



*The Economic Opportunity Institute
Invites You to*

**2022
CHANGEMAKERS
REMIXED**

**Changemaker
Convener Packet**

SEPTEMBER 15TH, 2022

EOI is an independent, nonpartisan, nonprofit public-policy center using research, education and advocacy to encourage public debate and advance new policy ideas that help build an economy that works – for everyone.

For more event details, visit our event page at opportunityinstitute.org/2022changemakers

YOU CAN HELP MAKE EOI'S 2022 CHANGEMAKERS A SUCCESS!

DID YOU KNOW?

- 1) EOI's annual Changemakers event is our biggest fundraiser of the year, providing necessary funding to power our work to build a more just economy.
- 2) EOI's Changemakers is where we meet and connect to the majority of our new donors.
- 3) You can amplify the movement for progressive policy change at no extra cost to you!

JOIN US AS A CHANGEMAKER CONVENER FOR EOI'S CHANGEMAKERS REMIXED!

We are seeking a group of supporters to help us fill the room at this year's Changemakers Remixed event. Changemaker Conveners are not expected to purchase tickets for their invitees (although you can if you'd like!) but to convene their communities of Changemakers to purchase their own tickets and join in an evening of fun, connection to like-minded people, and of course to power another year of progress.

Changemaker Conveners play a crucial role in the success of event, and it's a fun and easy way to engage. See the next page for responsibilities, timelines, and what EOI can do to support!

Questions? Comments? Reach out to Melanie at melanie@opportunityinstitute.org or (206) 529-6350.

TIMELINE

JUNE

- Let us know you're in! Email melanie@opportunityinstitute.org to confirm.
- Draw up a list of 10 or more of your friends, colleagues, neighbors, and others who want to see a more just economy in Washington State. Send your list to EOI and we can keep you up-to-date on your guests' registrations throughout the process.

JULY

- Registration will launch mid-July. Once registration is open, send the link to your list and encourage them to join in the fun. You can use the templates included in this packet to reach out to them, or write something new that's all your own!

AUGUST

- Follow up with your guests to confirm their attendance and see if they have any questions. We recommend checking in every 1-2 weeks to ensure it is staying on their mind.

SEPTEMBER

- Continue following up with your guests to confirm as many attendees as you can!
- **September 8th - one week before event:** reach out to your confirmed guests and ensure they have the event date, location, and time. If they have any questions, you can connect them with us!
- **September 14th - one day before event:** reach out to your confirmed guest list and let them know how excited you are to see them at Changemakers!
- **September 16th - one day after event:** thank your guests for attending! If you or your guests took any pictures that you'd like to share, please send them to melanie@opportunityinstitute.org.

SAMPLE CONTENT

EMAIL INVITATION

Dear [invitee name],

As you may know, I support the [Economic Opportunity Institute](#), a non-profit, nonpartisan public policy center using research, education, and advocacy to advance new policy ideas that build an economy that works for everyone. I am volunteering to support EOI's biggest fundraising event of the year- Changemakers Remixed. The annual Changemakers event is a celebration of the progress we've made together and an opportunity to power the work that still lies ahead. [Insert a sentence or two about why you support EOI!]

I'm aiming to recruit [goal number] of people to join me at Changemakers Remixed. Would you consider joining me and helping power the movement to build a more just economy?

Event Details:

Thursday, September 15th 2022, 5:30pm
Axis Pioneer Square
308 1st Ave S Seattle, WA 98104

Changemakers Remixed will include artistic performances, conversations with local leaders, and opportunities to mix, mingle, eat, drink, and enjoy with fellow Changemakers. Check the [event website](#) for up-to-date information on event speakers!

You can purchase your ticket [here](#). General admission tickets are \$100, and there is also a limited number of \$1 Community tickets that you can purchase if cost is a barrier.

I hope that you'll enjoy me for a fun and uplifting evening that moves us closer to a future of shared opportunity and wellbeing. For more information on EOI's recent work and successes, check out the [2022 Legislative Session Review](#) and the [2021 Gratitude Report](#).

Let me know if you have any questions.

Warmly,
[Your name]

TEXT INVITATION AND FOLLOW-UP

Invitation:

Hi [invitee name]! What are you doing on September 15th? I'm volunteering to support EOI's 2022 Changemakers Remixed event and would love to have you there! It will be a very fun evening filled with art, inspiring speakers, and people from across the progressive community in Washington. Will you join me?

Link: <https://www.opportunityinstitute.org/2022changemakers>

Follow-up:

Hi [invitee name]! The Changemakers Dinner is getting closer and I'm really looking forward to it. Can you make it? Let me know if you have any questions, and I hope you'll join me for this fun event that also powers crucial work to build a more just economy in Washington state.

Link: <https://www.opportunityinstitute.org/2022changemakers>

SOCIAL MEDIA POSTS

Twitter:

Will you join me for an evening of fun and celebration while powering the movement for a more just economy at EOI's 2022 Changemakers Remixed? In-person this year on September 15th at Axis Pioneer Square. Don't miss it!

<https://www.opportunityinstitute.org/2022changemakers>

Facebook:

Will you join me for an evening of fun and celebration while powering the movement for a more just economy at EOI's 2022 Changemakers Remixed? This event will be back in-person this year on September 15th at Axis Pioneer Square. I can't wait to gather with the community and enjoy engaging speakers, art, and delicious food and drink. I hope to see you there!

<https://fb.me/e/2rM5bMM2J>

YOUR SUPPORT ADVANCES BOLD POLICY CHANGE



*Guests enjoying our 2019
Changemakers Dinner*

EOI's policy team partners with a wide range of coalitions, community partners, labor unions, elected officials, and businesses to identify where transformative systems change is needed for communities in Washington State to thrive. We leverage a collaborative advocacy approach that includes coordinated action alerts, public testimony, educational presentations, and listening sessions with the community.

As we create innovative strategies that promote an economy of care, we recognize that our work doesn't stop once a policy initiative is passed. EOI follows policies through implementation and partners with community members to ensure they remain equitable. Through our commitment to progressive policy work, we believe a brighter future is possible.

"BECAUSE WE NEED MORE THAN A RISING TIDE"