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# Capstone Overview: Giving with Ease in the Digital Age

## Project Description:

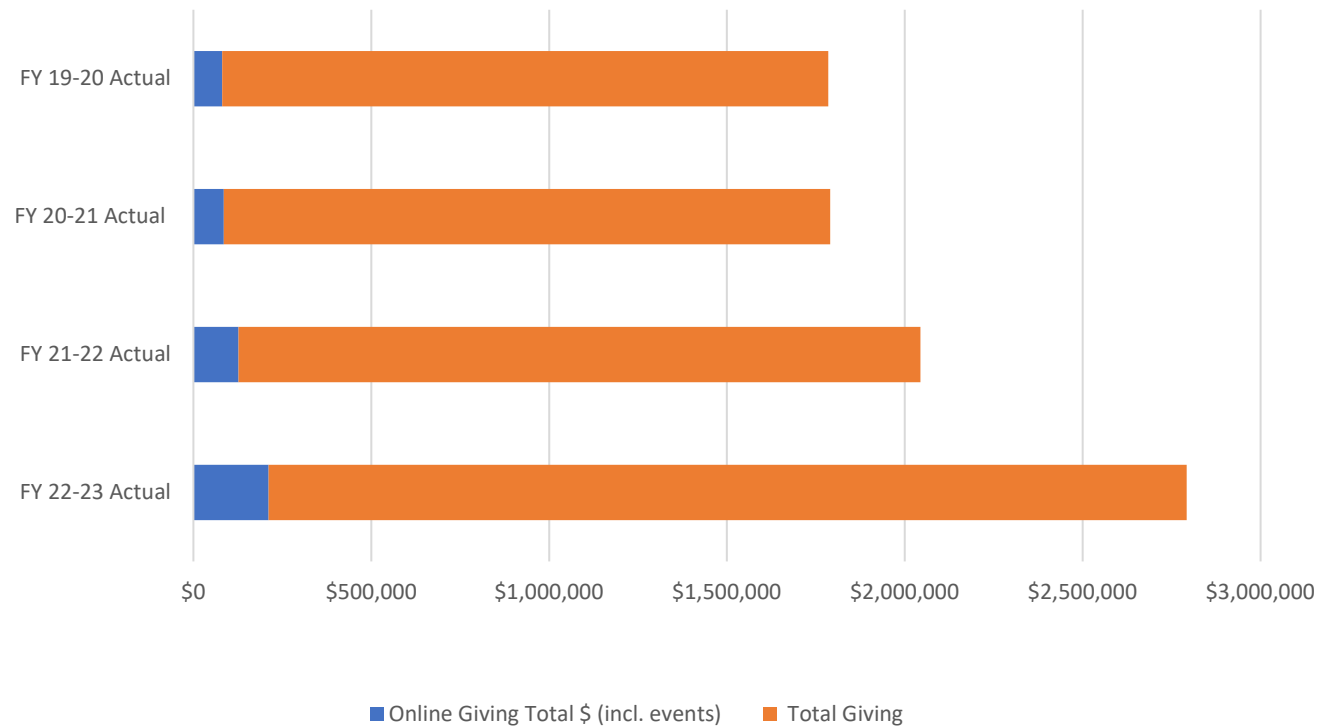
This project aims to **transform our approach to fundraising at TCC.**

Traditionally reliant on major gifts, annual funds, and direct mail, we recognize the need to **embrace online giving in this digital era.**

Watching our donors' giving trends, we know that with email, text-to-give, social media, and online platforms becoming the norm, we must **adapt to these trends and bring our donors along with us.**

## The WHY:

TCC Foundation Giving Trends



# Capstone Results: What We Are Doing

- 1 **College Priorities**
- 2 **Scholarships**
- 3 **Board of Directors**
- 4 **Communications Support**



# Capstone Actions: What We Expect

