



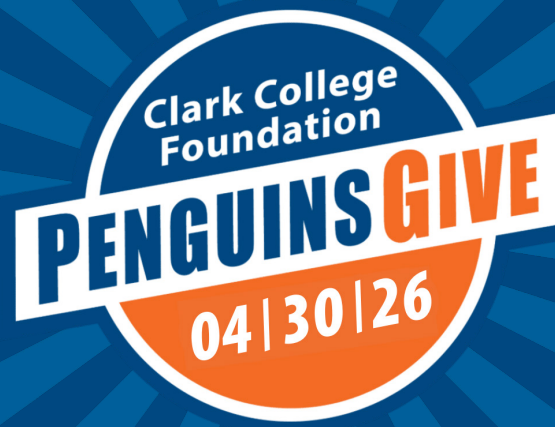
Clark College
Foundation

PENGUINS GIVE

04 | 30 | 26

PENGUINS GIVE *TOOLKIT*





You Are the **VOICE** of the **PENGUIN NATION**

PenguinsGive is powered by people like you.

When you share why Clark College matters, whether through a post, a message, or a conversation, you help create opportunities for students across Southwest Washington. Your voice extends the reach of this campaign and connects more people to the impact happening every day at Clark.

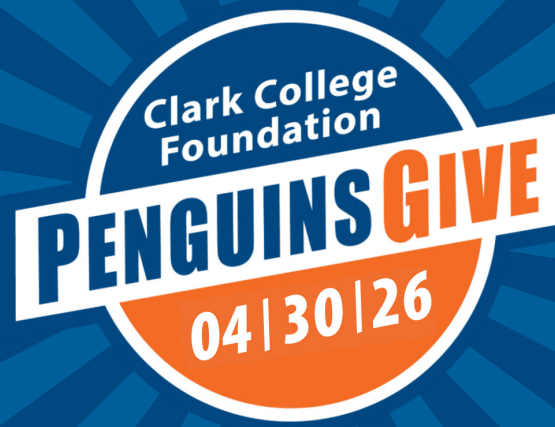
What is PenguinsGive?

PenguinsGive is Clark College Foundation's annual day of giving, a 36-hour rally of generosity on April 30th that brings together alumni, students, faculty, staff, and the community.

Gifts made during PenguinsGive support:

- Scholarships that help students stay enrolled
- The Student Success Fund, removing barriers to completion
- The Innovation Fund, fueling new ideas in the classroom
- Essential wraparound resources like the Basic Needs Hub and Penguin Pantry
- And countless other programs & initiatives that power student success across Clark College.

Every gift, no matter the size, helps create access to education and opportunity.



Your role

You don't need a large network to make a difference, *just a reason to care.*

Your role is simple:

Share

Post, email, or text your network about PenguinsGive.

Tell your story

Why does Clark College matter to you? Personal stories inspire action.

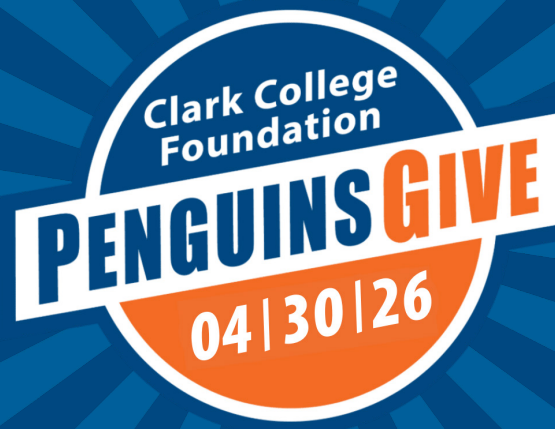
Encourage participation

Invite others to give, share, and be part of the momentum.

Become an advocate

Create a personalized give link that you can track and share with others. *More information on page 7.*

Your voice helps others see the impact they can have.



Key messages to share

Access to education matters

Not every student has the resources they need to succeed, but together, we can work to change that.

Every gift has impact

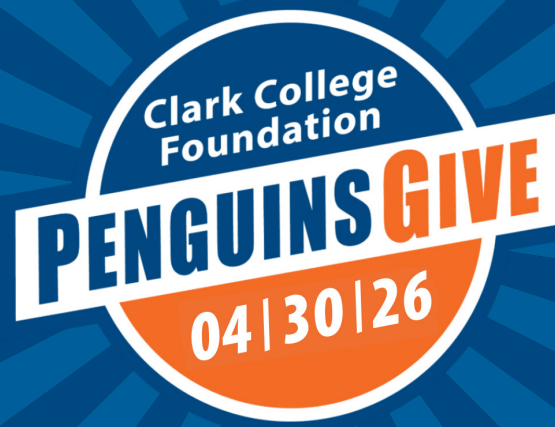
A scholarship can help a student stay enrolled. An emergency grant can prevent someone from dropping out due to an unexpected expense.

Community makes the difference

When we give together, we strengthen the the future of Southwest Washington.

This is the Penguin Nation in action

PenguinsGive is more than a fundraiser, it's a shared commitment to supporting students and expanding opportunity.



