Partner Marketing Toolkit

2018 Prosperity Summit (formerly Assets Learning Conference)
How to Use This Toolkit

Thank you so much for helping us market the 2018 Prosperity Summit (formerly Assets Learning Conference)! This toolkit is designed to help you promote the Summit and encourage your networks to register for the Summit. You can start using this content immediately, and we’ve included a variety of tools to help spread the word through social media, email marketing and other digital communication channels. If there are other tools that may be helpful in your marketing efforts, let us know and we will be happy to accommodate!

You can:

▪ **Download** graphics from [this toolkit](#).
▪ **Promote** the Summit on social media via Twitter and Facebook.
▪ **Mention** the Summit in a newsletter, e-blast or your website.
Important Registration Dates & Information

The Prosperity Summit is you + over 1000 like-minded attendees working to build an opportunity economy. Register early and lock in big savings!

<table>
<thead>
<tr>
<th>Early Bird</th>
<th>Advance Registration</th>
<th>Full Registration</th>
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<tbody>
<tr>
<td>MARCH 21 – JUNE 8</td>
<td>JUNE 9 – AUGUST 8</td>
<td>AUGUST 9 - ONSITE</td>
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<tr>
<td>$735.00</td>
<td>$835.00</td>
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SUMMIT.PROSPERITYNOW.ORG  #PROSPERITYSUMMIT18
Sample Social Media Posts
Short posts
Ideal for Twitter and Instagram with a shareable image.

- We can't wait to see host of @PodSaveThePpl @deray, feminist icon @GloriaSteinem, and host of @TheTakeaway @tanzinavega at #ProsperitySummit18! Will we see you there? summit.prosperitynow.org

- We’re attending the 2018 Prosperity Summit (formerly ALC)! Don’t miss this convening of experts in the field on September 5-7 at @NationalHarbor. #ProsperitySummit18 summit.prosperitynow.org

- Whether you’re a veteran in the national movement for economic mobility or you’re just getting started, there is something for everyone at the Prosperity Summit (formerly ALC). Register today! #ProsperitySummit18 summit.prosperitynow.org

- Do you believe everyone deserves the chance to thrive? Are you passionate about economic justice and the barriers keeping people from prosperity? The Prosperity Summit (formerly ALC) is the convening built just for people like you. #ProsperitySummit18 summit.prosperitynow.org

- Join us at #ProsperitySummit18 at @NationalHarbor September 5-7 to learn, connect and act on the barriers keeping families from thriving today. Register today to lock in the lowest price possible! http://summit.prosperitynow.org
Short posts (cont.)
Ideal for Twitter and Instagram with a shareable image.

- New to advocacy? Come join us for the Capitol Hill visits and make sure your voice is heard by your members of Congress at #ProsperitySummit18! Join us September 5-7 to learn, connect and act on the barriers keeping families from thriving today. [summit.prosperitynow.org](http://summit.prosperitynow.org)

- Five mainstage sessions, 48+ breakout sessions, Capitol Hill visits, special networking events, a range of clinics that build your capacity for success in your community and more. At #ProsperitySummit18 there is something for everyone; register today! [summit.prosperitynow.org](http://summit.prosperitynow.org)
Long Posts
Ideal for Facebook and LinkedIn with a shareable image.

- Whether you’re a veteran in the national movement for economic mobility or you’re just getting started, there’s something for everyone at the 2018 Prosperity Summit (formerly ALC). Join Prosperity Now on September 5-7 at the National Harbor to join over 1000 of your peers and be a part of the movement! #ProsperitySummit18 summit.prosperitynow.org

- Can you believe that @GloriaSteinem, @iamderay and Tanzina Vega from @thetakeaway are going to be at #ProsperitySummit18?! We can't wait to be in the room with these experts! Will we see you there? summit.prosperitynow.org

- If you believe that everyone should have the chance to thrive regardless of who they are or where they come from, then the 2018 Prosperity Summit (formerly ALC) is the convening for you. Join Prosperity Now on September 5-7 at the National Harbor with over 1000 of your peers and be a part of the movement! #ProsperitySummit18 summit.prosperitynow.org

- The change we want to see is massive, and we can’t do it alone. Built on the notion that our voices are stronger when they’re raised together, the Prosperity Summit (formerly ALC) brings together the nation’s most diverse group of voices working toward a common goal: a nation where prosperity is within reach for all. Join Prosperity Now on September 5-7 at the National Harbor to join over 1000 of your peers and be a part of the movement! #ProsperitySummit18 summit.prosperitynow.org
Long Posts (cont.)
Ideal for Facebook and LinkedIn with a shareable image.

- What you can expect at the 2018 Prosperity Summit?
  - Five mainstage sessions with high-profile speakers and intriguing dialogues about the most pressing issues facing our community.
  - Four dozen breakout sessions designed to introduce you to new ideas, help you develop new skills and deepen your understanding of the issues critical to your work.
  - A range of clinics that build your capacity to advocate, deliver more services, reach new people in your community and more.
  - Capitol Hill Visits, during which you’ll educate your members of Congress on the challenges and opportunities facing people in your state and local area.
  - Special networking events to help you rekindle old friendships and make new contacts.

Don’t miss out on all of the fun, register today! #ProsperitySummit18
summit.prosperitynow.org
We encourage you to promote the 2018 Prosperity Summit in your newsletters, e-blasts, blogs and any of your other online communications. Feel free to tailor these messages to meet your organization’s needs, but please make sure to keep a link to the Summit website (summit.prosperitynow.org).

It's almost time! Advocates and practitioners in financial inclusion and economic opportunity will convene at Prosperity Now's flagship event to discuss the boldest ideas for a more prosperous future. And, in the spirit of fresh ideas, they’ve re-named their event to reflect who they are. Introducing the 2018 Prosperity Summit! (Which you may have known as the Assets Learning Conference, or ALC). Join experts in the field September 5-7 at the Gaylord National Resort & Convention Center, at the National Harbor, just outside Washington, DC, for their biggest-ever gathering of professionals dedicated to building an economy in which everyone has the chance to prosper.

Don’t miss out on:
• Five plenary sessions with high-profile speakers Like Gloria Steinem and DeRay Mckesson.
• Dozens of breakout sessions to introduce you to new ideas, develop new skills and deepen your understanding of the issues that matter to you.
• Capitol Hill Visits to educate your members of Congress.
• Half-day clinics to build your capacity to serve your community.
• Networking events to strengthen old friendships and make new contacts.

Register today!
Banners and Images
Banners and Images

You can easily spread the word about the 2018 Prosperity Summit by adding a button to your website, updating your social media cover images and using Summit shareable graphics whenever possible. Download images and banners at the links below:

- Facebook cover image
- Twitter cover images
- Web banners
- Other shareable images
Anything else you could use?

If you think of any other materials or information that would be helpful for your organization or audience, or if you need help using this toolkit, feel free to reach out to Danielle Fox at dfox@prosperitynow.org!
Thanks for all your help to make the 2018 Prosperity Summit our best yet!

We look forward to seeing you in September.