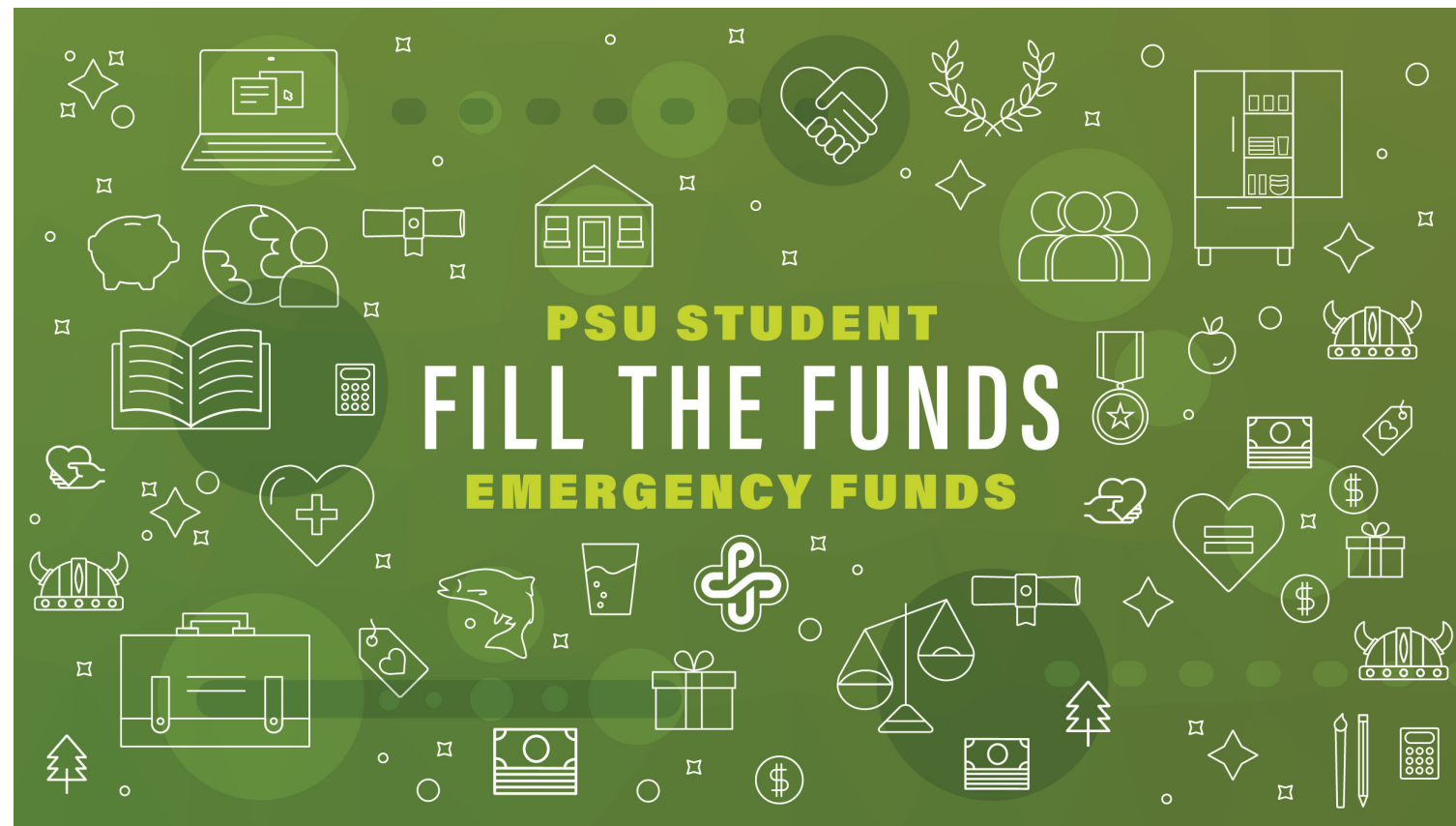




FILL THE FUNDS

Flash Campaign—Dec. 3, 2020
Portland State University Foundation

Visual Identity



Look & Feel

In establishing this campaign's visual identity, we wanted to thread the needle between creating warm and inviting graphics to encourage community support, while still expressing urgency and the seriousness of the need.

