



Noon to noon, May 20 -  
May 21, 2020

#MobilizeDMV

**Do More 24 is more than just a day of philanthropy;** it is a social movement that brings together charities, private companies, and people of all ages who are committed to making a difference in their community.

During Do More 24, members of our community are encouraged to think about what they care most about; learn what others are doing to solve our region's most pressing social problems; and feel like they are part of something bigger than themselves. It is United Way NCA's goal to encourage members of our community to go to sleep on May 21st feeling like they contributed to a solution—and that they can't wait to become more engaged in their community year-round.

In 2013, United Way NCA created Do More 24, bringing together more than 500 nonprofit participants and nearly 12,000 donors across the Washington metropolitan region. Do More 24's online giving platform encourages visitors to "shop," and learn more about causes they may not normally support and generates thousands of social media conversations, helping charities to reach millennials. As a result, Do More 24 is an excellent way for charities to create "buzz" around their work, acquire new donors, and raise funds to create the most local impact.

We will work with our media partners to reach residents across the national capital area, bringing regional attention to Do More 24 and the businesses that support it. By doing so, United Way NCA and its partners, like you, will succeed in addressing the issues we face as a community, and do more than ever before to become part of a community in action.

**domore24.org** »  
Power your community.

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## Sponsorship Opportunities

### United Way of the National Capital Area will hold its 8th annual Do More 24

– a social movement that brings together charities, private companies and donors who are committed to making a difference in our community. **Do More 24 will begin at noon on Wednesday, May 20, 2020 and end at 11:59 pm on Thursday, May 21, 2020.** As a Do More 24 sponsor, you are part of the movement to bring together resources to solve our region's most pressing social issues. #MobilizeDMV

Benefits	Leadership* (\$25,000)	Impact (\$10,000)	Champion (\$5,000)	Pacesetter (\$2,500)
Recognition on United Way NCA website & sponsor acknowledgment page	✓			
Logo on Do More 24 website & sponsor page	✓	✓		
Name on Do More 24 website and sponsor page			✓	
Logo on Do More 24 printed & electronic marketing materials	✓	✓		
Name on Do More 24 printed & electronic marketing materials			✓	✓
Recognition in all United Way NCA's Do More 24 press releases	✓	✓		
Company spokesperson incorporated into day of event media pitches (if and when available)	✓			
Recognition in United Way NCA's CEO remarks during Do More 24 media interviews	✓			
Logo recognition on all Do More 24 nonprofit training electronic & printed materials	✓	✓		
Name recognition on Do More 24 nonprofit training electronic & printed materials			✓	✓
Creation of 1:00 video for use and promotion	✓			
Creation of :30 video for use and promotion		✓		
Postings and video on United Way NCA's social media channels	✓	✓		
Postings on United Way NCA's social media channels			✓	✓
Dedicated story in United Way NCA's <i>Community Matters</i> quarterly newsletter	✓			
Mention in United Way NCA's <i>Community Matters</i> quarterly newsletter		✓	✓	
Thank you plaque/letter	✓	✓	✓	✓

\*One Leadership Level opportunity

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**UNITED WAY**  
OF THE NATIONAL CAPITAL AREA

