



m·power[®] Company Outreach Toolkit

A Guide to Sharing mPower with Your Company

In this toolkit, you will find:

- Background on mPower
- How to get your company involved
- Sample communications and social posts

mba.org/mPower

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Dear Colleague,

Thank you for supporting mPower, MBA Promoting Opportunities for Women to Extend their Reach, and for encouraging your staff members to get involved. In any company, your employees are your most valuable resource. That is why I encourage everyone — regardless of gender, age, or ranking in your organization — to throw their collective support behind this program. Think of mPower as an extension of your ongoing diversity and inclusion initiatives.

We all know the common saying, “It takes a village.” I say, “It takes a community.”

In fall of 2016, mPower was founded as a way to help women connect with each other. What started with the creation of small networking events for women has morphed into a rapidly growing community. The mPower network offers real estate professionals with the opportunity to strengthen their networks, conduct business, and achieve personal and professional growth through regular in-person and online events.

Women remain under represented in leadership roles. mPower addresses today’s issues and discusses solutions and strategies to combat workplace challenges. We bring women together to support and learn from one another. We highlight high-achieving women in our industry. We create positive change.

Please use this Toolkit as a guide to spread mPower’s message within your organization. Now more than ever before, it’s important that we find opportunities to empower women and increase diversity within industry leadership.

Thank you for your support to ensure a strong future for women in real estate finance.

Warmly,



Marcia M. Davies
Chief Operating Officer, Mortgage Bankers Association
Founder, mPower

Steps to Running a Company Campaign

Here are some considerations before you begin your campaign:

1. Lead by Example

Communicate why mPower is important to you and ask for help. Are there others at the management level who can echo your message or tailor your communication to their subsets? How can your HR team or others get involved?

2. Determine Your Audience

Choose to run your campaign to all employees, or to one or several segments.

3. Size and Timing

You know your company culture. Pick a time to send your message when it won't get lost in the noise, and likewise for subsequent communications.

4. Set a Goal

Email mpower@mba.org to see how many mPower members your company currently has so you can set a realistic enrollment goal.



[Email Subject Line:] Join mPower, a powerful network of women.

Dear colleagues,

In 2016, Marcia M. Davies, COO of the Mortgage Bankers Association, organized a get-together with approximately 75 women for lunch at their annual MBA Convention. The meeting was designed to encourage dialogue around how best to help advocate for opportunities to support and advance women at all levels throughout the mortgage banking industry. That conversation has quickly evolved into an organized initiative entitled **mPower, MBA Promoting Opportunities for Women to Extend their Reach.**

It is critical that we support viable efforts aimed at increasing diversity and fostering inclusion inside and outside of the workplace. I am personally impressed by the mission of mPower and have committed to getting [insert company name] more actively involved. I invite each of you to sign up for mPower's exclusive network for women in the real estate finance industry. This network offers access to resources and information, notice of special MBA events, and forums to discuss the topics that matter most to you and your career as part of a private community.

To join the mPower network, you must first register for an MBA account (if you do not already have one) by visiting mba.org and click "Log In" at the top. Once you have registered, visit mba.org/mPower to join the network.

If you have any questions, please reach out to me directly. Together, I am proud to create opportunities that leverage the power and influence of women through mPower.

Thank you,

mPower on Social Media

Share this with your communications team to help spread the word about mPower on social media.



MBA shares information and upcoming mPower events through our social channels:

Facebook



@mbamortgage

Instagram



mba_mpower

LinkedIn



mPower — MBA Promoting Opportunities for Women to Extend their Reach

Twitter



@MBAMortgage

Below are some sample posts to get you started. Use **#MBAmPower** and tag us on your platform of choice. We'll gladly share it!

- We've teamed with @mbamortgage to ensure a strong future for women in real estate finance. #MBAmPower is a platform for women to strengthen their networks, achieve professional growth and development, and exchange ideas and information about the industry. Join now!
- We support efforts aimed at increasing diversity and fostering inclusion inside and outside of the workplace. Join #MBAmPower to promote equality in pay and advancement opportunities.
- We're so excited to be part of a community that supports a diverse industry. Join #MBAmPower to help us continue to promote opportunities for women.
- We love what #MBAmPower is doing! They promote opportunities for women and provide professional development programs to extend their reach. Join this online community today!

Social Graphics Media Library

You can download accompanying social graphics at mba.org/mPowerCampaign.

Ways to Stay Engaged Year-Round

You're an mPower member. Now what?



Participate in network dialogue. Initiate a post or reply to an ongoing conversation.

m·power event

Attend in-person mPower events hosted around the country.



Get monthly leadership tips through mPower Moments. In this video series, Marcia M. Davies discusses issues important to the mPower community with her guests.

m·power your career

Join our professional development webinar series, mPower Your Career, to gain tangible advice and insights to help you advance your career.



Download the MBA Connect App to easily access the community on the go.

View additional resources at mba.org/mPower.

Frequently Asked Questions

Q. Is the community open to men and women?

- A. Yes! We believe men are an important part of the conversation. The network is open to anyone in the mortgage finance industry.

Q. Is the community free to join?

- A. Yes! Visit mba.org/mPower to sign up. If you do not already have an MBA account, you will need to create one in order to join the community.

Q. How do I create an MBA account?

- A. Visit mba.org and click “Log In” at the top of the page. Next, select “create account” and enter your corporate email address and company name. If your company is not found, you can proceed with registration by selecting “Not Found.” Upon completion, you can sign up for the community at mba.org/mPower.

Q. How do I reset my password?

- A. There are instructions to reset your password on the community login page.

If your question is not addressed here, please email mpower@mba.org.

Thank You!

Let us know when you have encouraged others to join mPower. We want to be sure to thank you and attribute new members to your efforts.

MBA[®]

MORTGAGE BANKERS ASSOCIATION

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