

WOMEN UNITED

POWER *of the* PURSE

Presented by:  Hartford HealthCare



TABLE CAPTAINS TOOLKIT

FEATURING KEYNOTE SPEAKER: STEPHANIE LAND

Bestselling author, memoirist, and economic justice advocate - debuted her memoir "Maid" as a recount of her harrowing saga as a single mom navigating the poverty trap. Land's second memoir "Class" picks up where "Maid" left off as she faced the new challenges of being a poor college student and single parent.



POWER OF THE PURSE
CO-CHAIRS
2026



Wendi Maruschock
The Hartford



Carla Nunzianta
Hartford HealthCare

JUNE 11, 2026

Connecticut Convention Center

8:30 a.m.	Doors Open
9:00 - 10:00 a.m.	Pre-Event Networking and Silent Auction
10:00 - 11:00 a.m.	Main Event and Brunch



@unitedwayinc
unitedwayinc.org



UNITED WAY
Central and Northeastern
Connecticut

ONWARD860 >>>
United to End Poverty

Dear friends,

Thank you for saying YES to serving as a Table Leader for United Way Women United's 15th Anniversary Power of the Purse presented by Hartford HealthCare! Your commitment and dedication to fill a table of 10 has this important fundraiser off to a marvelous start.

Power of the Purse is the perfect opportunity to have fun, network and support a cause important to all of us – financially empowering local women and their families.

Whether this is your first year contributing or you have been a long-time donor, thank you for your support. Our events and impact would not be a success without you.

United as leaders, we bring individuals and businesses together to close financial gaps for local women and their families. The ongoing effects from the pandemic, inflation and other factors continue to put a strain on households already walking a financial tightrope.

Additionally, at this year's event, we are pleased to host our keynote speaker: Stephanie Land.

Stephanie Land's bestselling debut memoir *Maid: Hard Work, Low Pay, and a Mother's Will to Survive* recounts her harrowing saga as a single mom navigating the poverty trap. Her unflinching testimony exposes the physical, economic, and social brutality that domestic workers face, all while radiating a parent's hope and dedication.

Proceeds from Women United Signature Events support programs, services and initiatives that help women and families get on the pathway to a financially secure future; connect individuals with skills and training for jobs in our region as well as provide the financial services and supports to achieve these goals. Visit unitedwayinc.org/results/ for community-level impact. Together, we are United to End Poverty.

We also invite you to consider making a tax-deductible contribution to the silent auction. Whether you donate a purse, accessory, or experience, each item offers additional opportunities for us to fulfill our mission. Contact Ellie Lambert at elambert@unitedwayinc.org for more information.

Thank you in advance for your support during this critical time.

Sincerely,

Carla Nunziante

Carla Nunziante
Hartford HealthCare
2026 Power of the
Purse Co-Chair

Wendi Maruschock

Wendi Maruschock
The Hartford
2026 Power of the
Purse Co-Chair



Featuring Keynote Speakers:

STEPHANIE LAND



WHAT

Power of the Purse presented by Hartford HealthCare.

WHEN

Thursday, June 11, 2026

8:30 a.m. – Registration Opens

8:30 a.m. - 10:00 a.m. – Pre-Event Networking and Silent Auction

10:00 a.m. - 11:00 a.m. – Brunch and Program

WHERE

Connecticut Convention Center

100 Columbus Boulevard, Hartford, CT

TICKETS

\$150 - Early Bird General Admission

\$750 - Early Bird Half Table

\$1,500 - Early Bird Full Table

\$175 – Regular General Admission

\$875 - Regular Half Table

\$1,750 – Regular Full Table

WHY

Proceeds from Power of the Purse fund United Way Women United's family financial stability initiatives which help teach local women to effectively manage their finances and achieve financial goals.

Through one-on-one coaching and financial education, participants can learn how to create a budget, reduce debt, improve credit scores, build savings, screen for benefits, earn referrals to affordable services and emergency assistance and progress their careers. Together, we are United to End Poverty.

