



# 2022 GIVING DAY

Be the Change by Giving

205

total donors  
participated

\$308,240

total donations  
received

80

new donors  
participated

## CHALLENGE DONORS



\$2,500 challenge



MOUNTAIN AMERICA  
CREDIT UNION

\$2,500 challenge



\$1,000 challenge

SLCC Foundation Board

\$2,000 challenge

SLCC Executive Cabinet

\$2,000 challenge

SLCC Board of Trustees

\$5,000 challenge

## TOP THREE SUPPORTED PROJECTS

1

Student  
Scholarships

2

Partnerships for Accessing  
College Education

3

Area of Greatest  
Student Need

## DONOR OUTREACH

26,617

Luminate  
emails sent

86

External  
donors

119

Internal  
donors

## SOCIAL MEDIA

### Social Media Ads

SLCC spent \$1,000 on Facebook/Instagram ads and we reached 99,292 people and received +2,000 clicks to our giving day page.



## MEDIA BUYS

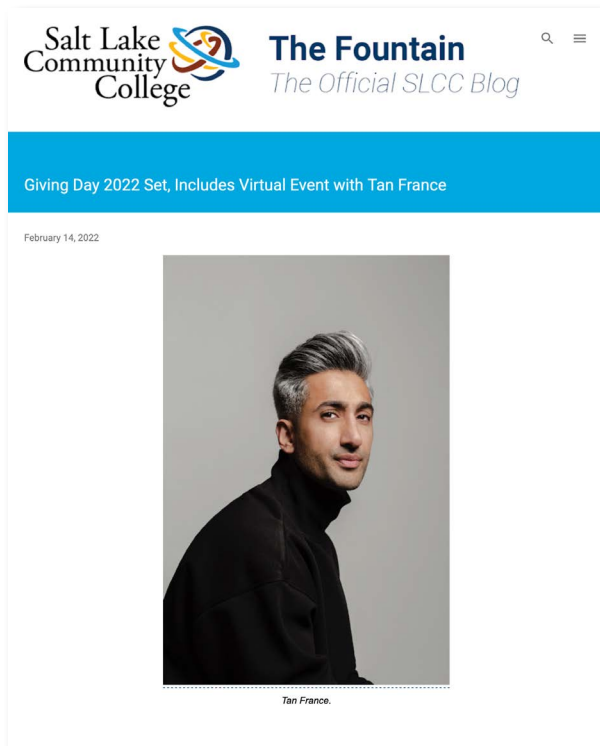
### Broadcast Ads

SLCC spent \$7,000 on 15-sec drive-time radio liners.

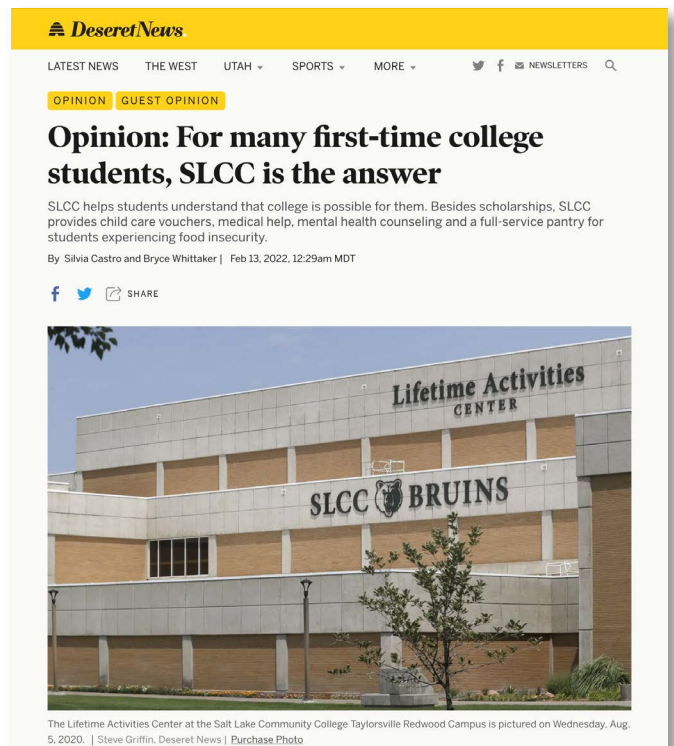
### Outdoor Digital Ads

SLCC spent \$3,000 for a rotation of ads across 19 digital bulletins across Salt Lake Valley, which included bonus boards in South Davis and Northern Utah counties.

