



40 for 40: Support the Foundation's Anniversary Campaign Toolkit

Not to be promoted until day of: August 5, 2024

We're urging event professionals around the globe to celebrate 40 years of the MPI Foundation by giving back. **Celebrate by donating 40 of whatever currency you prefer. Euros, Dollars, Pounds, CAD, etc. 40 For 40.**

Over August 5th, 6th, and 7th, we are asking individuals to donate. We're hoping to raise \$40K for the industry. Here's how it will work and how you can support:

The week of July 15

- A teaser email and social post will be sent from MPI HQ channels

Campaign week! August 5,6 and 7th

Action week for Chapters!

- It's time! Starting August 5th, please share the news to your chapter channels and spread the word to power the good and celebrate the MPI Foundation's birthday!
- Please feel free to share any chapter-specific stories that are related to the work the MPI Foundation has done for your chapter!

This toolkit includes:

- Social media graphic assets with recommended post text and hyperlinks
- PPT graphic

*Did you know? Since 1984, over 25,000 individuals have benefitted from financial donations large and small that support our global professional community and individuals like you! Cumulatively, it is **OVER \$14.4 million in impact!***

Toolkit: 40 for 40 MPIF Anniversary Campaign

Facebook and Instagram

Below are some examples of social posts for your chapter's channels. There are different types of Creative and graphics with pounds, pesos and dollars. Check the CLN for all assets.



Post text 1:

Celebrate 40 years of the Power of Good with the MPI Foundation! We've raised \$14.4 million for our global community since 1984. Help us keep it up. Donate 40 of any currency: 40 For 40. Easy, right? With 1,000 MPI members, we can do wonders. Donate by August 7th to help us meet our goal!

[Apply >>](#)

LINK: <https://www.mpi.org/foundation40>

#eventpofs #meetingprofs

Post text 2:

40 For 40 is here! Happy Birthday to the MPI Foundation.

For 40 years, MPIF's donated \$14.4 million to our global community.

Help continue our mission. Donate 40 of any currency today and help us meet our goal of reaching \$40K this week!

[Apply >>](#)

LINK: <https://www.mpi.org/foundation40>

#eventpofs #meetingprofs

