

SHE eliminating racism
empowering women
ywca
metropolitan chicago
10.25 THE
PEOPLE
LEADER LUNCHEON



OFFICIAL HONOREE PLAYBOOK



**OVERVIEW AND RESOURCES
FOR RAISING AWARENESS,
CELEBRATING YOUR HONOR &
EVENT DAY INFORMATION**

Meet The Honorees

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metropolitan chicago



Congratulations on being named an honoree of **YWCA Metropolitan Chicago's 52nd Annual Leader Luncheon!** You embody this year's theme, **She the People**, because of your work to promote equity and inclusion across the City of Chicago, in business, in politics, and beyond. The Leader Luncheon will take place at the Hyatt Regency Chicago on Friday, October 25, 2024.

Past honorees have served as real-time ambassadors of YWCA's long-held mission of eliminating racism and empowering women. Their contributions have helped us secure vital sponsorships and funding, benefiting nearly 100,000 individuals annually. The purpose of this playbook is to provide you with:

- An overview of why **YWCA Metropolitan Chicago's Annual Leader Luncheon**
- Resources to help you partner with us in raising awareness and money and
- Information and requests leading up to the event and,
- Day of event information

We look forward to working with you, honoring you, and celebrating your achievements and leadership.

Emily Dreke
Chief Development and Brand Inspiration Officer
YWCA Metropolitan Chicago



WHAT IS THE LEADER LUNCHEON?

In 1972, the YWCA Leader Luncheon pioneered the concept of public recognition for working women's achievements. The YWCA Leader Luncheon remains a Chicago tradition, drawing nearly 1,000 representatives from the corporate, private, and social service sectors to celebrate outstanding women's accomplishments and raise approximately one million dollars for YWCA.

YWCA Metropolitan Chicago's 52nd Annual Leader Luncheon, She the People, will take place at the Hyatt Regency Chicago on Friday, October 25, 2024.

This signature annual fundraising event will celebrate the individual and collective actions women across a diverse array of sectors have taken and will continue to take, to bring the vision of a more perfect union into greater focus, for all of us.





HONOREE PARTNERSHIP

We look forward to celebrating you in a big way, and we hope you will join us and share the news of your honor with your networks, family, and friends.

As a partner in our outreach and fundraising efforts, we hope you also would consider:

- 1. YWCA Metropolitan Chicago inclusion in your events:** We know you are busy at events, often speaking at other events and leading throughout the community. When appropriate, feel free to name-drop the Leader Luncheon, our mission, and your excitement to be honored. If appropriate, consider inviting us to take part in a panel or be part of an existing event leading up to this year's luncheon.
- 2. Media relations:** Are you willing to participate in media interviews to help grow excitement leading up to the Luncheon?
- 3. Social media posts/engagement:** We've written the copy for you, but you can personalize it. Please post and engage with us on all social media channels.
- 4. 30-second Video:** We are excited to honor you and want to showcase just how incredible you are on our social media channels. Please record a brief 30-second video! We've provided some best practice tips for recording, but we're also happy to come to your office and record it for you.



EVENT DETAILS

We're almost done! Below are the event details:

1. Video

- Before you accept your award and give your remarks, a 60-to-90-second intro video will be played telling the audience more about who you are, your legacy, and your impact.
- We need your pictures, videos, and news clips highlighting who you are and your proudest achievements by July 31.
- Voiceover of the honoree or someone talking about them.

2. StreetWise Feature

- Each honoree will be featured in a special edition of StreetWise. StreetWise operates at a unique intersection between typical media focused on public education and public interest, and alternative media focused on elevating marginalized voices. Last year's edition sold out within days!
- We will need to schedule an interview with you and the StreetWise Editor.

3. Speech

- Each honoree is given two minutes for their acceptance speech.
- Out of respect for the other honorees, this two-minute must be adhered to, and we will enforce this time limit. A clock with a countdown will be on the stage to help you keep time.
- Sharonda Glover, vice president of marketing & communications, will contact you in late August to start the process. She can:
 - Write your remarks for you with guidance on what you would like to be included,
 - Tag team and write them with you or you write them and work with Sharonda on editing to ensure the timing is correct
 - If you are writing your remarks, we ask that you complete and send them to Sharonda by September 6.



HONOREE SCHEDULE OF EVENTS

Possibility of changing. This outline is specific to honorees and makes clear your responsibilities throughout the day.

10:00- 10:30 AM SOUND CHECK

If you would like to practice your remarks from the podium, Sharonda Glover will be in the ballroom to lead speech coaching.