# MEDIA COVERAGE



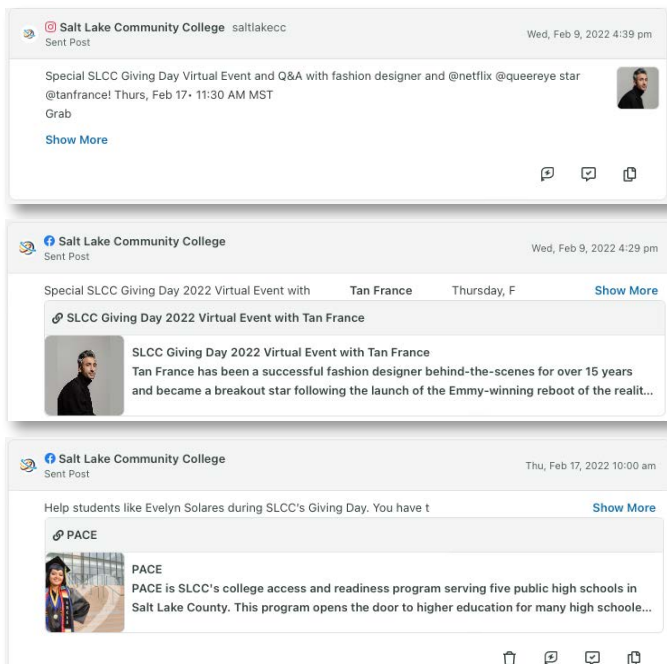
SLCC Blog



Giving Day editorial ran in the Deseret News



26 SLCC Social Media posts

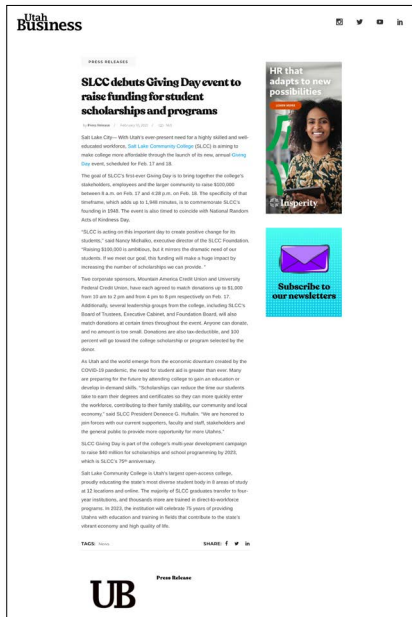


Over 28,000 targeted emails sent

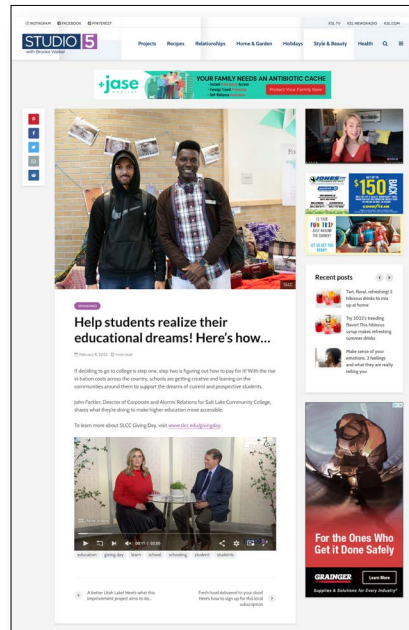
Report Results															
Message Performance Report Mar 8, 2022 10:30:43 AM															
Report Date: Mar 8, 2022															
Message Name	Delivery Start Date	Email Express Message	Number Sent	Hard Bounce Count	Hard Bounce Rate (%)	Soft Bounce Count	Soft Bounce Rate (%)	Delivery Count	Delivery Rate (%)	Open Count	Open Rate (%)	Clickthrough Count	Clickthrough Rate (%)	Action Taken Rate (%)	Tell-A-Friend Count
Message 1: Giving Day 2022 Save the Date	Feb 9, 2022 11:26:53 AM	No	6,419	1,033	16	142	2	5,244	82	1,377	26	31	1	8	0
Message 2: Giving Day 2022 Save the Date	Feb 14, 2022 12:29:29 PM	No	6,361	1,031	16	153	2	5,177	81	744	14	24	0	2	0
Message 3: Giving Day 2022 Save the Date	Feb 15, 2022 12:29:29 PM	No	5,321	20	0	154	3	5,147	97	710	14	16	0	0	0
Message 4: Giving Day 2022 Save the Date	Feb 16, 2022 10:50:50 AM	No	28,244	411	1	545	2	27,288	97	3,622	13	56	0	6	0
Message 5: Giving Day 2022 Save the Date	Feb 17, 2022 4:23:50 PM	No	5,253	4	0	139	3	5,110	97	412	8	13	0	1	0
Message 6: Giving Day 2022 Save the Date	Feb 23, 2022 10:52:01 AM	No	8,086	9	0	1,081	13	6,996	87	2,895	41	60	1	9	0
Average			5,647	418	4	369	4	5,160	92	1,627	18	33	0	4	0
Total Record Count			7												

