

# FUEL a FUTURE

Launching the next generation of entrepreneurs



**nfte!**

## INTRODUCING NFTE'S CAUSE MARKETING CAMPAIGN: FUEL A FUTURE

Fuel a Future is a new, exciting campaign that will engage the public in NFTE's mission to ignite the entrepreneurial mindset with unique learning experiences that empower students to own their futures. Together, we can inspire stakeholders who are interested in launching the next generation of entrepreneurs. By joining NFTE and the Fuel a Future campaign, partners will have opportunities to align with our mission, raise awareness and goodwill with the public, and secure resources to support NFTE students.

## STRATEGIC ALIGNMENT AND BRAND IMPACT

NFTE will work with partners to design a custom, turnkey campaign that meets partner needs and maximizes the relevancy of key time frames like seasonal push periods, themed months, corporate day or month of service, special events and the like.

Fuel a Future can assist partners with brand impact and culture building including:

- Unique brand amplification and differentiation
- Customer goodwill building
- Strengthened and enhanced employee morale
- Visibility opportunities

## WAYS TO GET INVOLVED

- Promote Fuel a Future on your website and social channels
- Employee-focused campaign to fuel futures: integration with corporate giving platforms like Benevity, Deed, & YourCause is available
- Round up at the register
- Add a dollar amount at checkout
- In-store pinup program
- Item for sale with a portion of sales benefiting NFTE
- Matching gift for individual actions or donations

## JOIN NFTE AND FUEL A FUTURE!

When students from under-resourced communities develop the entrepreneurial mindset, they are prepared to be career-ready for life. Join NFTE and our Fuel a Future campaign, and together we can launch the next generation of diverse, entrepreneurial leaders!

To get involved, please contact Jane Walsh, Executive Vice President and Chief Advancement Officer, at [JaneW@nfte.com](mailto:JaneW@nfte.com).