



A BETTER CHANCE

Creating Leaders for a Lifetime FAQ

1. What is *Creating Leaders for a Lifetime*?

Creating Leaders for a Lifetime is a three-part virtual fundraising event taking place from **September 15 – October 13**. Consisting of the ***Alumni Showcase, Virtual Auction*** and ***Virtual Luncheon***, our celebration will replace the cancelled 2020 A Better Chance Annual Awards Luncheon while still honoring our Scholars and Community.

2. Is there a particular event that gives more exposure to a corporate sponsor?

All three events are designed to provide the sponsors and partners with the best opportunity to promote their involvement with A Better Chance.

3. How can my company help to cross-market *Creating Leaders for a Lifetime*?

Our Marketing and Communications team can provide marketing collateral and supporting documents to share with partners, employees, and community organizations. To request materials, reach out to events@abetterchance.org.

4. How can I become an ambassador of *Creating Leaders for a Lifetime* within my professional network?

Our team can provide marketing collateral and documents to share with your network. Additionally, our team would be happy to assist in your outreach. To request materials, reach out to events@abetterchance.org.

5. Can I purchase sponsorship for one part of the three-part series - *Creating Leaders of a Lifetime*?

Individual event sponsorships can be purchased for the ***Alumni Showcase, Virtual Auction*** and ***Virtual Luncheon***. For a listing of opportunities, reach out to events@abetterchance.org.

Alumni Showcase

1. Can I join the *Alumni Showcase*?

We are not looking to add additional panelists to the Alumni Showcase at this time. We will reach out to you if we are seeking your participation.

2. When do the sessions occur?

Every Tuesday from September 15 – October 13 at 7:00 PM, A Better Chance will broadcast a new session live to our community.

3. How many sessions are there?

There are currently plans for 5 panels of the **Alumni Showcase**. As we reach September, sessions may be added or removed.

Virtual Auction

1. How do I join the Virtual Auction?

A Better Chance will share a link to join the **Virtual Auction**, participants will be able to bid on their phones and computers.

2. What sorts of prizes will be available?

The **Virtual Auction** will include both luxury and high-end items like handbags, as well as practical every-day prizes including work from home kits.

3. How much will each item cost?

Auction prizes will vary in cost with individualized starting prices.

4. When will I receive my item?

After completion of the auction, the vendor/donor will reach out to you to confirm your address and ship the item to you within 14 days.

5. Can I donate an item to A Better Chance?

If you're interested in donating an item to the **Virtual Auction**, reach out to events@abetterchance.org.

Virtual Luncheon

1. When is the Virtual Luncheon?

Friday, October 9, 2020 at 7:00 PM

2. Where is the Virtual Luncheon?

You can watch our **Virtual Luncheon** from the comfort and safety of your home or office. The 45-minute program will be streamed live on the A Better Chance website.

3. What is the ***Virtual Luncheon***?

A Better Chance's ***Virtual Luncheon*** is a special event to celebrate our Senior Scholar Award Recipients, a special group of top performing Scholars from A Better Chance's Class of 2020 as well as recognize our Alumni community and closest partners through a 45-minute program.

4. Who will be in attendance?

- 2,200 A Better Chance Scholars in over 300 Member Schools throughout the United States
- 700 students in 5 regions of the country working to gain admission with A Better Chance
- 4,000 Parents nationwide invested their child's education and opportunities
- 16,500 talented, trailblazing A Better Chance Alumni among the most financially successful people of color in our nation
- 8,000 passionate supporters reachable through email
- 10,000 unique website visitors each month from around the world
- 11,000 fans and advocates across all social media channels rapidly increasing each day
- Prestigious corporate partners such as American Express, Xerox, Stanley Black & Decker and Morgan Stanley