Here is the pros and cons information I sent Larry and Chialin in January:
SV Gives

This one-day (May 6th) online fundraising is sponsored by Silicon Valley Community Foundation, Microsoft, the Sobrato Foundation, the Packard Foundation, KFOX, NBC Bay Area, Telemundo, and others to inspire and unite San Mateo County and Santa Clara County communities to support local nonprofit and education organizations. Participants register on Razoo.com and create organization and program webpages to describe program goals, outcomes, and population served. Organization staff can rally their own donors to give on May 6th or rely on general media coverage of the event to bring new donors to their organization and programs. Prospective donors shop webpage on May 6th and choose programs to support through online donations. Donors can give to the organization or identify specific programs to support within the organization. Event sponsors are providing media (TV, social media, and radio) coverage for the event and free training for organization staff to gain communication and fundraising skills. Foundations are offering matching funding at each hour of the 24-hour event, so donors can double their donation by making a donation on that day.

Advantages

- Rallying point to engage Cañada College's own donors, prospective and past
- May lead to new donors and significant donations to college generally and specific programs here
- Opportunity to gain broader visibility as an institution in/near Silicon Valley
- Opportunity for college program staff to gain new communication skills in free trainings
- College program staff can also gain fundraising skills by building program donor base for event
- Chance to participate in event with hundreds of other local not-for-profit organizations
- Chance to meet event's corporate and philanthropic sponsors and build relationships
- Leverage participation to build future fundraising and partnership opportunities

Disadvantages

- Some time commitment by GRD director and program staff to create online program pages
- May not lead to new donors or significant donations
- To use SMCCCF affiliation, must offer opportunity to other two colleges and guide participation
- Must be careful not to overlap with SMCCCF efforts to engage donors

Here is the email I sent Chialin describing what I thought the work would be for SV Gives:

From: Carter, Lucy Salcido
Sent: Tuesday, February 04, 2014 10:06 AM
To: Hsieh, Chialin
Subject: SV Gives staff time

Chialin,
If we participate in SV Gives, college program staff activities will include the following:

Required (2-3 hours max):

- Work with Lucy to create program page with content, images, and "ask" chosen by staff
- With Lucy's help, post program page on SMCCCF/Cañada org page on Razoo.com

Optional (time varies from 1-10 hours)

- Can identify possible donors (interested in specific program) and contact them to encourage them to give on May 6th
- Can participate in free communications skills workshops sponsored by SVCF and hosted by Microsoft
- Can use what learn in communications workshops to reach out to prospective funders in different ways, through Twitter, FB, etc.

In addition, for us to have an effective SV Gives experience, we will need support from the President's Office for the following:

Required:

- Identify potential donors
- Before event, communicate with potential donors about the event (let them know potential to get matching funds that day)
- Ask donors to give online on May 6th and to engage other people they know to give, too
- Thank donors who give (Razoo gives us a list of everyone who gives to our organization)

Optional:

- On day of SV Gives, send interested donors event updates (through Twitter, FB, email, text)
- Create development plan for how to engage donors in Cañada activities beyond SV Gives event

Please let me know if you or Larry have any other questions or need any additional information regarding this fundraising opportunity. Thank you.

Lucy