Social Media Text Templates

Before PenguinsGive

PenguinsGive is coming April 30. I'm supporting Clark College because [your reason]. Join me:
bit.ly/penguinsgive2026

On PenguinsGive (April 30/May 1)

Today's the day, PenguinsGive is here! Every gift supports Clark students. Join me:
bit.ly/penguinsgive2026

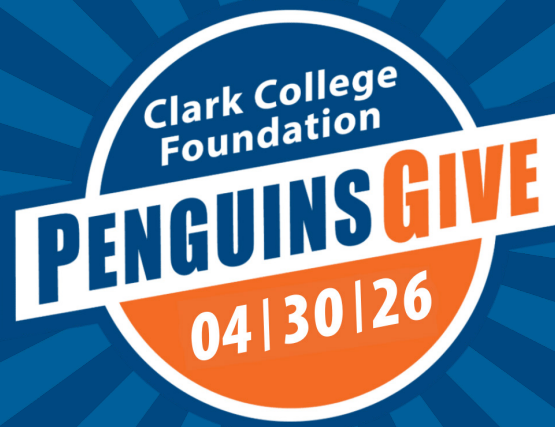
Final Push

We're in the final hours of PenguinsGive. Let's finish strong for Clark students: bit.ly/penguinsgive2026

Make it Personal

Clark College matters to me because [your reason]. That's why I'm supporting Clark students this PenguinsGive. Join me: bit.ly/penguinsgive2026

If you have an advocate link, replace the bit.ly/penguinsgive2026 link with your personalized link.



Email Template

Before the day

Subject: Join me in supporting Clark students this PenguinsGive

Hi [Name],

Did you know it's almost PenguinsGive?

This year I'm supporting [Clark College fund or program] because [your reason].

If you're able, I'd love for you to join me in making an impact for students at Clark College: bit.ly/penguinsgive2026

Thank you for being part of the Penguin Nation.

Day of

Subject: Join me in supporting Clark students this PenguinsGive

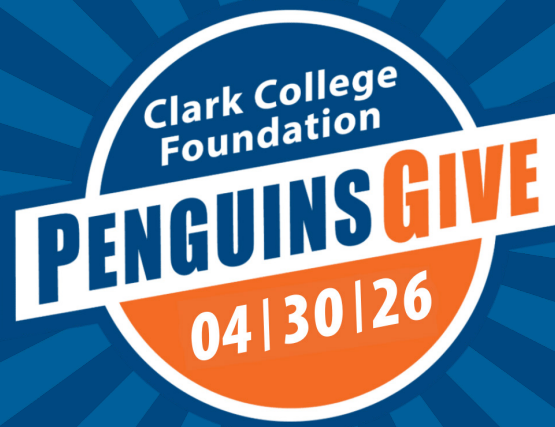
Hi [Name],

PenguinsGive is here!

This year I'm supporting [Clark College fund or program] because [your reason].

If you're able, I'd love for you to join me in making an impact for students at Clark College: bit.ly/penguinsgive2026

Thank you for being part of the Penguin Nation.



What to Share

To make it easy, we've created resources you can use:

[Graphical assets \(Social Media, backgrounds\)](#)

[Become an advocate or give early using this link](#)

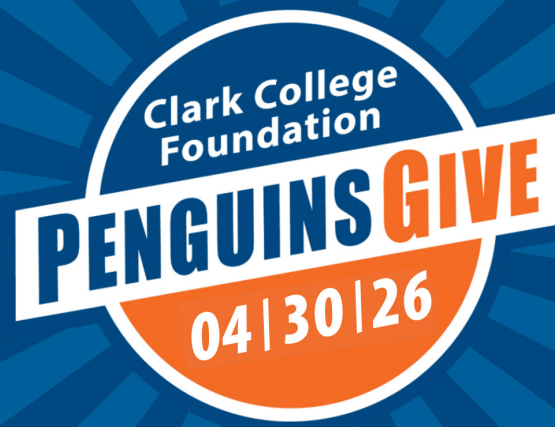
[PenguinsGive campaign page](#)

Follow us and share Clark College Foundation posts on:

[Instagram](#)

[Facebook](#)

[LinkedIn](#)



Become an Advocate

What is an Advocate?

As an advocate, you play a key role in encouraging family, friends, and colleagues to support students and programs at Clark College. When you use your personalized campaign link, your impact is tracked and celebrated, showing how your efforts help inspire others to give.

Looking to go further? You can amplify your impact by offering a match or challenge gift, or by creating a short personal video to share why Clark matters to you.

Every action, big or small, helps build momentum and strengthens the Penguin Nation.

Step-by-step advocate account setup

1. Click "[Become an advocate](#)" on the PenguinsGive main giving page.
2. Login or create an account.
3. Follow the steps on the screen.
4. Once your advocate page is created, make sure to share you link.
 - a. While logged into your GiveCampus user account, all sharing buttons generate a campaign link that is unique to you. When you use these buttons to share the campaign or the advocacy dashboard, your impact will be tracked and celebrated next to your name on the Advocates tab on the campaign page.
5. Additionally, you can create "**Challenges**" and "**Matches**" after your account is created.
 - a. Leverage your gift to encourage others to give! Offering a Match means that you'll give a number of dollars for every dollar or donor that the campaign receives up to your specified maximum gift amount. Offering a Challenge means that you'll give a gift if the campaign receives a certain number of donors or dollars.