

January 6, 2010

Dear Colleague,

As we embark on our Centennial Celebration, we are excited to share with you our groundbreaking Centennial Campaign, **"I Am Empowered."** You received the **"I Am Empowered"** merchandise last month and this letter will outline for you the online **Marketing Toolkit** that will soon be available so you can fully participate in this monumental campaign. We're changing America and asking 2 million people to take a pledge to responsibly commit their time and talent to ensure that the nation is empowered to achieve the following goals by 2025:

- **Every American child is ready for college, work, and life.**
- **Every American has access to jobs with a living wage and good benefits.**
- **Every American is free from barriers to safe, decent, affordable, and energy efficient housing on fair terms.**
- **Every American has access to quality and affordable health care solutions.**

These four Empowerment Goals are the nucleus of the National Urban League's Centennial Campaign **"I Am Empowered"** to launch during **Empowerment Week** in late February 2010 in New York City.

The purpose of the **"I Am Empowered"** campaign is to:

- Build brand awareness of the Urban League movement while celebrating the 100th anniversary of the National Urban League and its vast achievements.
- Demonstrate that the National Urban League is paving the way for a future with relevant, multi-generational/multiracial appeal and effective action.
- Drive new donors, volunteers and users to the National Urban League and Affiliate websites to expand the organizations' database, knowledgebase and outreach.
- Encourage supporters to be an active part of change by joining a National Urban League affinity groups such as the Young Professionals, Guild, BEEP, and/or volunteering with other non-profit organizations to further the work of the movement.

We will engage a cross-section of America and spark a level of service to local communities through a robust social mobilization platform (SMP), earned media, national radio and television commercials, and print advertisements in national publications and local African-American newspapers. Individuals can take the pledge in a variety of ways including online, text messaging and by filling out pledge cards.

To help meet campaign objectives and our goal of securing 2 million pledges, we need your commitment to lead an awareness campaign through your affiliate. The Affiliates will very much be a part of the **"I Am Empowered"** campaign. In addition to the wonderful goodies in the boxes that you received last month, we are providing each affiliate with an online Marketing Toolkit to help promote the campaign in your community so that during **Empowerment Week**:

- Affiliate CEO's can conduct local media interviews.
- Affiliates can kick-off the **"I Am Empowered"** campaign and encourage their clients and communities to sign the pledge.

Among other things, we would like the Affiliates to issue their localized version of the press release announcing the kick off of the National Urban League's Centennial Celebration. This will all be accessible in the Online Marketing Toolkit. Just click and download the documents you need. The Online Marketing Toolkit will be available in mid-February and will include:

#### Public Relations / Marketing Resources

- Press release templates
- Talking points for affiliate leadership (CEO, Board of Directors, YP President, Guild President)
- Talking points for Black Executive Exchange Program participants
- E-blast templates (text only)
- Twitter and Facebook Messages to post (text only)
- Website banners
- FAQ
- "I Am Empowered" PowerPoint presentation
- 3 Centennial videos – Produced by NUL (3 & 5 minutes) and The Scripps Network (7 minutes)
- Branding guidelines for use of Centennial and *I Am Empowered* logos
- "I Am Empowered" logos customized for affiliates
- How-To Guide (ideas on how to promote the campaign in your community)
- Centennial Calendar
- You will also be given the opportunity to record your own TV and radio PSA at this year's Midwinter Conference

#### Development/Fundraising Resources

- Solicitation letter
- Solicitation proposal templates for use with corporations
- Solicitation proposal templates for use with individuals
- Centennial donor pledge form
- And more...

We are also pleased to announce that the National Urban League is partnering with the Association for the Study of African American Life & History (ASALH) for our Centennial. ASALH, the founder of Black History Month (1915), is committed to promote, research, preserve, interpret, and disseminate information about Black life, history and culture to the global community. It is the oldest organization dedicated to the study and promotion of Black history. **In the next few weeks, each Affiliate will receive 400 copies of the Black History Bulletin celebrating The National Urban League's Centennial for distribution to your friends and supporters.** There will be a separate letter outlining our partnership with ASALH forthcoming.

On the eve of our next century of service, we are excited about the road ahead and are looking forward to working together. If you have any questions do not hesitate to contact Amber Jaynes, Vice President of Marketing and Communications at [ajaynes@nul.org](mailto:ajaynes@nul.org) or 212-558-5487.

Yours in the Movement,



Marc H. Morial  
President and CEO  
National Urban League