New 2022 Marketing Strategy Addition: SLCC added 17 social ambassadors to increase social media

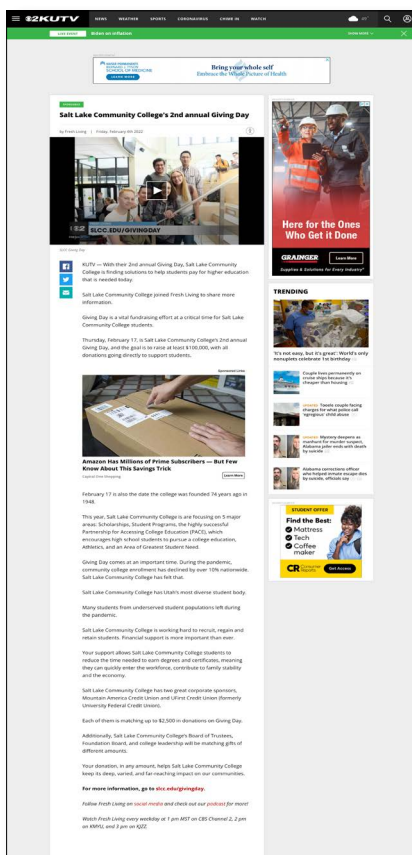
# PUBLIC RELATIONS



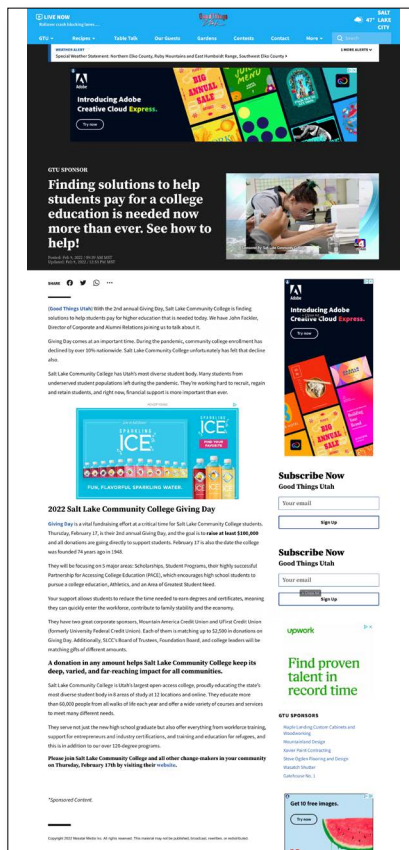
Utah Business Article  
February 10, 2022



KSL Studio Interview  
February 8, 2022



KUTV Article  
February 17, 2022



ABC4 Good Things Utah Interview  
February 9, 2022



EVENT WEBSITE

2022  
GIVING DAY

Be the Change by Giving

Days

Hours

Minutes

Seconds

0

18

10

30

JOIN US

SLCC is celebrating our second annual Giving Day on Feb. 17, 2022, and You're invited!

We are opening our virtual doors for 24 hours on Thursday, Feb. 17, 2022, to celebrate our incredible student body with our second annual Giving Day. We know our community is full of change-makers, and we want to see the difference you can make with your dollars.

