

BOSTON
COLLEGE

Giving Day

MARCH 30–31

OVERVIEW

Boston College is celebrating its 4th annual Giving Day on Thursday, March 30–Friday, March 31.

Giving Day is an opportunity for the BC community—alumni, students, friends, family, faculty, and staff—to support the BC causes they are most passionate about by making a donation of any size. Thanks to generous challenge and match funds pledged on Giving Day, the spirit of competition is ratcheted up and the total impact of donations is exponentially greater.

2023 THEME: WHAT DOES BC NEED YOU TO BE?

Jesuit, Catholic education calls upon students to be attentive, be reflective, and be loving. Woven into the fabric of reflection at Boston College are key questions that Eagles regularly contemplate during their four years at the Heights, including *Who does the world need you to be?*

On BC Giving Day, Boston College invites all alumni, parents, and friends to consider *What does BC need me to be?* and support the life-changing experiences that only the Heights can offer.

2022 RESULTS

4,100
donors

\$1.6M
raised



BOSTON COLLEGE
Giving Day



Create an Account

Visit give.bc.edu and click Sign Up. Create an account and look for an email from GiveCampus. Already have a GiveCampus account? Use it across institutions and campaigns.



Make a Gift

Make your own gift at bc.edu/givingday. It's much easier to ask your friends and family to join you in making a gift when you've already done it yourself!



Grow Your Impact

Offer up a match or challenge to expand the impact of your gift. Consider raising the stakes with a challenge by your class year, affiliation, or even a group of friends.



Offer a Matching Gift

Challenges

Challenges are a great way to show your support. Be the first!

Offer a Challenge

I will give:

if the campaign gets another:

- Donors
- Dollars

If my challenge is not completely met, I will still give the full amount

I would like to challenge the following donors:

- All Donors to BC Giving Day 2022
- Donors with a specific designation and/or affiliation

Match gifts to a designation (e.g., Financial Aid), an affiliation (e.g., Alumni), or a combination (e.g., Alumni who give to Financial Aid).

Designation

Affiliation

Class Year

A Group of Friends



Sharing Challenge!

Sign in to GiveCampus get a personalized outreach link!

Advocates who generate a gift through their link will receive a special gift from BC; generate two or more gifts and we'll enter you to win an exciting BC prize pack! Check back on Giving Day to see what's up for grabs and get a head start by sharing content leading up to March 30.

Become an Advocate and be recognized for your impact!

Visit your Advocacy Dashboard

Advocacy Dashboard

Share with your Network

Share the campaign to track the number of clicks, gifts and dollars you generate (Note: If you share without signing up or logging in, your impact will be counted as Community Advocate)

[Share](#) [Tweet](#) [Copy to Share](#)

Inspire your Friends & Peers

Encourage others to give with a Matching Gift or Challenge.

[Offer a Matching Gift](#) [Offer a Challenge](#)

Tell your Story

Create a Personal Plea video encouraging others to join you in supporting the campaign.

Create Your Personal Plea

Anthony Burke
generated 15 clicks and 1 gift, totaling \$5



Follow, Like, and Share Our Posts:



facebook.com/bostoncollegealumni



twitter.com/bcalumni



instagram.com/bcalumni



[Boston College Alumni Group](#)

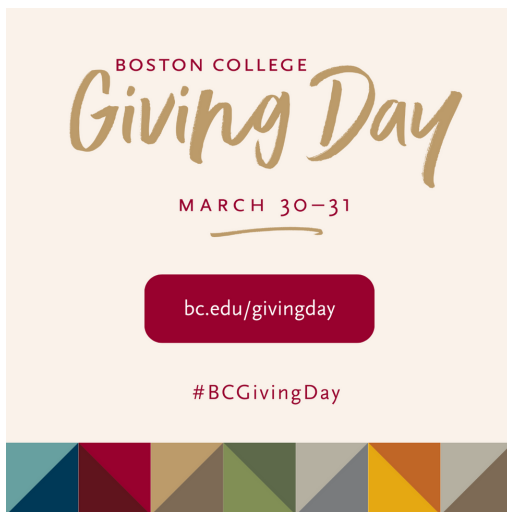
SAMPLE SOCIAL MEDIA MESSAGES:

- What does the world need @BostonCollege to be? What does BC need you to be? Join me in answering the call on #BCGivingDay at [\[personalized link\]](#)
- What does @BostonCollege need you to be? Answer by making a donation on #BCGivingDay at [\[personalized link\]](#)
- I donated on #BCGivingDay because @BostonCollege [\[tag school/program/activity/fund, etc\]](#) needs my support! Join me at [\[personalized link\]](#)

No matter what you share, remember to use #BCGivingDay in your posts so that your network and our social media team can amplify your message even further!

SOCIAL MEDIA SHARING IMAGES: CLICK THE IMAGE TO DOWNLOAD!

Instagram Post



Facebook/ Twitter / LinkedIn



Instagram Story



Wordmarks



SAMPLE EMAIL MESSAGE:

Subject Line: Today is BC Giving Day!

The world needs BC to be the best university it can be, but what does BC need *you* to be? You can answer that question by making a donation of any size today in support of [Boston College, BC students, school, program, fund name, etc.].

Personally, I made my gift to [include your designation!] because [include your reason, examples: being an Appa leader my senior year helped shape me into the person I am today and I want to give future Eagles the same opportunity./ my classmates played an important role in shaping who I am today. I want to be sure we're able to celebrate together at our Reunion, and give future generations of Eagles the same opportunities I've had.]

Jesuit, Catholic education calls upon students to be attentive, be reflective, and be loving. Woven into the fabric of reflection at Boston College are key questions that Eagles regularly contemplate during their four years at the Heights, including *Who does the world need you to be?*

That's why today, BC Giving Day, Boston College invites all alumni, parents, and friends to consider *What does BC need me to be?* and support the life-changing experiences that only the Heights can offer. You have a unique opportunity to answer this burning question. All it takes is a gift of any size at [personalized link] to the cause or area you're most passionate about!

If you give today [personalized link], your impact will be amplified by matches and challenge funds from other generous donors in the BC community.

For BC to be its best, it needs the best from you. Thank you and happy #BCGivingDay!



TALKING POINTS: TO HELP GUIDE YOUR OUTREACH

- Jesuit, Catholic education calls upon students to be attentive, be reflective, and be loving. Woven into the fabric of reflection at Boston College are key questions that Eagles regularly contemplate during their four years at the Heights, including *What brings you joy? What are you good at? Who does the world need you to be?*
- On BC Giving Day, Boston College invites all alumni, parents, and friends to consider *What does BC need me to be?* and support the life-changing experiences that only the Heights can offer.
- You can choose to support any BC cause during Giving Day. Simply use the dropdown menu on bc.edu/givingday to choose your gift designation.
- BC is as strong and wide-reaching as ever:
 - R1 research designation
 - 9 schools
 - highly ranked graduate programs
 - robust and formative residential campus experience
 - 31 NCAA Division I varsity sports whose student-athletes graduate at one of the highest rates in the country
 - Students from 50 states and 6 continents
 - 204,000 living alumni make up a vast, influential community
- Philanthropy has played a key role in forming the Boston College we know and love today
 - Shapes and transforms the physical campus, including athletics facilities, residence halls, gathering spaces, academic buildings, faith centers, libraries, and more
 - Provides access to education for those who with financial need
 - Bolsters teaching and research opportunities for faculty
 - Sustains formative programs in campus life and beyond
- Giving Day has become one of the University's most important traditions, not only as a signal of our community's belief in BC's present, but also of its future.