10:45 AM PRIVATE HONOREE RECEPTION AND YSHOP POP-UP BEGINS

Grand Hall I Section (Lower-Level East Tower) Honoree and sponsor photos will be taken during this time

10:45-11:30 AM RECEPTION WELCOME REMARKS

- Nicole Robinson, CEO, YWCA Metropolitan Chicago
- TBD – Reception Sponsor Representative

HONOREE AWARD PRESENTATIONS

- Anna May Trala, YWCA Board President

HONOREES ACCEPT PHYSICAL AWARD

No honoree remarks will be made during this time; photos will be taken

- The Trailblazer Award: Ambassador Carol Moseley Braun
- Outstanding Leader in Business: Jennifer Scanlon
- Outstanding Racial Justice Leaders: Dorothy Tucker and CBS Chicago Investigating Injustice Team
- Outstanding Civic Leader: Lisa Duarte

11:30 AM RECEPTION CONCLUDES

- Guests may stay and network or proceed to the Grand Ballroom.

12:00 – 12:15 PM LUNCHEON PROGRAM BEGINS

Grand Ballroom (East Tower, Lower Level)

- Brief Welcome Remarks Media sponsor

12:15 – 12:35 PM LUNCH INTERMISSION

12:35 – 1:30 PM LUNCHEON PROGRAM CONTINUES

1:30 PM LUNCHEON CONCLUDES





52ND ANNUAL LEADER LUNCHEON HONOREES

THE TRAILBLAZER AWARD

Carol Moseley Braun



As the first Black assistant majority leader in Illinois state history, **Carol Moseley Braun** continued to make history by becoming the first Black female United States senator and the first Black Democrat in the Senate. Throughout her career, she has embodied the YWCA's mission of empowering women and

eliminating racism through her steadfast commitment to advocating for equitable economic policy, reproductive justice, education, safer communities, and her fearless willingness to boldly stand against hate and racism. She has further continued to serve as an inspiring role model for young women and girls of color everywhere in her role as former Ambassador to New Zealand and Samoa. Most recently, it was announced that Ambassador Moseley Braun will be sworn in as chair of the U.S. African Development Foundation, an independent U.S. government agency that invests in African grassroots enterprises.

With a deep foundation in and commitment to science, technology, and engineering, **Jennifer Scanlon** leads UL Solutions in its ambition to become its customers' most trusted safety, security, and sustainability partner.

Before UL Solutions, Jennifer was most recently president and CEO of USG Corporation, where she also served in various executive and leadership roles, including chief information officer (CIO).

Jennifer is a fierce advocate for STEM education and the benefits of diversity and inclusion. She sits on the board of Norfolk Southern Corporation and the executive committee of the Chicago Council on Global Affairs. She is chairperson of the Civic Committee of the Commercial Club of Chicago and chair of the Federal Reserve Bank of Chicago. She is the Secretary-Treasurer of the Board of the US-China Business Council and was appointed to the US-India CEO Forum. Jennifer is a member of the University of Notre Dame Board of Trustees, the Chicago Network, and the Economic Club of Chicago.

OUTSTANDING LEADER IN BUSINESS

Jennifer Scanlon



OUTSTANDING RACIAL JUSTICE LEADERS

Dorothy Tucker & CBS Chicago Investigating Justice Team



Dorothy Tucker, a Chicago native, has been a prominent figure in journalism since joining CBS2 Chicago in 1984. Currently serving as a reporter on the station's 2 Investigator team, she has also held the role of President of the National Association of Black Journalists. Throughout her career, Tucker has received numerous accolades, including the Robert G. McGruder Award for Diversity Leadership in 2022, the regional Edward R. Murrow Awards in 2021, and a Lifetime Achievement Award from the Chicago Association of Journalists.

In 2023, Tucker and the CBS Chicago 2 team launched an investigative series, "Investigating Injustice," examining the disparate impact of crime on Black women in Chicago. CBS Chicago found in 2022 that, although Black women only make up 16% of the city's population, they accounted for victims in 1 of 3 crimes that year. The reporting and actions that followed included powerful narratives of community and gender-based violence survivors, a community forum featuring leaders discussing solutions, a resource guide for Black women, and a call from a local alderman to form a task force.