ARE YOU READY?

Each dollar donated directly supports students in five key areas.

Scholarships – Student Services – PACE – Athletics – Area of Greatest Student Need

CAN'T WAIT TO GIVE NOW

Help SLCC Spread the Word about Giving Day

Facebook

Twitter

Instagram

LinkedIn

Presented by  
JustGiving

Save the Date Page

SLCC

Student Scholarships

SLCC offers need- and merit-based scholarships. More than 80% of our students work while attending classes, making scholarships key to their success. Students who receive a scholarship are twice as likely to graduate as those who don't receive financial support.

You have the power to impact a student's future with a gift to support student scholarships.

82,829

raised a total of \$2,829 by a supporter

\$28.80

GO NOW

SHARE

Supporters

6

Has My Ryan

Has My Ryan

Has My Ryan

Has My Ryan

Has My Ryan

Has My Ryan

Find a New Person

Chavez Camelia, A.B.A. AAS 2021, was 24, unhappy and looking for direction in her life. She wanted to find her passion and her future and she decided to return to Salt Lake Community College.

Camelia had earned an associate's degree in general studies with an emphasis in American Sign Language from SLCC in 2013 but later found a love for interior design and knew that was the path she was meant to follow.

"I decided to go back to SLCC because it was more reasonably priced than other colleges," she recalled. "I knew that SLCC was some amazing teachers and that I'd be getting a quality education. So, with about a hundred dollars to my name, I signed up for my classes in the fall of 2021."

In the spring of 2022, Camelia's financial situation took a turn for the worse due to COVID-19 health restrictions that left her unable to work and back her parents out of a job because of the pandemic. Chavez wasn't sure how she was going to pay for college.

With advice and encouragement, Camelia was granted the **Shari Boudreau Rose Memorial Interior Design Scholarship**, which helped her complete her Associate of Applied Science (AAS) degree in Interior Design from SLCC. Only one student is awarded the scholarship each year.

"Receiving this scholarship helped pay for my classes as well as my books and school supplies," said Camelia. "I don't stress out anymore because I haven't! I have thousands of dollars of debt hanging over my head."

In 2022, Camelia earned an Associate of Applied Science degree in Interior Design from SLCC.

"This scholarship was a huge blessing to me and my family and I'm grateful that I was able to be a recipient," expressed Camelia. "These funds have blessed me and I don't take anything for granted."

Why Should You Give to Scholarships?

The direct experience of 100% generally supports SLCC, but our funding does not provide scholarships for so many of our students in need. We raise these funds with the generous support of our community, who share their passion in the importance of higher education to giving. You have the power to impact a student's future with a gift to support student scholarships.

Show this story

Facebook

Twitter

Instagram

LinkedIn

Help SLCC Spread the Word about Giving Day

Facebook

Twitter

Instagram

LinkedIn

Presented by  
JustGiving

Project Page

2022  
GIVING DAY

Be the Change by Giving

EVERY GIFT COUNTS

You still have time to make a difference on SLCC's second annual Giving Day

Days

Hours

Minutes

Seconds

0

18

10

30

Counted

\$50,000

Goal

\$100,000

BE A PART – GIVE NOW

JOIN US

Help us celebrate our 2nd Annual Giving Day

Your gift can impact an SLCC student's journey. We are opening our virtual doors for 24 hours and invite you to support our hardworking students. Every dollar donated goes directly to support students through five key initiatives. Scroll down to learn more about how you can have an impact.

HOW TO GIVE

Giving is as easy as 1-2-3

1. Pick Your Program to Support  
You can give to any or all of our five main initiatives by clicking on the video below.

2. Click "Give Now"  
Ready to act? Click any of the "Give Now" buttons to quickly make your donation.

3. Make Your Donation – Be Back and See the Change  
Completed online donor information to make your donation and watch your dollar make a difference.

GET STARTED – GIVE NOW

WHERE TO GIVE

Student Scholarships

SLCC offers need- and merit-based scholarships. More than 80% of our students work while attending classes, making scholarships key to their success. Students who receive a scholarship are twice as likely to graduate as those who don't receive financial support.

You have the power to impact a student's future with a gift to support student scholarships.

