

Boston Event 2024  
*Interise MarCom Campaign*

**Goals:**

*Phase 1* – encourage pitch applications

*Phase 2* – encourage folks to register for event

*Phase 3* – encourage folks to apply to our programs

**Messaging:** emphasize 20th anniversary in Boston with near and dear, with our first alums AND the annual pitch competition

**Channels:** Social Posts, Pardot, [Website](#), [Eventbrite page](#), [LinkedIn event](#), tool kit for Interise folks, tool kit for pitch finalists, press release

***Promotion Plan***

- Phase one, campaign for potential pitch applicants (8/30 - 10/7 application deadline)
  - Add to website landing page
  - Create LinkedIn event page
  - Create Eventbrite page
  - Social Posts
    - 8/30: Save the Date
    - 9/26: General pitch info
    - 10/1: Verizon & pitch resources
    - 10/3: Christina VanDam and pitch advice
    - 10/7: Last chance to apply
  - Pardot
    - 10/1: Include in quarterly newsletter
  - Tool kit for Interise
    - Social Post Graphics
    - Social Post Captions
    - Talking Points
- Phase two, campaign for other folks that may want to come (10/8 - 10/28)
  - Social Posts

- 10/10: Juliana & pitch, plus Hispanic heritage month
  - 10/16: General event Invite
  - 10/23: Promo of top 5 finalists, once headshots received (Finalists notified 10/16)
  - 10/25: Last chance to register
- o Pardot
  - 10/22: Standalone email blast, invite network
- o Tool kit for pitch finalists
  - Social Post Graphics
  - Social Post Captions
- Phase three, post-event campaign for folks who might be interested in our programs (10/28 - 11/5)
  - o Social Posts
    - 10/28: announce winner of pitch
    - 11/5: Event recap, thank network, want to pitch next year? Sign up for one of our programs
  - o Pardot
    - 11/5: Email event recap and program finder to event attendees

## Social Post Drafts

*Phase One:*

9/26

Ready to win \$10,000 and grow your MA business?

Don't miss this exclusive chance to turn your vision into reality at [Interise's](#) 3<sup>rd</sup> Annual Pitch for Strategic Growth Competition during our Boston convening on October 28!

You're only two steps away:

1. Complete an online application.
2. Submit a Vouch video briefly answering questions about your business.

Apply by October 7, 11:59pm EST: <https://interise.us.hivebrite.com/page/pitch>

#PitchCompetition #Interise20Years #Boston

10/1

Interise Boston 2024 is just around the corner! Join us as we celebrate 20 years of empowering small businesses with an evening of networking, inspiring remarks, and the 3rd Annual Pitch for Strategic Growth Competition. We can't wait to see you there! 🎉

Interested in pitching? Register for access to exclusive pitch tips and tricks through Verizon Small Business Digital Ready:

[https://digitalready.verizonwireless.com/?utm\\_source=interise&utm\\_medium=partner&utm\\_campaign=digital-ready\\_local-partner\\_boston](https://digitalready.verizonwireless.com/?utm_source=interise&utm_medium=partner&utm_campaign=digital-ready_local-partner_boston)

Can't make it to the event? Program alumni or anyone interested in growing their small business now have access to these free online tools and resources!

#InteriseStrong #InteriseBoston2024 #SmallBusiness #InclusiveEconomy

10/3

Congratulations to Interise alum Christina VanDam, CEO of Zeal Aerial Fitness, for winning \$10K in SCORE Mentors's 60th Anniversary Virtual Pitch Event! Christina placed second out of ten finalists in this national competition, which received over 2,000 applicants, and plans to use her prize money to purchase additional equipment for Zeal's brand-new location, allowing her to grow their customer base and offer expanded class options.

Christina shared this advice for other small business owners considering pitching: "DO IT! It never hurts to apply for something and take the risk. You also get some great publicity from it, which in turn, helps your company. Also - NETWORK! You may never know who you might meet at these events. Everyone we met in Chicago was so

kind and it re-energized me to continue growing my company!”

Christina was one of the top five presenters at our Interise #Solvelt2024 Pitch Competition in #Chicago and we are so proud that she has been able to leverage this experience, along with support from her colleagues and mentors from our valued partner SpringGR, to continue to grow personally and professionally.

