



Do More 24
#DoMoreForALICE

Wednesday May 17, 2023



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

For over 10 years, United Way of the National Capital Area's annual Do More 24 brings together hundreds of nonprofit participants and thousands of donors across the Washington metropolitan region. During this day of giving, 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 can #DoMoreForALICE. **ALICE - Asset Limited, Income Constrained, Employed** - represents the 500,000+ households in the National Capital Area that are working and live above the Federal Poverty Line, but are still struggling to make ends meet.

During this year's Do More 24 event, we are focused on deeper engagement by mobilizing even more donors and encouraging them to set up their own personal fundraising pages and asking their trusted network of friends, family and colleagues, to join them in the equity movement.

There is power in numbers. Collectively we can change the odds and build a community that is stronger, more compassionate and that meets the needs of our ALICE neighbors so they can contribute to advancing the National Capital Region. And, there is no time like now to convene hundreds of nonprofits and thousands of donors to actively participate in Do More 24 – because together we can make bold strides as we achieve equity for all our community members, regardless of race, gender, income and ability.

When none are ignored, all will thrive.

domore24.org »

Power your community.

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Sponsorship Opportunities

United Way NCA will work to bring 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 facing the ALICE population as a community now and in the months to come.

Benefits

Leadership*
(\$25,000)

Impact
(\$10,000)

Champion
(\$5,000)

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-minute video for use and promotion



Postings on United Way NCA social media channels



Dedicated story in United Way NCA's Community Matters quarterly newsletter



Mention in United Way NCA's Community Matters quarterly newsletter



Thank you letter



*One Leadership Level opportunity

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UNITED WAY
OF THE NATIONAL CAPITAL AREA