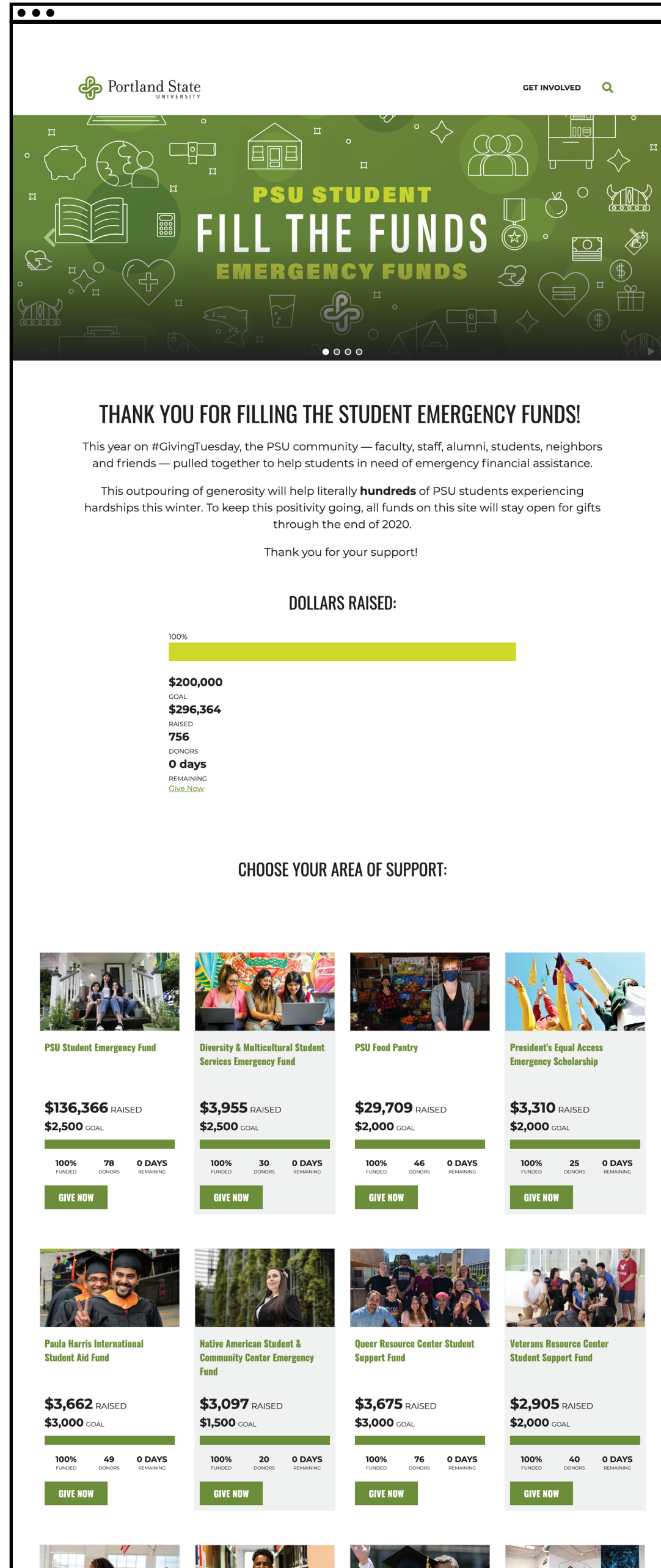
The solution was to go with a heavily illustrated direction alongside engaging photography. This resulted in a flexible visual system that could be applied to many different applications and formats, while being very accessible to units across the campus.



