



CALIFORNIA STATE UNIVERSITY  
**FULLERTON**<sup>™</sup>

---

## GivingTuesday: Collaborating with University Advancement to raise funds for basic needs

*Dr. Tonantzin Oseguera, Associate Vice President  
Student Affairs*

*Cris Powell, Director of Development*

# Tuffy's Basic Needs

- Meal distribution program
- Temporary Housing
- Hygiene products
- CalFresh signups
- Tuffy's Closet (professional attire)
- Emergency Grants – SAFE funds

# Student Assistance Fund for Emergencies (SAFE)

- Provide emergency support for students experiencing insecurity related to issues such as food, housing and transportation.
- Created in response to the immediate needs of our students; provides vital resources to students in order to help them flourish at Cal State Fullerton and succeed in life.
- Help students meet their basic needs and keep them on the path toward graduation and a successful future.

Black Friday. Cyber Monday.

#GI  ING TUESDAY™

**November 28, 2017**

# #GivingTuesday at CSUF

- Began planning in Summer
- Collaboration between UA and SA
- Emails to Campus community
- Emails targeting donors
- SoMe campaign
- Needed to start early in Fall

# #GivingTuesdayCSUF

- Educate public and community about S.A.F.E and the reality of our students
- Made everything digestible
  - \$30 (\$60 impact) provides 2 students one meal a day for a week
  - \$60 (\$120 impact) provides a student one week of emergency housing
  - \$120 (\$240 impact) provides a student an emergency grant for one semester



**SUPPORT OUR STUDENTS  
IN NEED ON  
GIVING TUESDAY**



**MAKE A DIFFERENCE  
TO A STUDENT IN NEED**

CSUF Alumni liked



Cal State Fullerton @csuf · 19 Nov 2017

Our campus is coming together to match your gift dollar for dollar up to \$10,000 on **Giving Tuesday** (Nov. 28) to Project SAFE. Learn more [fullerton.edu/project-safe/](http://fullerton.edu/project-safe/)



6 11

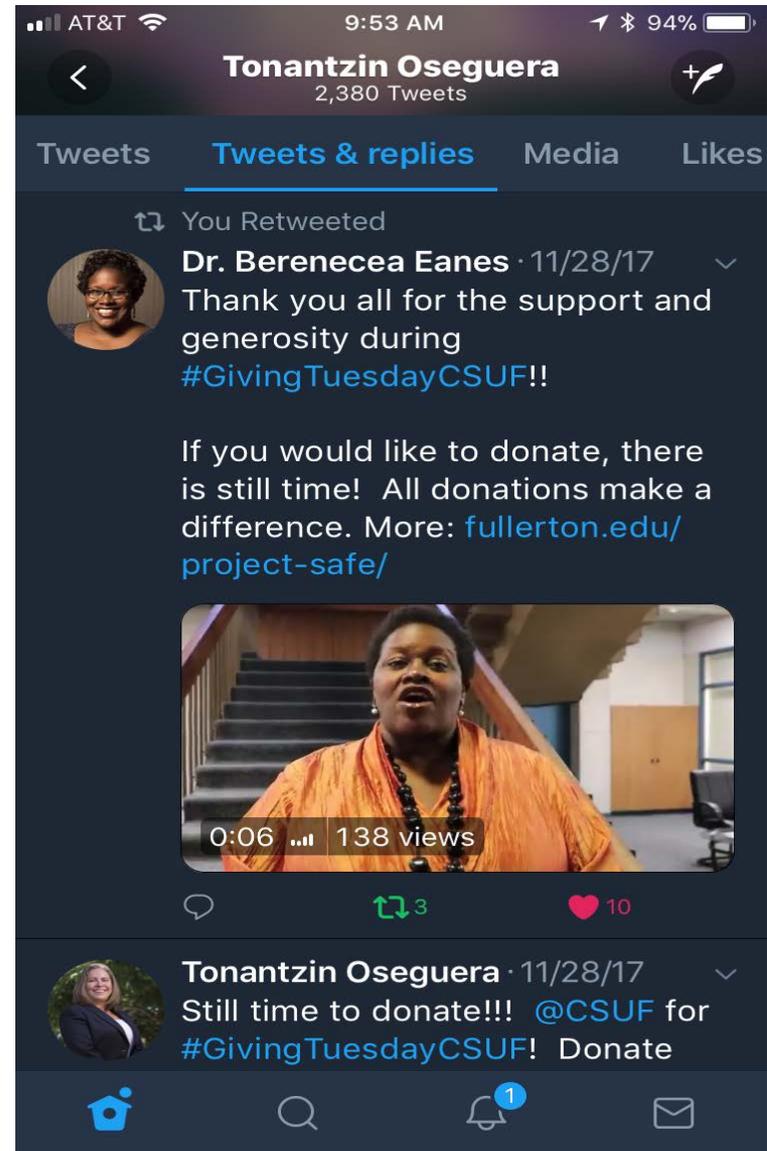


Cal State Fullerton @csuf · 28 Nov 2017

Hey, Titans help us support our **Giving Tuesday** (Nov. 28) efforts by adding the **#GivingTuesdayCSUF** Facebook frame to your profile pic. Go to this page. [buff.ly/2AcHtu8](http://buff.ly/2AcHtu8) Search for our frame by entering "**Giving Tuesday CSUF**" and select **#GivingTuesdayCSUF**'s frame.



2



# Success!

- Made giving easy and expedited
  - Through text and website
- Featured on home page
- Provided SoMe kits and templates to all departments, colleges, and Admin on campus
- For one day all tweets, posts, photos, snaps where #GivingTuesdayCSUF

\$60K



## THANK YOU!!

Dr. Oseguera

Twitter

Instagram

[toseguera@Fullerton.edu](mailto:toseguera@Fullerton.edu)

@DrOseguera

droseguera