To learn more about United Way Women United's family financial stability initiatives and how your support helps women and families in our community plan for a brighter future, please contact affinitygroups@unitedwayinc.org.

KEY DATES

NOVEMBER 4

POP Early Bird Tickets go on sale

FEBRUARY 5

Shop for POP

MAY 16

Auction donation form completion deadline

JUNE 11

Power of the Purse Luncheon and Silent Auction

THANK YOU

FOR SUPPORTING FINANCIAL
STABILITY FOR WOMEN AND FAMILIES

STEP-BY-STEP GUIDE

1. BUILD A GUEST LIST

- Make a list of people you know: friends, family, co-workers, faith group members, workout partners, estheticians, etc.
- Set a high goal as many of the people you ask may not be able to attend

2. ASK THEM TO BE GUESTS AT YOUR TABLE

- The best invitation is personal! Extend an invitation in person, by phone or by email
- Sample script provided in this toolkit

3. CREATE EXCITEMENT

- This is an exciting event to network with local professionals, shop for beautiful designer purses and other items at the Silent Auction and raise funds and awareness that financially empowers local women and their families
- Participate in Table Leader calls to hear about successful recruiting ideas, share your story and learn about specific event details to share with your table guests
- Some employers will pay for their employees to attend events which promote brand visibility

4. REGISTERING YOUR GUESTS

- Guests can register via this link: POP15.givesmart.com
- All Table Leaders and guests should pay in advance via credit card or check
- You may substitute guests any time before May 21, 2026. After that, ALL changes will be handled at the Help Desk at the event
- The registration deadline is May 21, 2026

5. PRE-EVENT REMINDERS

- Be proactive about communicating event details to your table guests
- United Way will send reminders to all registered guests with logistical details that everyone needs to know before the event
- Notices will be sent right up through the morning of the event

6. POWER OF THE PURSE DAY!

- Plan to arrive at the Connecticut Convention Center by 8:00 a.m. to park (it will be busy!)
- Guests may pre-pay for parking before the program so please bring your parking tickets with you
- Networking and Silent Auction begin at 8:30 a.m.
- The ballroom doors open at 10:00 a.m. and lunch is pre-set on the tables
- Silent Auction closes at 10:40 a.m. with winners immediately notified via text message
- The program is 10:05 – 11:00 a.m., including the keynote speaker

7. SOCIAL MEDIA

- Remember to use social media to promote the event and fill your table
- Tag @unitedwayinc

8. POST-EVENT FOLLOW-UP

- Personally thank your guests (United Way will, too!)
- Event results will be announced via email from United Way a few days after the event
- Included will be a survey for all guests to share feedback. Encourage your guests to do so as well
- United Way will send acknowledgements to donors after contributions have been processed

THANK YOU

FOR SERVING AS A TABLE LEADER!

TALKING POINTS

TALKING POINTS:

- I have a table at United Way Women United's Power of the Purse this year and I hope you will join me! Here are the specifics:

Date: Thursday, June 11, 2026

Time: 8:30 a.m. – Registration Opens

8:30 - 10:00 a.m. – Networking/Auction

10:00 - 11:00 a.m. – Brunch/Program

Location: Connecticut Convention Center, 100 Columbus Boulevard, Hartford, CT

Please remember to bring your parking ticket with you to pre-pay for discounted parking in the Convention Center parking garage.