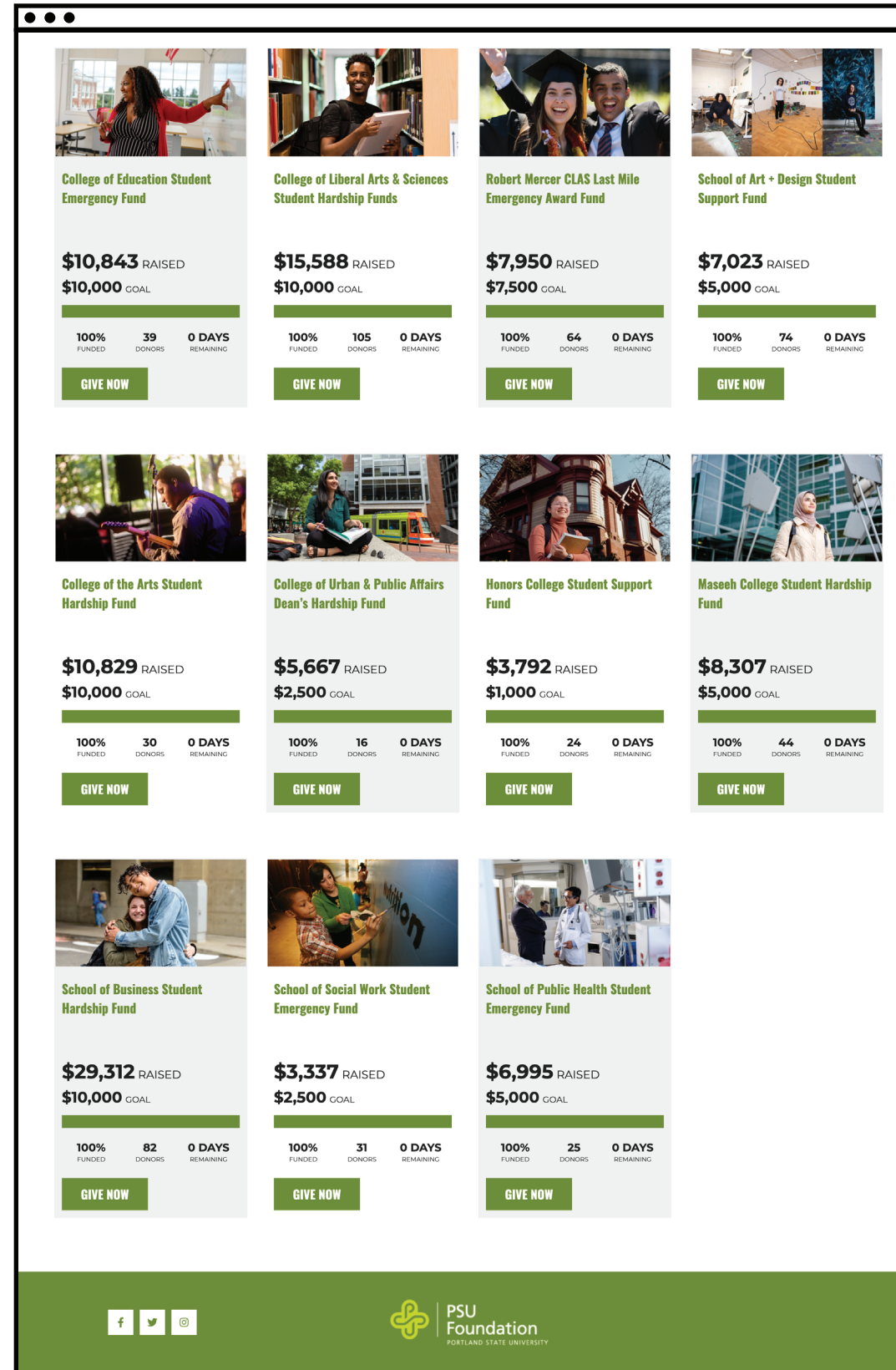
P/01

PSU Foundation
Fill The Funds

Website Design



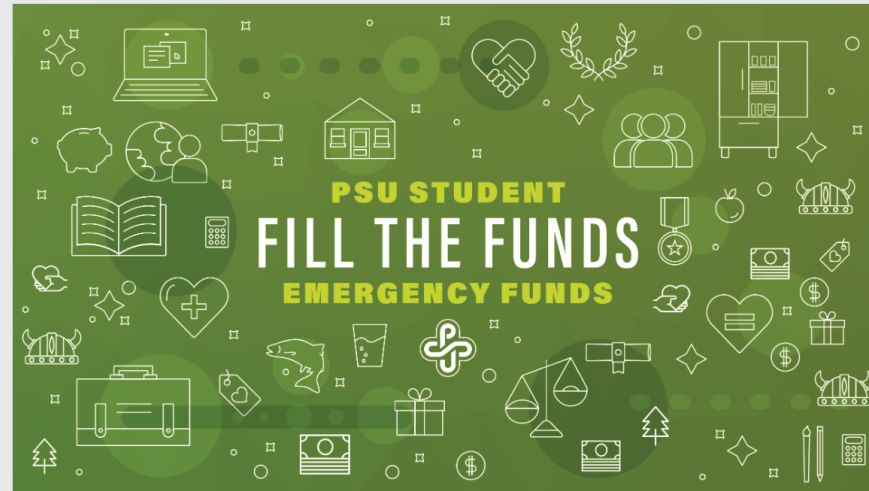
Left: screen shots of the website



Gateway to Giving

For the site, we focused on promoting to an internal audience—PSU faculty/staff, students, alums, friends and family. Keeping everything in a grid system to highlight each individual fund and see live updates of how far each fund has gotten. The audience was able to get all the information in one place, and immediately see the impact of their gift.

Email Blasts



Dear James,

The numbers are staggering. A [new report](#) from Portland State found that more than 60% of PSU students surveyed experienced food insecurity, housing insecurity or homelessness last year — with disproportionate impact reported by BIPOC students.

Without their basic needs secured, students are unable to focus on learning and are at far greater risk for dropping out of school.

There's something meaningful we can do right now to help: refill emergency funds across campus. These vital resources provide one-time grants to support students when unexpected expenses threaten to unravel everything they have worked for. Emergency funds can be used for any urgent need, including food, rent, childcare, repairs or medical bills.

In the last few months, donor-supported emergency funds have been almost entirely depleted. As we head into winter, we expect applications to spike. **Today on #GivingTuesday, let's #FilltheFunds and ensure that hardship support is available for students when they need it most.**

[MAKE A GIFT](#)

If you are a student in need of assistance, please visit [this page](#) to find resources.



An \$80,000 opportunity - but we need your help now!

We've just received word from generous PSU supporters Marilyn and Tom Fink that they will contribute an additional **\$80,000 toward our \$200,000 goal if we raise \$5,000 in the next 8 hours.**