Selected as Chicago Magazine's Top 50 Most Powerful Chicagoans in 2024, **Lisa Duarte** has spent her career at the intersection of law and government. Before starting Point of Difference Strategies and joining the law firm of Croke Fairchild Duarte and Beres, Lisa served as the First Assistant Deputy Governor for Budget & Economy in the J.B. Pritzker Administration in Illinois. In this role, Lisa oversaw 17 agencies involving budget, economy, economic development, and regulation and more than 170 boards and commissions. Lisa also played a lead role in the State of Illinois' response to the COVID-19 pandemic. From the original stay-at-home order of March 2020 through the distribution of the first vaccines, Lisa worked diligently to advocate for the needs of businesses and the economy while protecting the health and welfare of the residents of the State.

Outside of work, Lisa devotes her time to civic and philanthropic causes with a focus on helping the Latino community. She is a Founding Board Member of the Chicago City Council Latino Caucus Foundation Leadership Academy which focuses on developing a pipeline for the next generation of Chicago's Latino business and civic leaders. Lisa is also an active member, and previous Secretary, of the Illinois Legislative Latino Caucus Foundation which awards scholarships to Latino students attending Illinois universities.

OUTSTANDING CIVIC LEADER

Lisa Duarte



SOCIAL MEDIA

Language and Creative Content

Please use the copy and images below on social media. Here are our social media handle is @YWCACHicago and can be used on:



Facebook



LinkedIn



Instagram



X (formerly known as Twitter)

Post 1

I'm beyond thrilled to be selected as a @YWCACHicago Leader Luncheon honoree! 🎉🌟
Honored to stand alongside these incredible women who exemplify this year's theme, "She the People." We are being honored for our tireless work promoting equity and inclusion across Chicago, in business, politics, and beyond. 💪❤️

Please join us as we honor Outstanding Racial Justice Leaders Dorothy Tucker and the CBS Chicago Investigating Injustice Team, Outstanding Civic Leader Lisa Duarte, Outstanding Leader in Business Jennifer Scanlon, and Trailblazer Ambassador Carol Moseley Braun.

#YWCACHicago #LeaderLuncheon #ShethePeople #civicengagement #YWCA #Chicago



Image for post

Post 2

YWCA Metropolitan Chicago has been here bringing the vision of a more perfect union to life for nearly 150 years. This year, I'm being honored at their 52nd Annual Luncheon! The theme, She The People, celebrates the individual and collective actions women across a diverse array of sectors have taken and will continue to take, to bring the vision of a more perfect union into greater focus, for all of us.

With its long-held mission to eliminate racism and empower women, the YWCA works alongside communities to unleash youth potential, help people heal from trauma, and drive economic opportunity so that all people have equal opportunity to life, liberty, and the pursuit of happiness.

Join me in supporting their mission- Sponsorship opportunities available:
<https://lnkd.in/g6UQCV76>

#YWCAChicago #LeaderLuncheon2024 #SheThePeople



Image for post



INTERVIEW BEST PRACTICES FOR VIDEO

- We are the “YWCA” or “YW” and not the “Y”
- Keep your video 30-90 seconds (about 1 and a half minutes) in length.
- If additional lighting is available, make it accessible for the best visual quality.
- Review surroundings for optimal filming conditions (construction, sirens, people).
- Sit upright with confident posture.
- Wipe your camera before recording.
- Record the video using vertical orientation.
- Make sure the lighting is hitting your face.
- The light should be behind the person holding their phone.
- Enjoy the process and please have fun!





FUNDRAISING OUTREACH

Each year, YWCA's Leader Luncheon honorees are instrumental in helping us reach our fundraising goals for this event, which accounts for a significant portion of our annual general operating budget. The funds that we raise through the Leader Luncheon are vital, helping us to provide transformational services - counseling to survivors of sexual violence, help for women to start and grow businesses, afterschool STEM programs for girls, early childcare programs and much more.

Past Leader Luncheon honorees have raised between \$35,000 and \$75,000 for the event. We are grateful for your willingness to reach out to your networks and ask them to join you as you accept this honor on October 25. In the appendix, you will find a template fundraising letter you may personalize and use in your outreach. You will also find the list of last year's sponsors.

If you would like to know if the companies or individuals you are reaching out to have already committed for this year or have a prior relationship with the YWCA – which we would recommend before you start your outreach – please contact Emily Dreke at emily.dreke@ywcachicago.org or (608) 345-2145. Emily can also assist you with personalized sponsorship pitches or anything else you might need to make your outreach as easy as possible!



TEMPLATE OUTREACH LETTER

Dear (NAME),

I hope this note finds you well. I am honored and humbled to share that the YWCA Metropolitan Chicago has selected me as its 2024 Outstanding Leader in (INSERT AWARD TYPE). I write today in hopes you will join me as I officially accept this honor at the YWCA's 2024 Annual Leader Luncheon, *She the People*, taking place at the Hyatt Regency Chicago on Friday, October 25. Additional details about the event and my inspiring co-honorees are included below.