- This event is a fun opportunity to network with nearly 800 area professionals while supporting a cause important to me—closing financial gaps and creating opportunities for local women and their families to achieve financial security.
- There is a robust silent auction where you can bid on purses, experiences and more! Then, there is a delicious brunch followed by an inspirational program when you will learn more about how funds raised make a significant local impact.
- Stephanie Land's bestselling debut memoir *Maid: Hard Work, Low Pay, and a Mother's Will to Survive* recounts her harrowing saga as a single mom navigating the poverty trap. Her unflinching testimony exposes the physical, economic, and social brutality that domestic workers face, all while radiating a parent's hope and dedication.
- If you cannot attend the event, please consider making a gift of any size to Women United at <https://pop15.givesmart.com/>

IMPORTANT NOTES:

- Once you have registered and reserved your table through the Givesmart portal, please add your guests names and contact information. Any questions regarding registration should be directed to Karen Moran at kmoran@unitedwayinc.org. Registration closes on May 21, 2026.
- If you have committed to purchasing and filling a table, your guests' names can be added to your table. If you purchased an individual table captain ticket, your guests will need to purchase a ticket themselves and select your table.
- It is recommended that you provide your table guests with a reminder leading up to the event to confirm their attendance. For those guests who have provided email addresses, United Way will send an email the week of the event with critical event details and logistics, including parking.
- After the event, we encourage you to write a thank you note to your guests.

FAQS

- **Do I have to fill an entire table?**

While we would love for you to fill your table, it is okay to fill less than one full table (fewer than 10 guests). Please consider partnering with a friend to fill an entire table. You can also fill multiple tables!

- **Is this event exclusive to women?**

We welcome all guests who are passionate about our mission and vision. All genders will find inspiration and belonging throughout the event program, networking and shopping the Silent Auction.

- **What are other ways that guests can contribute?**

There are many ways to deepen your involvement and we welcome you! Contributions of Silent Auction items is another way to support Power of the Purse. For example: one's local hair salon/stylist might be interested in marketing themselves by assembling a gift card/basket package. Additionally, we are always looking to grow our member base and would love to be connected to prospective members.

Reach out to affinitygroups@unitedwayinc.org for more ways to be involved or to connect a prospective member.

- **How does seating get assigned?**

United Way staff handles seating arrangements. Table Captains will be seated with their guests at their respective tables.

If more than one table is secured by a Table Captain, the tables will be near one another. Table placement will be chosen for each Table Captain using a random generator to ensure fairness. Please do not hesitate to reach out to Elizabeth Lambert at elambert@unitedwayinc.org should questions arise.

- **My guests are interested in securing their role as a 2026 Power of the Purse TableCaptain; how do they do this?**

That is fantastic—we applaud such enthusiasm and your encouraging leadership! Please provide their name and contact information to Elizabeth Lambert at elambert@unitedwayinc.org to be added to the list of 2026 Power of the Purse Table Captains.

- **Who should I invite to be my guest?**

Start with your social and professional networks –consider anyone who has a passion for supporting women and families. Also consider those who are new to the community, looking to broaden their network or have a large network themselves. Power of the Purse is a great opportunity for young professionals. As we continue to diversify our audience, we encourage you to remember to not restrict your invitation solely to women (allies are welcome!). Our goal is to spread our message as far as possible, raising resources to create the largest impact for women and families and to also grow our Women United member base.

SAMPLE INVITATION EMAIL

Please feel free to customize the following text by copying and pasting it into a letter or email.

[Date]

Dear [X],

I am excited to announce I have reserved a table at United Way Women United's Power of the Purse presented by Hartford HealthCare, and was hoping you would join me!

If you have never been, this event (affectionately referred to as "POP" is an exciting opportunity to network with nearly 800 area professionals while supporting a cause important to me - financially empowering local women and their families. There is a silent auction where you can bid on purses, experiences and more! Plus, a delicious brunch and an inspirational program where you can learn how funds raised make a lasting impact in our region.

This year, Power of the Purse takes place Thursday, June 11 from 8:30 a.m. - 11:00 a.m. at the Connecticut Convention Center in Hartford. Stephanie Land is this year's keynote speakers and I cannot wait to hear from her!

Would you like to join me at Power of the Purse and be a guest at my table?

[Option 1] I have already purchased the table, so I will make sure to RSVP for you to sit with me if you are available!