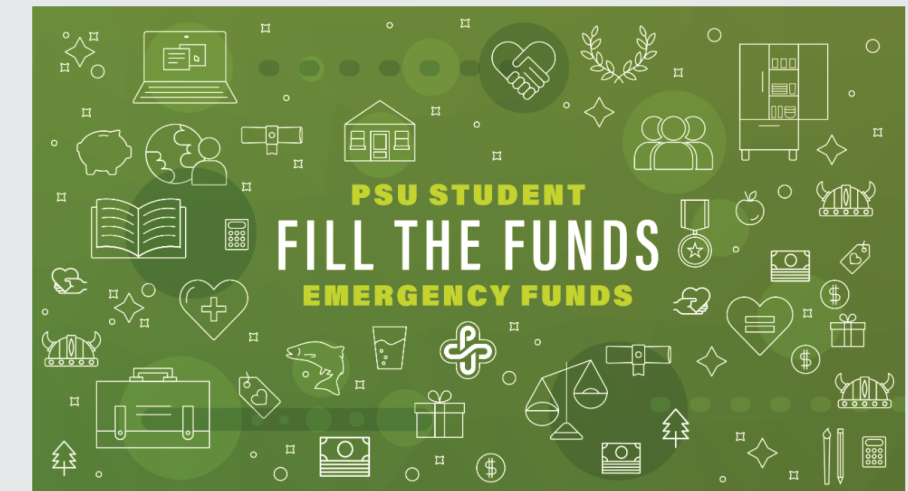
Since the PSU Day of Giving launched this morning, almost 500 people have stepped up to #FilltheFunds. So far we have collectively raised **nearly \$100,000** for students. These contributions will make a real difference — and if we band together now, we can make an even greater impact.

Please help us reach our goal and unlock this special gift supporting students!

[MAKE A GIFT](#)



Left "An 80K opportunity": This email sent during the afternoon to announce the matching opportunity was our most successful solicitation email we've ever sent with a 6% CTO rate (typically we fall in the 1-2% CTO range for appeals).



On #GivingTuesday, help fill the student emergency support funds!

Tomorrow on #GivingTuesday, we need your help to advance a cause that is critical to student success: emergency funds for PSU students experiencing hardship.

Across PSU, emergency funds have been severely depleted in the wake of COVID-19 as students seek urgent assistance with food, housing, medical bills or child care. Winter may be an especially tough time for students who have already demonstrated tremendous resilience over many months.

Today, we'd like to give you **special early access** to the giving site before it launches to the general public. Feel free to explore and make an early gift to inspire others! As always, thank you for your support.

[VIEW NOW](#)



Email Marketing

To create energy around the campaign, we built a series of targeted emails directing traffic to the main landing page.

Each email featured a strong call-to-action with language tailored to the specific audience.

