



## **Fundraising Campaign Goal: \$100,000**

TO: All RVCC Students!!

As we continue to serve the needs of our students—especially those impacted by the Covid-19 pandemic—the RVCC Foundation is launching a new fundraising effort: **RV Lives**.

The **RV Lives** campaign is 100% dedicated to supporting RVCC students in this unprecedented era, where every convention, practice, rule—and family—has been challenged. Some of you are dealing with health-related direct hits to your families. Some of you and your families have lost work and will struggle to afford tuition, rent, food, and other basic living expenses. This critical fundraising effort seeks to provide relief and resources, to help RVCC students through the disruptions of COVID-19—and on track to attaining your educational goals.

The **RV Lives** campaign will be seeking donations—small and large, far and wide—all sharing the common desire to help RVCC students, especially those with unique challenges, as they continue to face new and unanticipated daily hardships.

In order to be successful in securing support for RVCC students, WE NEED YOU! Specifically, we would like to feature a select number of stories of challenge, of need, of how you and your family have been impacted by the pandemic (or just the difficulties of being a student while working, raising a family, etc.). We would like a wide-range of impact stories and critical needs, as well as examples showcasing the resilience of our students and how they have persevered.

Please tell us **your** story—by video or photo/narrative—by responding to any of the following:

1. *How did the pandemic effect you (or your family) in the spring semester (or currently) and how did you or how are you coping?*
2. *What are some of the challenges of being a student today and what is are your most urgent needs? How have the College, Foundation, or donors to RVCC helped you to persevere?*

**Students can volunteer their stories of impact in one of two ways:**

- a. **Short Video (60 sec. or less!)**—**this option is most preferred!** Must be shot horizontally...video camera on your smart phone is fine.
- b. Submit the file in a readable file format (such as .mp4, .mov, .avi,). These file extensions are preferred, not required (if you have problems here, we can help!).
2. **A Digital Image\*\***
  - a. Submit a photo of you, or photo of your family or anyone else that has been impacted and be sure to include a short narrative word doc (not to exceed 300-words)

**\*\*Please Adhere to the Student Code of Conduct -- no crass language, discrimination, etc.**

[NOTE: When submitting a photo/video, label it with your last name, then your first name: "SmithJane.mp4 or ApplegateJohn.jpg"]

**All submissions of video, photography and narrative, along with completed/signed release form, should be sent to: [foundations@raritanval.edu](mailto:foundations@raritanval.edu).**

We WILL confirm every submission (so if you don't receive confirmation from us, we didn't receive your submission). While we will be accepting submissions on a rolling basis, we are open for submissions *immediately* and welcome all entries. We will be promoting the location of our online portal just as soon as we have enough content **posted** to compel our potential donors into action and support!



**Thank you for helping us help you! Thank you for sharing your story!**

*Thank you for bringing RV Lives to life!!*