



HLI ALUMNAE CHALLENGE

\$30K for 30 Years of HOPE

2019 HLI Alumnae Challenge Social Media Guide

Thank you for getting the word out about HOPE's 2019 HLI Alumnae Challenge. The Challenge is HOPE's annual campaign to raise funds from our HOPE Leadership Institute Alumnae to pay it forward to the next generation of Latina leaders.

Your contribution as a Friend of HOPE supports HOPE's mission of advancing the economic and political status of Latinas through our flagship leadership programming and acclaimed educational conferences. The support of Friends of HOPE, and of HLI alumnae in particular, ensures we can maintain the size and scope of our programs that impact thousands of Latinas each year. From making sure we can bus Latina youth from the Central Valley to attend the HOPE Young Professionals Summit to removing cost barriers for a burgeoning Latina leader to participate in HLI, each dollar donated has an impact.

Our goals this year is to raise \$30,000 in honor of HOPE's 30th Anniversary.

We are counting on you to spread the word and get as many of your HLI class members involved in the campaign.

See below for the rules of the challenge, links, important deadlines and sample social media posts.

Rules & Instructions

The goal of the challenge is to raise \$30,000 for HOPE's leadership programs while inspiring some friendly competition amongst our HLI alumnae cohorts.

You may donate directly to your class, encourage your classmates to donate, and also get your friends and family in on the action! You don't have to be an alum to donate to your class!

Go to <https://bit.ly/31Ws10i>, select your donation amount, and select the class you wish the funds to go to. This will ensure your class stays in the lead to secure a special prize and recognition!

The HLI has already raised \$14,127 this year so far and we need to raise an additional \$30,000 to meet our fundraising goals. If you have already given this year, your donation amount will count towards your class total, this is why you will see some classes already have money in their thermometers! Additionally, if you sign up to pay in installments, the full amount of your pledge will count towards your class thermometer.

Deadline

The challenge ends on December 4th, 2019 at midnight.

Prize

The winning class will receive super exclusive HOPE swag, an announcement on social media with class message of choice (to be approved by HOPE) and will be announced during HOPE's Anniversary Awards Dinner on December 5th in Los Angeles!

Additionally, your contribution gives you access to our signature events throughout the year. When you make a pledge at the Beacon of HOPE level at \$540 (\$45 a/month) you receive a ticket our upcoming 30th Anniversary Awards Dinner on December 5th at the Millennium Biltmore Hotel in Los Angeles and can choose to attend one of our signature conferences in 2020. Join us as we celebrate 30 years of HOPE!

Sample Social Media Posts

Help me celebrate 30 years of an organization that altered the course of my life. @HOPELatinas not only trains leaders and advocates, it connects women to a lifelong network of fierce supporters. Donate to my HOPE Leadership Institute (YEAR) class today and help us pay it forward to the next generation of Latina Leaders #HLIChallenge <https://bit.ly/31Ws10i>

Join my @HOPELatinas Leadership Institute Class of (YEAR) in the year's #HLIChallenge! We're raising \$30K for #30YearsofHOPE working towards its mission of achieving Latina economic and political parity. Help my class win the challenge! Go to <https://bit.ly/31Ws10i>, choose an amount and select class of YEAR!

I'm joining my HOPE Leadership Institute (HLI) class of YEAR alumnae to raise funds for @HOPELatinas! Over the past 30 years, HOPE has served 56K women and graduated 570 HLI participants, changing the face of California's leadership and empowering women of all ages to become advocates and leaders. Go to <https://bit.ly/31Ws10i> to donate to this wonderful program, and make sure to select my class, YEAR!

[Access social media graphics here.](#)