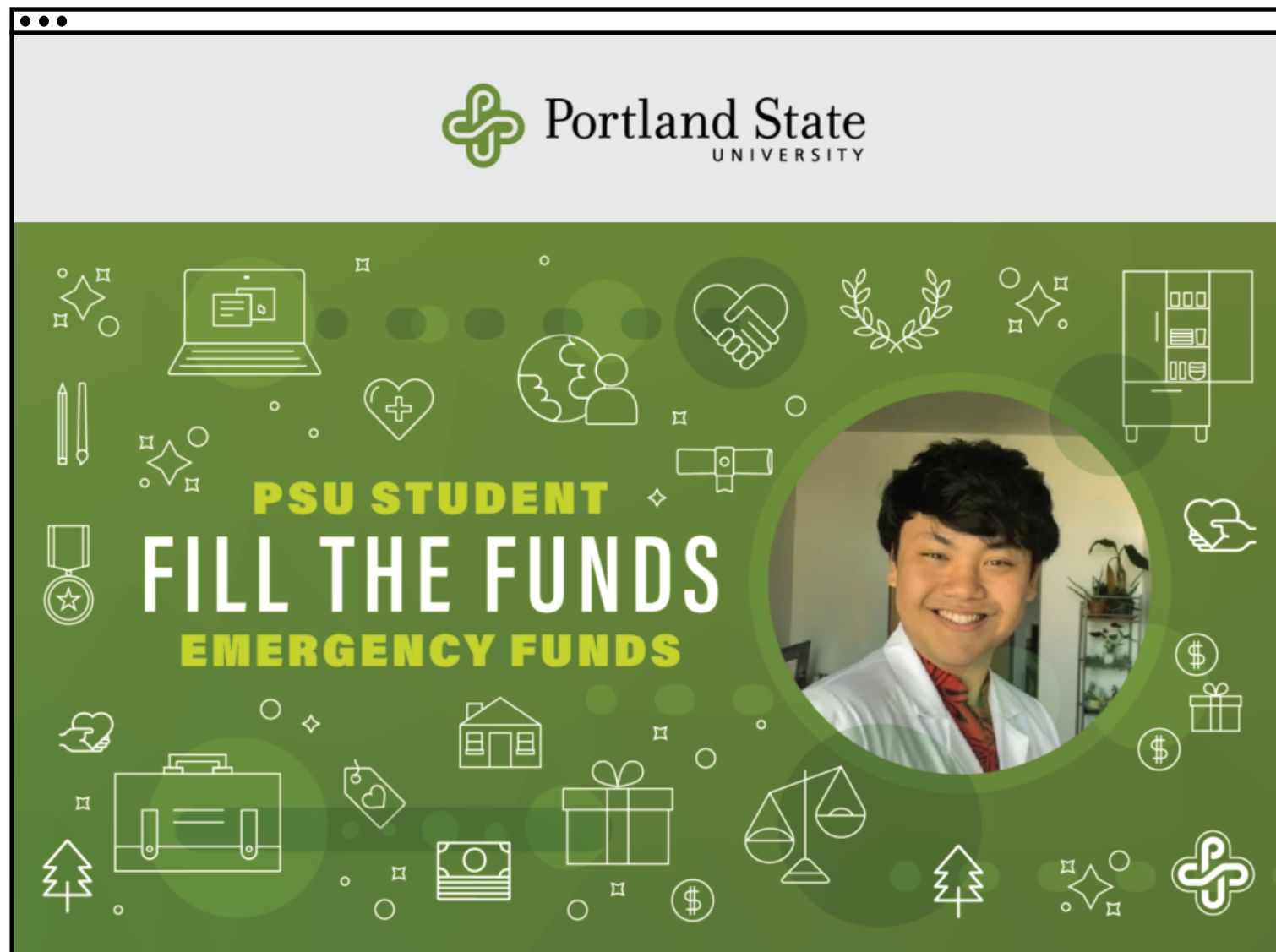
P/03

PSU Foundation
Fill The Funds

Faculty Engagement

P/04

PSU Foundation
Fill The Funds



Dear ##First Name##,

For those of you who haven't had a chance to meet me, let me introduce myself virtually! My name is Motutama Sipelii, and I am the ASPSU student body president. I am writing today with a #GivingTuesday call to action for all of us.

I know that PSU administrators, faculty and staff are aware of the challenges students have been facing this year because you are right there with us. ASPSU wants to recognize all your hard work and persistence because without you, PSU would cease to exist. We appreciate you all for continuing to support students, for being resilient during these times, and for all the amazing work you do.

This has been a hard year. Many students are struggling like never before to meet their basic needs while trying to focus on their educations. I've seen how food and housing insecurity continue to be some of the biggest issues students face while attending Portland State — issues that disproportionately impact each community, especially our BIPOC students.

This urgent need is why ASPSU and every PSU college have made emergency support for students a priority, and why refilling emergency funds across campus is the focus of #GivingTuesday this year.

[MAKE A GIFT](#)

Support from our Faculty

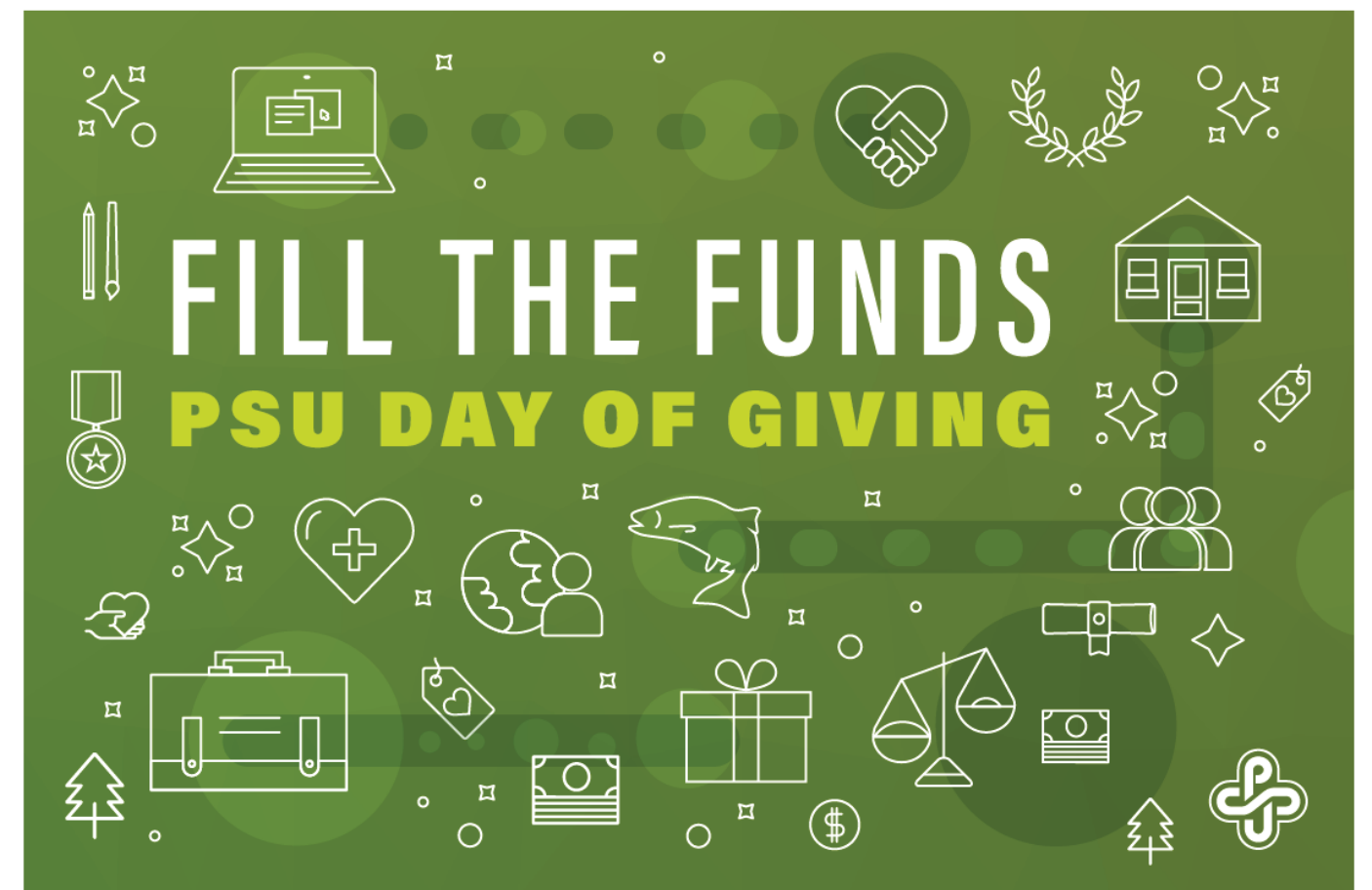
We doubled down on faculty engagement for this campaign, creating a special email written by PSU student government leader appealing directly to our teachers and staff.

