

UNITED WAY
WOMEN
UNITED®

POWER
of the
PURSE

Presented by



Bank

America's Most Convenient Bank®

LEADING THE CHARGE. INSPIRING THE CHANGE.™

TICKETS ON SALE NOW

THURSDAY, JUNE 13, 2019 • 11:00 AM – 1:30 PM
CONNECTICUT CONVENTION CENTER • HARTFORD



FEATURED SPEAKER

Francine Ward

*Inspiring Author, Attorney,
Motivator and Success Coach*



Power of the Purse 2019 Co-Chairs

Karen Hinds

Workplace Success Group



Patti MacRae

Aetna Foundation



GO BEYOND



Saint Francis Hospital
Trinity Health



LEARN MORE unitedwayinc.org/power-of-the-purse



United Way of Central and
Northeastern Connecticut

HOW TO GET INVOLVED

AUCTION COMMITTEE

- Solicit auction donations, create bid sheet descriptions, and assist with auction execution.
- **Want to get involved? Contact:**
Rebekah Castagno, United Way, rcastagno@unitedwayinc.org
Elizabeth Walsh, Auction Committee Chair, eswalsh22@gmail.com

MARKETING COMMITTEE

- Provide input and execute a formal marketing plan that delivers sponsorship fulfillment, solicits ticket sales, spreads awareness and publicizes the event.
- **Want to get involved? Contact:**
Maura Cook, United Way, mcook@unitedwayinc.org
Patrina Dixon, Marketing Committee Co-Chair, patrina@itsmymoneyjournal.info
Abigail Dreher, Marketing Committee Co-Chair, abigail.dreher@sbdinc.com

MEMBERSHIP COMMITTEE

- Recruit volunteers, highlight current Women United members and recruit new Women United members.
- **Want to get involved? Contact:**
Pamela Senatore, United Way, psenatore@unitedwayinc.org
Jocelyn DeMaio, Membership Committee Chair, jocelyn.demaio@thehartford.com
Kelly DiMeo, Membership Committee Vice Chair, kelly.dimeo@eversource.com

SPONSORSHIP COMMITTEE

- Identify sponsorship opportunities, secure sponsorships and thank sponsors.
- **Want to get involved? Contact:**
Ann Pean, United Way, apean@unitedwayinc.org
Julianne Scott, Sponsorship Committee Co-Chair, mattjcc@msn.com
Elise Sinha, Sponsorship Committee Co-Chair, elise.sinha@hhchealth.org

TABLE CAPTAIN COMMITTEE

- Table Captains commit to filling tables, whether they purchase the table and fill it with friends and colleagues OR they recruit people who pay for their own tickets.
- Recruit Table Captains, strategize and strive to exceed goals.
- **Want to get involved? Contact:**
Pamela Senatore, United Way, psenatore@unitedwayinc.org
Stephanie Polzella, Table Captain Committee Co-Chair, stephanie.polzella@thehartford.com
Janis Turner, Table Captain Committee Co-Chair, jiturner@travelers.com



Buy your tickets now!

unitedwayinc.org/power-of-the-purse

\$125 early bird ticket and **\$1,250 table** prices are valid through May 10, 2019. Effective May 11, 2019, full price tickets will be **\$145** and full price tables will be **\$1,450**.

WHY WOMEN UNITED?

- 4 out of 10 households in our region struggle to make ends meet and in Hartford, it is nearly 3 out of 4 households
- Dollars raised by United Way Women United make a measurable difference in the lives of women and families in our community
- Proceeds from the event support programs and collaborations that help families get on the pathway to a financially secure future; connecting individuals with skills and training for jobs in our region as well as providing the financial services and supports to achieve their goals

BENEFITS

- **Network** with 1,300 local professionals from area workplaces.
- **Shop** the auction of — you guessed it! — designer purses, and much more: experiences, gift certificates for professional services and local restaurants, etc.
- **Hear from Francine Ward**, this year's featured speaker, who inspires people to overcome the biggest obstacle in the way of their success — themselves.
- Know that every step of the way, you're **supporting services for local women and families** that create lasting change as they get on the path to achieving financial stability.



#POP19



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