



50,000 Futures Campaign – Network Convening

The 50,000 Futures Campaign has a goal of raising \$1 million to support PENCIL's work and raise the working capital that PENCIL needs to invest in our programs, develop new ways to reach students affected by the COVID-19 pandemic, and build our infrastructure. This campaign will drive PENCIL's efforts to serve 50,000 students by 2023.

A key way of raising support through this campaign is to engage new individuals by hosting a network convening. Given the continued need for social distancing, PENCIL can work with hosts to develop convenings in the following formats. PENCIL staff are available to support the development and execution of these convenings.

Virtual Convening and Knowledge-Sharing

Moving a convening to a virtual meeting via Zoom allows the convening to go on regardless of social distancing guidelines. The format of this convening can include opportunities for guests to hear from PENCIL leadership on a specific topic, such as how schools are managing distance learning, or how other parents are managing critical college preparation.

A virtual event is typically 30-45 minutes in length, with a suggested agenda as follows:

- Welcome and introduction from the event host
- Gregg Betheil or Jessica Bynoe gives a brief presentation on topic
- Question & Answer session with guests
- Jessica Bynoe shares PENCIL's strategy and pitches investment opportunities
- Event host thanks guests for joining the event

Small Dinner Gatherings

If a larger gathering is not possible but smaller gatherings are, an alternative recommendation is for each steering committee to host, in their homes, a small gathering (e.g., 2-4 individuals plus the host and their family). This can be a more casual dinner, with the host providing the majority of the pitch. Jessica or Gregg can join on a brief Zoom call to make a direct pitch for guests to support PENCIL.

In-Person Convening in the Fall

This format will follow the original convening plan, taking place as a breakfast, lunch, dinner, or cocktail reception with a target of 10-20 attendees. The timing of the event will be in the fall as conditions in the tri-state area permit. An event like this is typically about two hours in length, with opportunities for guests to network with one another and with PENCIL leadership in addition to a formal program.

A suggested agenda is as follows:

- Casual conversation, networking, and meal or cocktails
- Introduction from host
- Gregg Betheil shares overview of PENCIL
- Jessica Bynoe shares PENCIL's strategy and pitches investment opportunities
- Continued networking and conversation

For more information on the 50,000 Futures Campaign, please contact Christine Gorman, Director of Institutional Advancement, at cgorman@pencil.org or 212-524-2384.