We also placed the campaign in the internal faculty/staff newsletter as a top feature.



December 1, 2020

News



Support student emergency funds today on #GivingTuesday

This year the need for emergency student support [has never been greater](#). Across PSU, vital emergency funds have been depleted in the wake of COVID-19 as students have increasingly sought urgent assistance with food, housing, medical bills and child care. Winter may be an especially tough time for students who have already demonstrated tremendous resilience over many months. Join us today for #GivingTuesday as we #FilltheFunds. Together we can help PSU students stay on track to succeed! [Learn more.](#)

Taking steps toward a more equitable PSU

Student Engagement

Support from Students

PSU's student government team were natural partners for this campaign and worked with us to write and produce their own video, which was featured in emails and social media.

They also helped us share out student-focused messaging about how to apply for student emergency funds (see right). This outreach helped us make sure the right messages got in front of students. We wanted to raise awareness that emergency funds are available without making students feel they were being solicited.

P/05

PSU Foundation
Fill The Funds

ASPSU Newsletter



STUDENT HARDSHIP FUNDS

What is General Student Emergency Fund (GSF)?

The General Student Emergency Fund offers short-term financial assistance to Portland State University students during times of crisis by providing financial support where a clear need exists. Unlike other hardship funds that currently exist at PSU, this fund is available to all students, regardless of major or demographics. These funds keep students in school, preventing them from dropping out due to a short-term financial crisis. The General Student Emergency Fund may be accessed once during a student's academic career. Awards may not exceed \$2,000 and do not have to be repaid. Funding will be disbursed "just in time" or within a week of an application being approved. [Read more about the eligibility criteria and other hardship funds here.](#)



NOW ACCEPTING APPLICATIONS
APPLY HERE

OTHER PORTLAND STATE UNIVERSITY FUNDS

In addition to the General Student Emergency Fund, there are also funds that are retained and managed in many of the schools, colleges, and resource centers. These funds are available for enrolled students who participate in those programs. Please contact these departments directly in order to learn more about the availability of these funds.

