



# Communications and Social Media Toolkit

Please use the following tools to help guide your social media and communications activity in support of the Women Powering Change event and your participation.

\*We encourage you to personalize and share your stories, photos, and experiences as much as possible. Your unique perspective and experiences are what make this event so special and engaging for our community!

## 1. Event Background

Women Powering Change began when peace and security activist/philanthropist Cynda Collins Arsenault recognized the incredible wealth of skills and passion of women leading change for, by, and about women in Colorado. At the same time, she was also hearing from many women who felt disconnected from their community and were unaware of the local and international work to address and solve the social, political, and cultural issues we all face. Cynda first hosted a backyard party in 2013 to showcase the work of these women-led organizations and people wanting to connect, and the response was overwhelming. Outgrowing her backyard, she hosted a second event one year later at Denver's Redline Art Gallery, with over 500 people in attendance. Recognizing the power and potential of this event, other women stepped up to create a volunteer-led steering committee to carry Women Powering Change forward.

The Women Powering Change event is an annual expo that celebrates the work and stories of women making a difference in a more just and sustainable world. It is a platform that welcomes and values the participation of community members, activists, philanthropists, women-led non-profits, and B-corps organizations, both locally and globally. This event, organized by volunteers committed to furthering this vision, has grown to over 1,000 attendees, and we continue to grow the Women Powering Change Expo.

## 2. Social Media Recommendations: These recommendations are designed to help you effectively promote the Women Powering Change event on social media platforms.

- Invite your followers to attend to learn about and engage with organizations for, by, and about women.
- Create and share posts that provide information on women and social change
  - Do you know of an impactful group or individual?
- Share information and statistics about
  - Women involved in or leading nonprofit organizations
  - Challenges facing women and girls nationally/internationally
- Identify and share empowering, inspirational, and motivational quotes (see digital assets for examples)
- **Use the hashtag #WomenPoweringChange**
- Post 1 – 3 times per week

## What would we like you to share and where?

Below are some recommended social media themes for each channel.

<b>Facebook</b>	<p>Showcase and tag partner organizations at the event and invite/share it via Facebook. We have attached graphics, and you are welcome to contact us.</p> <p>Here is our link to the WPC Facebook page. Please interact as much as possible.</p> <p><a href="https://m.facebook.com/profile.php/?id=100071989715643">https://m.facebook.com/profile.php/?id=100071989715643</a></p>
<b>Instagram</b>	<p>Screenshot and share logos from all exhibiting organizations. Consider adding an inspirational, motivational photo or showcasing engagement in service activities. No links in posts on Instagram! People can add the registration link to their profile:</p> <p><a href="https://www.womenpoweringchange.org">https://www.womenpoweringchange.org</a></p>
<b>X</b>	<p>It's about the TAG &amp; the hashtag...</p> <p><b>#WomenPoweringChange</b></p> <p>Tag your target audience with an "@" and share your invitation to connect.</p>
<b>LinkedIn/LinkedIn Groups</b>	<p>Please add a post and link to our Eventbrite if you have a LinkedIn page.</p>

## Sample Posts

- **Facebook:** Join women, individual donors, activists, and others working passionately to create change on May 7th from 3 pm-7 pm at the McNichols Civic Center Building in Denver. Be part of the conversations about sustainability, social justice, gender equity, and more. The event is free. #WomenPoweringChange  
Registration is required: <https://www.womenpoweringchange.org>
- **Facebook:** We are ready for change! This FREE event connects community members, leaders, activists, and philanthropists with Colorado organizations ( about 100) to showcase what those organizations are doing to catalyze social change locally and globally to create a better world. From sustainability to social justice to gender equity, these organizations are doing great things to build a better world, locally and globally. Join us, find your passion, and meet others working to create change! Visit <https://www.womenpoweringchange.org>

- **Facebook:** We cannot wait to join other organizations passionately impacting change locally and worldwide. Be there on May 7th from 3 pm-7 pm for the free #WomenPoweringChange event. Registration is required:  
<https://www.womenpoweringchange.org>

**Facebook:** Women Powering Change Features Mission-Driven Organizations By, For, and About Women. Connect with more than 100 Colorado organizations on May 7, 2025. Free registration at <https://www.womenpoweringchange.org>

