



INVITATION TO BECOME A CHALLENGE CHAMPION!

EMpower is excited to invite you to participate in the EM GIVES Challenge – 4 Weeks for 1,000 Lives! This 4-week digital campaign will run from 19 October – 13 November, and challenges the EM community to raise \$100,000 to empower 1,000 of the most vulnerable young people in Latin America.

In the critical times of COVID-19, these funds will enable these young people to continue their education, learn how to promote gender equality and prevent violence, and give them the tools and information they need to stay healthy.

HOW TO TAKE PART

We invite you to become a Challenge Champion by leading a fundraising page to take part in this campaign! You can choose to create an individual fundraising page, or lead a team!

TAKE ON A CHALLENGE

Start a sports or hobby challenge to raise funds! Ask for donations to support your challenge, whether it's running, cycling, or painting.

START A TEAM

Reach out to your networks to encourage donations towards your team fundraising goal! This can be through a direct ask, or by organizing an activity.

GO CORPORATE

We encourage firms to create corporate teams! This is an opportunity for employee engagement, while supporting EMpower's mission.

However you choose to fundraise, EMpower will support you! We will provide a digital platform for this campaign, as well as a resource pack including fundraising tips, information about the campaign and its impact, and customizable email templates.

BENEFITS FOR PAGE AND TEAM LEADERS



Page and Team Leaders will play a crucial role in the success of this fundraising campaign, while gaining an opportunity to build their professional networks, collaborate or compete with other EM firms, and raise their profiles. Benefits for participation include:

- Visibility on campaign digital platform
- Recognition at a digital Closing Thank-You Event
- Resources for showcasing participation such as a digital badge for email signatures

Additionally, EMpower will award a prize each week to a top inspirational fundraiser. Prizes will be sponsored by US Board Directors and will be inspired by the countries in which we work e.g. a case of Argentinian wine, gourmet Colombian coffee package. Winning fundraisers will be recognized in email blasts to all campaign participants and Board Directors!



Sign up to Create a Fundraising Page or become a Team Leader by emailing Kayla at kkohlenberg@empowerweb.org. Corporate Sponsorship opportunities available upon request.