[Option 2] I reserved a table and am committed to selling nine tickets in addition to purchasing my own. Tickets are available at <https://POP15.givesmart.com> and the early bird special price is \$150! After that, the ticket price increases to \$175.

I hope you can join me at my table. Please reach out to me directly for more details. Together, we are United to End Poverty.

Thank you for your consideration!

[Your name]

[Your contact information]

SAMPLE CONFIRMATION EMAIL

Please feel free to customize the following text by copying and pasting it into a letter or email.

Greetings!

Thank you for confirming you will attend United Way Women United's Power of the Purse Luncheon and Silent Auction presented by Hartford HealthCare. I am delighted you have committed to joining me for this amazing event!

Here is the information you will need:

Date:

Thursday, June 11, 2026

Time:

8:30 a.m.: Registration opens

8:30 – 10:00 a.m.: Silent Auction

10:00 – 11:00 a.m.: Brunch and Program

Location:

Connecticut Convention Center, 100 Columbus Boulevard, Hartford, CT

Please remember to bring your parking ticket with you to pre-pay for discounted parking in the Convention Center garage.

I am excited for you to participate in the silent auction, hear from our fabulous keynote speakers and learn more about the amazing work United Way Women United is doing to financially empower local women and their families. Together, we are United to End Poverty. Thank you so much for supporting this important event!

Sincerely,

[Your name]

[Your contact information]

SOCIAL MEDIA TOOLKIT

- 1) I'm thrilled to be supporting @unitedwayinc Women United's #POP26 as a steering committee member! Power of the Purse brings people and resources together to financially empower local women and their families. Support the cause - purchase your ticket today! <https://POP15.givesmart.com> · #powerofthepurse #unitedtoendpoverty
- 2) I'm looking for some hand-raisers who want to financially empower local women and families! Will you join me at @unitedwayinc Women United's Power of the Purse taking place June 11 at 8:30 a.m. in Hartford? <https://POP15.givesmart.com> #POP26 #powerofthepurse #unitedtoendpoverty
- 3) @unitedwayinc Women United's Power of the Purse returns to Hartford June 11 at 8:30 a.m. This year's keynote speaker is Stephanie Land. You don't want to miss this year's uplifting program! Purchase your tickets today > <https://POP15.givesmart.com> #POP26 #powerofthepurse #unitedtoendpoverty
- 4) ISO: silent auction donations for @unitedwayinc Women United's #POP26 fundraiser that financially empowers local women and their families. Send me a PM if you want to make a tax-deductible donation... Items, services and experiences welcome! <https://POP15.givesmart.com> #powerofthepurse #unitedtoendpoverty
- 5) Are you looking to elevate your business' reach to local professionals while supporting a worthy cause? Sponsor @unitedwayinc Women United's #POP26 to financially empower local women and their families while experiencing quality networking and brand lift! <https://POP15.givesmart.com> #powerofthepurse #unitedtoendpoverty
- 6) I raised my hand as a Table Captain for @unitedwayinc Women United's #POP26 fundraiser in June! I'm looking for philanthropists who are passionate about financially empowering local women and families to join me. Learn more ➡ <https://POP15.givesmart.com> #powerofthepurse #unitedtoendpoverty
- 7) We're X days away from @unitedwayinc Women United's #POP26! This fundraiser is important to me because proceeds financially empower local women and their families through United Way-supported initiatives. Let the countdown begin! P.S. did you know you can shop the auction without going to POP?! Check it out ➡ <https://POP15.givesmart.com> #powerofthepurse #unitedtoendpoverty

GUEST LIST FORM

Table Captain Name: _____

Email: _____ Phone: _____

NOTE: Please indicate guests sitting together at tables set for ten.

Please email this form to Elizabeth Lambert elambert@unitedwayinc.org no later than May 21, 2026.

	First Name (As they would like it to appear on name badge)	Last Name (As they would like it to appear on name badge)	Workplace	Email (Required for event communication)	Phone Number	Dietary Restrictions
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						