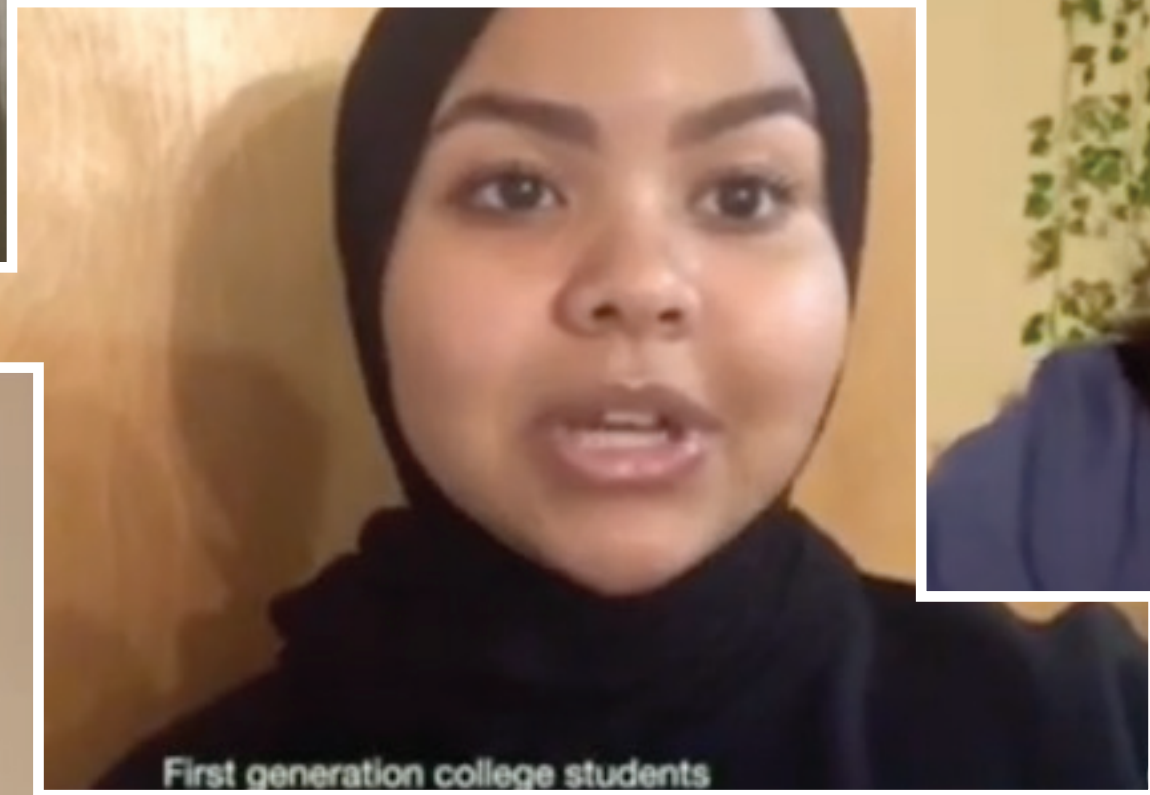
Colleges and Schools

- College of Education ([COE Student Emergency Fund](#))
- College of Liberal Arts and Sciences ([CLAS Student Hardship Fund](#))
- College of the Arts ([COTA Student Hardship Fund](#))
- College of Urban and Public Affairs ([CUPA Dean's Hardship Fund](#))
- Graduate School ([Graduate Retention and Completion Fund](#))
- Maseeh College of Engineering and Computer Science ([MCECS Student Hardship Fund](#))
- School of Business ([SB Undergraduate Hardship Fund](#))
- School of Social Work ([SSW Student Emergency Fund](#))

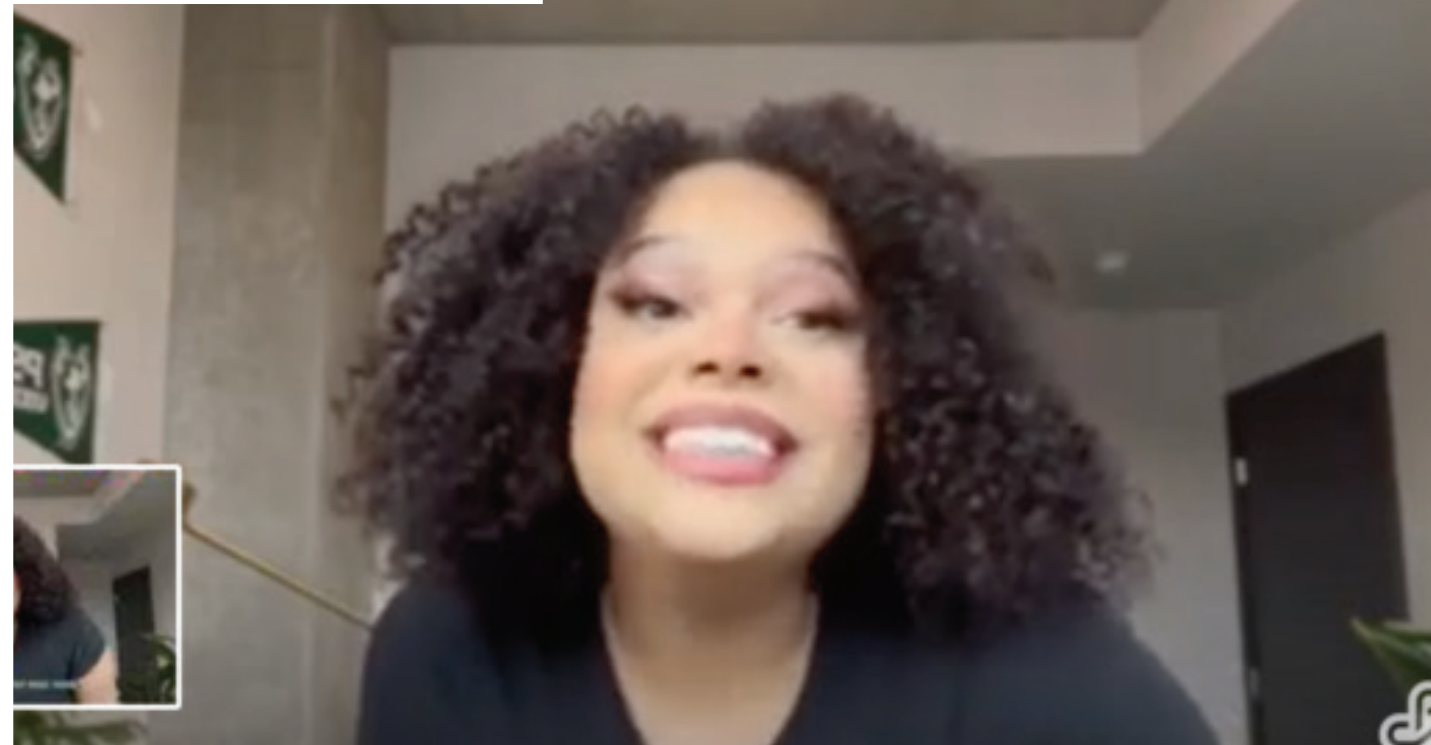
Resource Centers

- Diversity and Multicultural Student Services ([Multicultural Retention Services Hardship Fund](#))
- Native American Student and Community Center ([NASCC Fund](#))
- International Student and Scholar Services ([Paula Harris International Student Aid Fund](#))
- Queer Resource Center ([Queer and Trans Student Support Fund](#))
- Center for Students with Children ([Lisa Sells CWS/ID 10 Hardship Fund](#))

Student Engagement



Members of PSU's student government submitted video testimonials used for social media, speaking to the importance of emergency funds for students needing help meeting their basic needs.