Inspired by Christina's story? See if you have what it takes to win at our upcoming pitch competition in #Boston! Apply by October 7: <https://lnkd.in/gmGiscGi>

#InteriseStrong #PitchCompetition #InteriseBoston2024

10/7

Deadline Extended: Thursday October 10! This is your last chance to apply for the opportunity to win \$10,000 at our 3<sup>rd</sup> Annual Pitch for Strategic Growth Competition, sponsored by [Citizens](#).

Five finalists will be selected to present their pitch live in Boston, and one of them could be you!

Apply here by Thursday 10/10, 11:59pm EST: <https://interise.us.hivebrite.com/page/pitch>

Best of luck to our MA small businesses! If you have any questions, email [network@interise.org](mailto:network@interise.org).

#InteriseStrong #Citizens [#PitchCompetition](#)

*Phase Two:*

10/10

As Hispanic Heritage Month comes to a close, we're thrilled that we got to catch up with Juliana Gómez, an inspiring alum of Interise's StreetWise MBA program and the 2023 winner of our Pitch for Strategic Growth Competition!

On October 28, Juliana will return as a judge for Interise's 2024 #PitchCompetition: “It feels amazing to be on the other side of the table. I want to be an example of what can happen when you try and take a chance on yourself.”

You can follow Juliana's footsteps and win \$10,000 - courtesy of Citizens! Applications close tonight at 11:59 PM EST: <https://lnkd.in/gmGiscGi>

#InteriseStrong #HispanicHeritageMonth #InteriseAlum

10/16

We're thrilled to invite you to Interise Boston 2024, celebrating Interise's 20th anniversary in Boston where it all began with our first StreetWise MBA cohort of 12 small businesses. We have come a long way since then, with 10,000+ alumni and programs in 80+ cities nationwide working alongside 800 partners.

Join us for an evening of pitches, networking, collaboration, and celebration of 20 years of driving inclusive growth in Boston:

<https://www.eventbrite.com/e/interise-boston-2024-two-decades-of-inclusive-growth-tickets-1001571115167?aff=oddtcreator>

10/23

Announcing the finalists for our 3<sup>rd</sup> Annual Pitch for Strategic Growth Competition, sponsored by [Citizens!](#) These five [#InteriseAlumni](#) are scaling up their enterprises, creating new job opportunities, and helping close the racial wealth gap within their communities—and they'll be pitching their growth plans to a panel of small business experts in a live competition for a chance to win \$10,000!

We invite you to attend this free event and cheer for your favorite small business:

<https://www.eventbrite.com/e/interise-boston-2024-two-decades-of-inclusive-growth-tickets-1001571115167?aff=oddtcreator>

About the Finalists: [Name, Company] x 5

#Interise20Years #InteriseNetwork #InteriseStrong #InclusiveEconomy

10/25:

Last chance to register to attend our upcoming Boston Convening! Join Interise on October 28 for our 20th anniversary celebration and 3rd annual Pitch for Strategic Growth competition.

Register now:

<https://www.eventbrite.com/e/interise-boston-2024-two-decades-of-inclusive-growth-tickets-1001571115167?aff=oddtcreator>

*Phase Three:*

10/28

Congratulations to [NAME], for winning Interise's 3<sup>rd</sup> Annual Pitch for Strategic Growth, sponsored by [Citizens Bank!](#)

We were blown away by the vision and passion of our top five entrepreneurs at the 3<sup>rd</sup> Annual Pitch for Strategic Growth event in Boston. We can't wait to see how you will use this \$10,000 prize to continue to grow your business, [BUSINESS NAME], and serve as a role model in your community.

Big thanks to our Judges: [NAMES]

#Interise20years #InteriseAlums #InteriseStrong #PitchCompetition #Citizens

11/5

Thank you to everyone who joined us last week for our 20<sup>th</sup> Anniversary Celebration and congratulations again to our 3<sup>rd</sup> Annual Pitch for Strategic Growth winner, Lisa!

As we reflect on another successful gathering, we want to thank all of our Interise Network for the continuous support. Looking forward to another 20+ years of working towards an inclusive economy together!

Interested in competing at one of Interise's pitch events next year?

Look for an Interise program near you: <https://interise.org/resources/program-finder/>

#InteriseStrong #PitchCompetition #Interise20years