I am particularly touched by this honor as the YWCA's long-held mission of eliminating racism and empowering women is personally meaningful to me. I believe that the YWCA is one of the single most effective solutions we have to address Chicago's most critical challenges such as gun violence, poverty, housing insecurity, and the racial wealth gap. (INSERT OR REPLACE WITH A FEW SENTENCES ABOUT YOUR PERSONAL CONNECTION TO THE YWCA'S MISSION).

(NAME), I also hope that (COMPANY NAME) will join me as a sponsor of this year's event. I have attached a sponsorship packet with additional information on the sponsorship options and benefits for your review.

Please know we would be sincerely grateful for your support in any amount and that it will have a true impact on the nearly 100,000 individuals the YWCA can impact each year. Through transformational human services such as counseling for survivors of sexual violence, small business accelerator programs for women of color entrepreneurs, early childcare programs that unleash youth and family potential, and much more, the YWCA of Metropolitan Chicago is on a mission to create a better Chicago, one that works for every woman, child, and family in our region. But they can't do this work. They need our help.

If you have any questions or would like additional information, please don't hesitate to contact me, or you may also reach out to Emily Dreke, Chief Development and Brand Inspiration Officer at the YWCA Metropolitan Chicago at emily.dreke@ywcachicago.org or (312) 762-2743.

Thanks so much for your consideration. I look forward to hearing from you and hope to see you on October 25th, if not sooner!

YOUR NAME

TEMPLATE PRESS RELEASE

FOR IMMEDIATE RELEASE

For media inquiries, please contact: Sharonda Glover Vice-President of Marketing & Communications
sglover@ywcachicago.org 302-545-9450

YWCA Metropolitan Chicago to Host 52nd Annual Leader Luncheon: "She the People" Ambassador Carol Moseley Braun to be honored with The Trailblazer Award

Chicago, IL – [Date] – YWCA Metropolitan Chicago is proud to announce its 52nd Annual Leader Luncheon, themed "She the People," to be held on Friday, October 25, 2024, at the Hyatt Regency Chicago, 151 E. Wacker Drive, Chicago, IL from 11:00 am – 12:00 pm, networking & YShop Pop-Up 12:00 pm – 1:30 pm: luncheon and program. This signature event will honor the remarkable achievements of women across various sectors who have significantly contributed to the vision of a more inclusive and equitable society.

The Leader Luncheon will celebrate both the individual and collective actions of women who are shaping a more perfect union. These trailblazers come from diverse backgrounds and industries, all united by their commitment to driving change and empowering communities. Throughout her career, Ambassador Carol Moseley Braun has embodied the YWCA's mission of empowering women and eliminating racism through her steadfast commitment to advocating for equitable economic policy, reproductive justice, education, safer communities, and her fearless willingness to boldly stand against hate and racism.

"The 'She the People' theme reflects the YWCA's long-held mission of eliminating racism and empowering women," said Nicole Robinson, CEO of YWCA Metropolitan Chicago. "We are excited to recognize and celebrate the exceptional contributions of women who are making a tangible difference in our city and beyond."

The event will feature inspiring speeches, networking opportunities, and the presentation of awards to this year's distinguished honorees. Attendees will include leaders from business, politics, and various community organizations, all coming together to support and amplify the impact of women's leadership.

Event Details:

- Date: Friday, October 25, 2024
- Time: from 11:00 am – 12:00 pm, Networking & YShop Pop-Up 12:00 pm – 1:30 pm: Luncheon and Program
- Location: Hyatt Regency Chicago, 151 E. Wacker Drive, Chicago, IL

For more information about the event or to purchase tickets, please visit
<https://ywcachicago.org/leaderluncheon2024>.

Join us as we celebrate the power and promise of women leading the way to a brighter future for all.

ABOUT YWCA METROPOLITAN CHICAGO

Founded in 1876, YWCA Metropolitan Chicago is a social enterprise committed to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all. As a leading association among a national network of more than 200 YWCAs, YWCA Metropolitan is committed to advancing safety, wellness and belonging; unleashing youth and family potential; and driving economic equity. Among a diverse and broad portfolio of services, YWCA Metropolitan Chicago is a leading provider in the areas of sexual violence and community violence support services, early childhood and childcare provider services, family support services, youth STEM programming, and economic empowerment services. Learn more at www.ywcachicago.org

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