Social Media Toolkit

"I was so stressed when CARES act denied me. I am so grateful to you all. My sincerest thanks for helping me during such a stressful time!"

PSU STUDENT EMERGENCY FUND RECIPIENT

"Coronavirus has worsened my financial stability and, at some points, I thought I wasn't going to be able to attend PSU just because of financial circumstances that I have no control over. Thanks to these funds, my situation looks better this fall."

PSU STUDENT EMERGENCY FUND RECIPIENT

"I had to leave my job to take care of my daughter, and when I was considering going back to work, COVID-19 happened. My partner and I were left without any source of income, so we resorted to reaching out to community organizations for help. I am thankful for having emergency assistance available for students and for the donors who make this possible."

PSU STUDENT EMERGENCY FUND RECIPIENT

THANK YOU

for the outpouring of generosity yesterday as we filled student emergency funds across campus!

\$290,000

TOTAL RAISED

739

TOTAL DONORS

100%

FUNDS MET GOAL

PSU DAY OF GIVING

Social media samples



Toolkit for Communicators

Since this was a university-wide campaign, it was imperative to create a set of graphics that participants could use to promote Fill the Funds on their channels. Thanks to their units sharing these materials, we had a wider reach than we would have had on our own, and this drove traffic to the site that wouldn't have otherwise found it.

PSU Social Media

SUPPORT STUDENT EMERGENCY FUNDS

FILL THE FUNDS

.....



From left to right,
stills from animated Instagram story

MORE THAN

45%

PSU STUDENTS SURVEYED
EXPERIENCE FOOD AND
HOUSING INSECURITY

WITH
DISPROPORTIONATE
IMPACT ON BIPOC
STUDENTS

SINCE LAST YEAR, PSU HAS
DISTRIBUTED MORE THAN

\$330,000

IN EMERGENCY FUNDS TO HELP
HUNDREDS OF STUDENTS WITH
URGENT NEEDS SUCH AS

FOOD, HOUSING,
MEDICAL BILLS OR
CHILDCARE



THESE FUNDS HAVE

ALMOST ENTIRELY DEPLETED

.....

AS WE HEAD INTO WINTER, WE NEED TO

FILL THE FUNDS

TO MAKE SURE **EVERY
STUDENT** HAS THE
RESOURCES THEY
NEED TO SUCCEED.

Instagram Stories

In a year of going completely virtual for most things, it was important to make engaging materials that would reach students who are at home and may only check social media outlets for their campus news. We partnered with the university communications team to create animated story posts that would drive people to the emergency funds while also educating to the audience what these were for and how important this moment is.

P/08

PSU Foundation
Fill The Funds

Thank You Messages

P/09

PSU Foundation
Fill The Funds



Something incredible happened yesterday!

The PSU community — faculty, staff, alumni, students, neighbors and friends — pulled together and raised **nearly \$290,000 to help students in need of emergency financial assistance**. We are thrilled to report that 100% of participating funds reached their goal for the day!

This outpouring of generosity will help literally **hundreds** of PSU students experiencing hardships this winter.

THANK YOU for stepping up for PSU. Thank you for making gifts. Thank you for spreading the word. We know this is not an easy time for anyone, and we appreciate everything that you do to help students stay focused and positive.

[VIEW FUNDS](#)

P.S. If you haven't yet had a chance to give, all funds in this campaign will stay open through the end of 2020. [Let's keep it going!](#)



PSU Foundation
1600 SW 4th Ave #730
Portland, OR 97201

A Mountain of Support

Thanks to our shift to a singular cause and a focus on more targeted engagement, we were able to raise almost **\$300,000**. This is **DOUBLE** what was raised in the previous year's winter day of giving (**\$145,000**).

University thank you email

From: msipelii@pdx.edu <msipelii@pdx.edu> on behalf of Motutama Sipelii <aspsuprs@pdx.edu>
Sent: Sunday, December 6, 2020 6:22 AM
Subject: Thank You Note from ASPSU - #GivingTuesday



Greetings folks!

THANK YOU SO MUCH FOR YOUR DONATION TO THE GENERAL STUDENT EMERGENCY FUND! Overall we successfully raised nearly \$290,000 to help students in need of emergency financial assistance! Thank you so much for your generosity because your philanthropic contributions will enable students experiencing hardships this upcoming winter to remain in school because now we can do so.

As an advocate for the student body, ASPSU thanks everyone who was able to contribute especially those who are a part of the PSU community. Please do not hesitate to contact ASPSU for any future inquires or questions. Once again thank you for your participation in the #GivingTuesday campaign! As the student body president, a BIPOC first-generation college student, and proud PSU student advocate, thank you!

Kind Regards,
-Motu

Motutama Sipelii (He, Him)
ASPSU Student Body President

This personal email was written by the PSU student government president thanking donors for their support— another example of our partnership with students for this campaign.



PSU Foundation
Fill The Funds