LEARN MORE & SUPPORT THIS CAUSE

PACE: High School to College to Career

The Partnership for Advancing College Education (PACE) is SLCC's college access and readiness program serving five public high schools in Salt Lake County. The program provides a path for students to SLCC upon completion of all high school PACE requirements. It serves as a door to higher education for many high-achieving students through college who just want a jumpstart.

A gift to PACE is a statement supporting early, identity and higher education for all.

LEARN MORE & SUPPORT THIS CAUSE

Student Support Programs

SLCC supports students beyond the classroom. We have an array of programs and services that help students succeed in and out of the classroom. These services are offered through the Center for Health and Counseling. These services are offered through the Center for Health and Counseling. These services are offered through the Center for Health and Counseling.

LEARN MORE & SUPPORT THIS CAUSE

Area of Greatest Student Need

Our students are strong, resilient, resourceful and inspiring – but their academic journey is not always easy. Many of our students face financial and food insecurity, which can impact their academic success. We strive to provide students with the support they need to succeed. Your donation to the Area of Greatest Student Need allows SLCC student support to put your dollar to work where they will directly impact students' lives.

See the need. Get the word. Give to our students' greatest need.

LEARN MORE & SUPPORT THIS CAUSE

Athletics

Our Athletics program features seven different intercollegiate sports. SLCC has won 10 State Championships and has been named a national champion during the last 10 years of the program. When athletes compete, they are representing SLCC and the state of Utah. We strive to provide students with the support they need to succeed. Your donation to the Area of Greatest Student Need allows SLCC student support to put your dollar to work where they will directly impact students' lives.

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A BIG THANKS

Your gifts on SLCC Giving Day help us raise even more funds for SLCC students. Thanks to our sponsors for their loyal support of SLCC!

SLCC Executive Cabinet

SLCC's Executive Cabinet will match up to \$1,000 from 1 to 10 p.m.

Mountain America Credit Union

Mountain America Credit Union will match up to \$1,000 from 1 to 10 p.m.

AMERICA FIRST

AMERICA FIRST Credit Union will match up to \$1,000 from 1 to 10 p.m.

U-FIRST

U-FIRST Federal Credit Union will match up to \$1,000 from 1 to 10 p.m.

SLCC Foundation Board

SLCC's Foundation Board will match up to \$1,000 from 6 to 8 p.m.

SLCC Board of Trustees

SLCC's Board of Trustees will match up to \$1,000 from 8 p.m. to midnight.

LEADERBOARD

PROJECT	Raised	Goal	% TO GOAL
1. Student Scholarships	\$141	\$10,000	1%
2. PACE: High School to College to Career	\$70	\$10,000	0%
3. Student Support Programs	\$55	\$10,000	0%
4. Athletics	\$35	\$10,000	0%
5. Area of Greatest Student Need	\$20	\$10,000	0%

Help SLCC Spread the Word about Giving Day

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Presented by  
JustGiving

2022  
GIVING DAY

Be the Change by Giving

LET'S CELEBRATE!

We exceeded our goal and raised \$308,259 because of your choice to Be the Change by Giving!

All of these funds will go directly to supporting the academic journeys of many of our SLCC students. We want to express our gratitude to you for making our second annual Giving Day a huge success. Without the support of our community, none of this would be possible.

Today we celebrate the impact you have made with your generosity and all of SLCC wants to say thank you!

A BIG THANKS

Your gifts on SLCC Giving Day helped us raise even more funds for SLCC students. Thanks to our matching gift sponsors for leading the way with their loyal support of SLCC!

U-FIRST

U-FIRST Federal Credit Union

matched \$1,500

Mountain America

Mountain America Credit Union

matched \$1,500

AMERICA FIRST

AMERICA FIRST Credit Union

matched \$1,500

THANK YOU

Your commitment and continued support are making all the difference at SLCC.

We can't wait to celebrate our annual Giving Day with you in 2023, but don't be a stranger.

You can stay connected and give to the SLCC community all year long. To learn more about the ways that SLCC is making a difference in your community, connect with us on social media to hear about our special events.

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JustGiving

Thank You Page

## VIDEOS



**Promo Video (2:22)**  
146 views



**Promo Video (0:18)**  
33 views



**Special VIP Event: Tan France**  
346 views



**Thank You Video**  
52 views