- **X (Twitter):** Join me at #WomenPoweringChange on May 7th to create intentional #socialchange in#Denver! Register today for a free ticket.  
-<https://www.womenpoweringchange.org/>
- **X (Twitter):** Will you join us and other dynamic women at the #WomenPoweringChange event on May 7th? Learn more about our work around **(insert topic/focus)**, and visit other organizations focused on health, leadership, & equity issues. <https://www.womenpoweringchange.org/>
- **LinkedIn:** Join me at #WomenPoweringChange on May 7th to create intentional social change in Denver! Register today for a free ticket.  
<https://www.womenpoweringchange.org/>
- **LinkedIn:** Are you a woman creating change in our community? Join hundreds of other dynamic women working to improve the world around us. Be there on May 7th at the McNichols Civic Center in Denver from 4-7 pm. The event is free, but registration is required. <https://www.womenpoweringchange.org/>
- **Instagram:** Join us at #WomenPoweringChange on May 7th to create intentional social change in Denver! Register today for a free ticket.  
<https://www.womenpoweringchange.org/>
- **Instagram:** Local and global organizations are working to create social change. Join other empowered women for a purpose-driven service on May 7th from 3 to 7 p.m. at the McNichols Civic Center in Denver. It's free, but registration is required.  
#WomenPoweringChange #Weekof WomenCO  
<https://www.womenpoweringchange.org/>

## LOGO:



**Possible Digital Assets (feel free to use!):** These digital assets are provided to assist you in creating engaging social media posts and other promotional materials for the Women Powering Change event. Please reach out to [WomenPoweringChange@gmail.com](mailto:WomenPoweringChange@gmail.com) for any additional requests or needs.



**WOMEN  
POWERING  
CHANGE**

**INSPIRE · CONNECT · ACT**

The Women Powering Change event showcases the work and organizations of women making a difference for a more just and sustainable world.



**SIGN UP TODAY!**

**ANNUAL EXPO**

**MAY 7, 2025**

FROM 3-7 PM

**At The McNichols  
Building**

144 WEST COLFAX AVENUE  
DENVER, CO 80202

Visit our website to get more information:

[WWW.WOMENPOWERINGCHANGE.ORG](http://WWW.WOMENPOWERINGCHANGE.ORG)

WHEN WOMEN  
**COME TOGETHER**  
*change happens*




Wednesday,  
**May 7th**  
3-7p




INSPIRE · CONNECT · ACT

REGISTER TODAY!




INSPIRE · CONNECT · ACT

Scan me



Wednesday,  
**May 7th**  
3-7p



**REGISTER TODAY!**

### **3- Suggested Website Language/ Newsletter Blurb (short)**

Women Powering Change is the only annual expo event that brings together community members, leaders, activists, and philanthropists with Colorado organizations working to catalyze social change locally and globally. The event occurs on May 7th from 3-7 pm at the McNichols Civic Center building in Denver. Join us to engage with women leaders of Colorado-based nonprofits & social impact organizations focused on advancing women & girls with those seeking to identify how to share & leverage their resources to create a better world. The event is free, and registration is encouraged.

<https://www.womenpoweringchange.org/>

### **4- Newsletter article: Long**

#### **Women Powering Change Features Mission-Driven Organizations By, For, and About Women Connect with more than 100 Colorado organizations on May 7, 2025**

Join the circle of women who will gather on May 7th from 3 to 7 p.m. at the McNichols Civic Center in Denver for the annual expo event hosted by Women Powering Change.

Founded by philanthropist Cynda Collins Arsenault in 2013 as “Women’s Work, Wisdom, and Wine,” Women Powering Change seeks to accelerate the social impact of women creating a just world by engaging the larger community in the inspiring work being done locally and globally by organizations in Colorado led by, for, or about women. “Around the world, there is a steady pulse of women working passionately to create change,” says Arsenault. “Women Powering Change 2025 is designed to connect like-minded people who can share ideas across sectors, glean inspiration from one another’s stories, and connect resources.”

Women Powering Change is the only expo event that brings together community members, leaders, activists, and philanthropists with Colorado organizations. It showcases projects, programs, and initiatives that amplify social change to ensure a better world. The event is a unique opportunity to connect the community to women-led non-profits and B-corp organizations.

These organizations will represent many focus areas such as youth, social and political equality, science and technology, leadership development, human rights, health and wellness, sustainability, poverty, creative arts, education, and economic growth.

Women Powering Change 2025 is free for guests and open to the public. Registration is required, and space is limited. Visit [www.WomenPoweringChange.org](http://www.WomenPoweringChange.org) to register today and discover what Colorado organizations are doing to create a better world and how you can engage, locally and globally.