PASS THE TORCH
FOR WOMEN

Pass the Torch Day
June 18, 2019

CAMPAIGN COMMUNICATION GUIDE

#PASSTORCH4WOMEN

WHY DO YOU PASS THE TORCH FOR WOMEN?

WRITE & SHARE YOUR ANSWER IN CELEBRATION OF PASS THE TORCH DAY

SHARE YOUR PLEDGE:

#PTTDAY #PASSTORCH4WOMEN

OVERVIEW

We invite the community to participate **in Pass the Torch Day on June 18th, a day celebrating the establishment of Pass the Torch for Women Foundation.** The Foundation's mission is to create a community that guides women as they navigate their career pathways by providing mentorship and networking opportunities. Since its creation in 2014, the Foundation has served over three-hundred (300) female college students, one-hundred (100) Developing Professionals, and over one hundred (100) 500 Circle executive mentors.

Pass the Torch Day will also launch a new sixty-day fundraising campaign, with a goal of raising $50,000. This campaign will allow Pass the Torch for Women Foundation to increase its impact in supporting women across the nation. Proceeds will be used for a need-based mentee fund that will ensure mentees have a strong foundation of support for their personal, professional, and basic needs. Those interested in giving should visit https://passthetorchforwomen.org/ on June 18th for more information.

The Foundation also invites supporters to join us in celebrating Pass the Torch Day by sharing why it is important to support and lift-up women. **Participants can share their thoughts in a video clip on Twitter, Instagram or Facebook by answering the question "Why do you pass your torch?". Prizes will be given out for those who participate and tag the Foundation using #PassTorch4Women and #PTTDay.**

Companies can get involved in Pass the Torch Day by taking a group photo and sharing it on social media with the hashtag, as well as wearing purple on June 18th to show their support.

About Pass the Torch for Women Foundation (PTTFW): With their peers being in the minority within top decision-making levels, how do women create the connections that allow them to grow as leaders? How do they gain the skills and support to move up the ranks? The Pass the Torch for Women Foundation is addressing this issue in a unique and powerful way. We are creating a community of women and men committed to supporting women throughout their career lifecycles, from college students to emerging leaders to top executives. This community comes together to provide mentoring, networking and professional development to help women reach their full potential.

WELCOME

Greetings Board Members and Sponsors,

DEB HALLBERG
CEO

We are thrilled to announce a new opportunity to get your company engaged with Pass the Torch for Women Foundation's mission to support women leaders.

On June 18th we will be celebrating the inaugural Pass the Torch Day. On this day, we will be encouraging individuals to submit a video via their social media outlets stating why they pass the torch for women and the impact of mentorship and supporting women in the community.

In addition, we are asking that our **board members and corporate partners invite their office to celebrate by:**

- Wearing purple on June 18th and sharing group photos
- Posting on social media as to why they support the Foundation and how they, as a company, pass the torch in the community
- All postings should include #PTTDay and #PassTorch4Women

You can read more about Pass the Torch Day on our blog and press release. Should you be interested in participating, please reference the following marketing materials and instructions.

Thank you for all of your support, and we look forward to June 18th!

Sincerely,

Deb Hallberg

INSTRUCTIONS

On June 18th we will be celebrating Pass the Torch Day. On this day, we will be encouraging individuals to submit a video or photo via their social media outlets stating why they pass the torch for women.
Here are some instructions for those interested in participating:

STEP 1.
Print out the **pledge card** from page two of this marketing packet.

STEP 2.
Write why you think it's important to pass the torch for women on your pledge card. Some possible examples are, "I pass the torch so that my daughter will have equal opportunities in her chosen career" or "I pass the torch to women because all women deserve to feel like their ideas are heard in the workplace."

STEP 3.
Take a video or photo of yourself holding your pledge card, saying why you pass the torch and/or why you support Pass the Torch for Women Foundation.

STEP 4.
Upload your video or photo to Facebook, Twitter, or Instagram.

- Use the hashtags #PTTDay and #PassTorch4Women in your post
- Tag @PassTorch4Women in your post
- Tag a friend so they can participate as well

STEP 5.
By following these steps and uploading your own answer to "why do you pass the torch?" you will automatically be entered into a giveaway for an Amazon gift card.

STEP 6.
For anyone interested in supporting Pass the Torch for Women Foundation further, visit https://passthetorchforwomen.org/ on June 18th to join our fundraising campaign. Proceeds will go towards a need-based mentee fund, ensuring that mentees are supported in times of personal and professional need.

EMAIL TEMPLATE

Use the following email template to share the news of Pass the Torch Day with your office, and encourage them to get involved.

Good afternoon,

As a company that supports the success of women leaders, we invite you to **participate in Pass the Torch Day on June 18th,** a day celebrating the establishment of Pass the Torch for Women Foundation. The Foundation's mission is to create a community that guides women as they navigate their career pathways by providing mentorship and networking opportunities. Since its creation in 2014, the Foundation has served over three-hundred (300) female college students, one-hundred (100) Developing Professionals, and over one hundred (100) 500 Circle executive mentors.

To show your support, **we encourage you to wear purple to work on June 18th.**

Participants are also encouraged to share their answers to the question, "Why do you Pass the Torch for Women?" on their social media outlets.

Upload your video/photo with your "why" to Facebook, Twitter, or Instagram.

- Use the hashtags #PTTDay and #PassTorch4Women in your post
- Tag @PassTorch4Women in your post
- Tag a friend so they can participate as well

You can read more about Pass the Torch Day on PTTWF's blog and press release.

Thank you and happy Pass the Torch Day.

Sincerely,
Name

CELEBRATE PASS THE TORCH DAY

JUNE 18, 2019

We invite the community to participate in ***Pass the Torch Day on June 18th,*** a day celebrating the establishment of Pass the Torch for Women Foundation.

The Foundation's mission is to create a community that guides women as they navigate their career pathways by providing mentorship and networking opportunities.

SHOW YOUR SUPPORT BY...

1.) Wearing purple to work on June 18th

2.) Answering the question "why do you pass the torch for women?" in a video or photo and sharing it on social media

Use the hashtags #PTTDay and #PassTorch4Women

All participants in the social media campaign will be entered in a give-away to win an Amazon gift card

SHARE YOUR PLEDGE... ***#PTTDAY #PASSTORCH4WOMEN***