 @browardcollegealumni	 Broward College Alumni & Friends Network	 Broward College Foundation
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Utilize the “Share” buttons on the Seahawk Marketplace giving page to personalize your social posts and share why addressing food insecurities for students is important to you.

PERSONAL PLEA VIDEO

Personal Pleas provide you with the opportunity to add your own story to the campaign page.

A Personal Plea is a short video in which you can explain why you're excited about getting involved with the campaign and why others should support it, too.



Personal Pleas
can be
uploaded via
the campaign
'Advocates'
tab.

PERSONAL PLEA VIDEO FAQ

QUESTION:

I don't have a video camera, and I don't know how to edit film. Can I still make a Personal Plea?

ANSWER:

Yep! The vast majority of Personal Pleas are simple selfie videos made on smartphones. There's no need to use sophisticated equipment, write a script, or edit your video. Personal Pleas don't need to be fancy to be effective. Just be yourself, be authentic, and tell a compelling story about why supporting Broward College students matters to you.

QUESTION:

I uploaded my Personal Plea and went back to the campaign page, but I don't see my video yet. Why?

ANSWER:

You'll see it soon! Each and every Personal Plea is reviewed by a member of the GiveCampus team to ensure that it's up to school standards before it is approved and posted to the campaign page.

QUESTION:

When should I post my Personal Plea?

ANSWER:

As soon as possible! By uploading your Personal Plea as soon as possible—others will be more inspired to give if they can see the faces and stories of their peers on the campaign page.