

**APRIL 13, 2019**

**BOOGIE FOR BOOKS**

**24-HOUR SOCIAL MEDIA BLITZ**



The second annual United Way Emerging Leaders Society (ELS) 24-Hour Social Media Blitz is an innovative, grassroots social media initiative to maximize awareness and fundraising efforts around *Boogie for Books*, event sponsors, and Summer Smarts. The 24-Hour Social Media Blitz engages a variety of demographics including Emerging Leaders Society, Women United, United Way leadership investors, and members of our board. The 24-Hour Social Media Blitz showcases various aspects of the ELS community through Facebook Live, short video clips, match challenges and much more.

**BOOGIE FOR BOOKS**

IS OUR ANNUAL DANCE FUNDRAISER HELD ON

**SATURDAY, APRIL 27, 2019**

**Summer smarts**

## UNITED WAY EMERGING LEADERS SOCIETY (ELS)

ELS members represent a new generation of leaders committed to positive community change with an emphasis on youth success. Through networking events, volunteering and innovative leadership development, ELS members leverage the power of United Way to connect, serve and grow — both personally and professionally. To learn more about ELS, visit us at [unitedwayinc.org/emergingleaders](http://unitedwayinc.org/emergingleaders) and follow us on Facebook, LinkedIn and Instagram @uwelsct.

**We have set an ambitious goal of \$5,000 for this year's 24-Hour Social Media Blitz.** You can help us achieve this goal by participating in one or multiple parts of the Blitz. Support civic-minded emerging leaders by participating in the 24-Hour Social Media Blitz!

One hundred percent of proceeds raised for *Boogie for Books* will go towards United Way's *Summer Smarts* initiative. When children participate in summer learning programs, they stay on track and start school ready to learn. 2,800 children were served through United Way *Summer Smarts*-funded programs in 2018, and 76% of them maintained or improved reading proficiency. In 2019, our **goal is to serve 3,000 children.** Together we can build healthy minds and bodies.



### 2018 SOCIAL MEDIA BLITZ RESULTS:



### BENEFITS:

- Tap into the ELS network of 2,000+ local, emerging leaders, ages 21-40
- Have your company's messages heard! Through a live or prerecorded **social media interview**, your company can share upcoming events or initiatives.
- Utilize the interview as a **professional development opportunity** for an emerging leader in your company

For additional information please email [rcastagno@unitedwayinc.org](mailto:rcastagno@unitedwayinc.org) or call Rebekah Castagno at **860.493.6833**.

UNITED WAY  
EMERGING  
LEADERS SOCIETY

BOOGIE for  
BOOKS

# 24-HOUR SOCIAL MEDIA BLITZ PARTICIPATION FORM

## APRIL 13, 2019

<b>Matching Donor</b>		Your gift matches the monetary contributions made during the 24-hour Social Media Blitz.	
<input type="checkbox"/> Up to \$1,000	<input type="checkbox"/> Up to \$500	<input type="checkbox"/> Up to \$250	<input type="checkbox"/> Up to \$100
<input type="checkbox"/> You decide! Up to \$			
<b>Video Interview + Social Media Activity Match</b>			
Your video interview and match challenge will be used to drive social media activity raising awareness about the event and the cause! <b>Your financial commitment is based on the social media activity on your post during the 24-hour Social Media Blitz!</b>			
<b>LEVELS</b>			
<input type="checkbox"/> \$25 per like, comment and share. Up to \$1,000 total.		<input type="checkbox"/> \$25 per like, comment and share. Up to \$500 total.	
<input type="checkbox"/> \$10 per like, comment and share. Up to \$250 total.		<input type="checkbox"/> \$5 per like, comment and share. Up to \$100 total.	
<input type="checkbox"/> You decide! \$		per like, comment and share. Up to \$ total.	
<b>VIDEO PREFERENCE</b>			
<input type="checkbox"/> Facebook Live on day of the Blitz. You will be interviewed by an ELS Member! Time preference:			
<input type="checkbox"/> Pre-recorded video (email to <a href="mailto:rcastagno@unitedwayinc.org">rcastagno@unitedwayinc.org</a> )		<input type="checkbox"/> I prefer to have someone else post a video and I will match the activity on their post	
<b>INTERVIEW TOPIC PREFERENCE</b>			
<input type="checkbox"/> Boogie for Books: About the event, dance contests, prizes		<input type="checkbox"/> Why you choose to be a part of United Way / ELS	
<input type="checkbox"/> Boogie for Books: Why we are fundraising, <i>Summer Smarts</i>		<input type="checkbox"/> You decide! Topic:	
<b>Method of Payment</b>			
<input type="checkbox"/> Payment is enclosed. (Please make checks payable to: United Way – Boogie for Books)			
<input type="checkbox"/> Please bill me at:			
Credit Card: (Please check one.) <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> DISCOVER			
Credit Card Number		Exp. Date	CCV
Name as it appears on Credit Card		Phone Number	
Signature (REQUIRED)		Date	
<b>Primary Contact</b>			
Name:		Address:	
Phone:		Email:	
Facebook name:		Instagram handle:	
<b>Marketing Contact Information</b> (If different from above.)			
Name:		Address:	
Phone:		Email:	
Facebook name:		Instagram handle:	

Please submit this form or mail your donation to:

Rebekah Castagno, United Way of Central and Northeastern CT, 30 Laurel Street, Hartford, CT 06106  
or email to [rcastagno@unitedwayinc.org](mailto:rcastagno@unitedwayinc.org)

