

WECONNECT INTERNATIONAL “RISE TO THE CHALLENGE” CAMPAIGN

#Rise2theChallenge #IWD2021

WHY NOW:

We need to advance our mission toward SDG 5 in support of equality at a faster rate by engaging our complete community of buyers and suppliers, while capitalizing on a day focused on women around the world

WHAT:

One-year “Call to Action” campaign launched on International Women’s Day to members to Rise to the Challenge by helping us promote existing and upcoming public commitments to specific spend or funding targets with women-owned businesses.

WHEN:

March 8-12, 2021, and ongoing

WHO:

WEConnect International with its member buyers

WHERE:

Member buyers worldwide

HOW:

Aggregate and promote members’ commitments to heighten visibility, set expectations for others to follow suit and make bigger and clearer commitments, serve as the linchpin to motivate and support companies as they commit to spend with women-owned businesses

MAKE AN IMPACT!

YOUR efforts in supplier diversity and inclusion will help drive more money into the hands of qualified women-owned businesses resulting in impact on local economies

www.weconnectinternational.org/iwd

HOW TO GET INVOLVED:

- Make a public commitment--"Rise to the Challenge"--to a specific amount of funding or percent of spend/or dollar spend with women-owned business by March 8, 2022
- Agree to put the commitment on your website and link to WEConnect International's microsite
- Agree to report to WEConnect International when you make a public commitment and leverage your communications team to work with ours to maximize publicity
- Be a part of the team pushing progress on SDG 5 goals and demonstrating courage to be a leader in this space
- Tie supplier diversity and inclusion to UN Women and International Women's Day themed initiatives inside your corporation to showcase your global supplier diversity efforts that help broaden the reach

MEMBER BUYER PROVIDES:

- Commitment to Brittany Gonzalez bgonzalez@weconnectinternational.org by March 1 to be included in the IWD Launch
- The primary link on your website that shows your public commitment
- Where desired, connection to your corporate communications office to co-promote for maximum results; we will request:
 - Link back to our microsite
 - Video clip (:15) of CEO/COO/CPO or other senior leader making the commitment, to be used in collective video
 - Graphic or visual illustration of your commitment, including our logo and #Rise2theChallenge
 - Quote by your CEO/COO/CPO stating why you are working with WEConnect International on this initiative
 - Identify media targets where your corporate communications could amplify the message

Plan for the Future: Let us know if your corporation is likely to be making a commitment that meets the criteria over the next year so we can plan our support.

WECONNECT INTERNATIONAL PROVIDES:

- Benefits of the publicity push leading up to and during the week of March 8
- Content for social posts, press release, other opportunities as appropriate for your corporation
- Ongoing promotion of progress on our site, quarterly updates, inclusion in media and/or mentions by our CEO, President and COO
- WEConnect International posts on their social media platforms
- Video from Elizabeth Vazquez, CEO and Co-Founder on importance of member spend and celebration of International Women's Day
- Opportunity for Women Business Enterprises to make their own commitments locally

JOIN THE GROWING GROUP OF YOUR PEERS AND LEADERS

helping WEConnect International accelerate toward the mission to help drive money into the hands of women business owners by enabling them to compete in the global marketplace.