

Nov 13-19

**ENTREPRENEURS
THRIVE HERE**

#GEW2023

FOR OFFICIAL ACTIVITY ORGANIZERS

DIGITAL PROMOTIONAL TOOLKIT



NOVEMBER 13-19, 2023

GLOBAL ENTREPRENEURSHIP WEEK

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ABOUT GEW

Global Entrepreneurship Week is a movement to celebrate and empower entrepreneurs in every country and community around the world – especially those who face structural barriers or may have never considered the idea of launching a startup. Each November, 10 million people take part in tens of thousands of activities, competitions and events that inspire them to act and provide them with the knowledge, experience and connections they need to succeed.

Global Entrepreneurship Week reaches beyond high-tech startup hubs like Silicon Valley, London and Shanghai. It envisions one entrepreneurial ecosystem open to all, including smaller cities in emerging economies and under-represented communities, whether systemically marginalized, geographically hard-to-reach or otherwise pushed aside or left out. National campaigns are driven by local event organizers who plan activities tailored to their community's needs. Activities can range from small, local gatherings to massive international competitions – or anything in between.

While GEW only takes place one week each year, the connections made are long-lasting. The campaign serves as an opportunity to collaborate and engage with organizations and individuals to celebrate and spotlight entrepreneurs, expose people to the path of entrepreneurship, help them get started and facilitate access to capital and the resources to grow.

Global Entrepreneurship Week is powered by the Ewing Marion Kauffman Foundation and supported by a range of strategic partners including corporate sponsors like FedEx, entrepreneurship support organizations like Endeavor Global and JA Worldwide, a diverse collection of national host organizations and 25,000 local event organizers.



2023 CAMPAIGN



Entrepreneurship can thrive anywhere. We've seen it happen, and it's powerful. The 2023 campaign will share stories of entrepreneurship across the country - from rural farming communities and regional industry hubs to smart cities, cultural capitals and seats of government. It will celebrate the entrepreneurs who have built our communities, those who are defining our future, and those who are taking risks and testing new ideas along the way.

The 2023 campaign will call on founders, investors, policymakers, educational institutions, researchers, community leaders and ecosystem builders to share what makes our regions great places to pursue entrepreneurial endeavors. It will instill pride in entrepreneurial skills, drive, and potential. It will motivate us to collaborate to remove barriers so we can all thrive, together.

BRANDING + LOGOS

By registering your event as part of GEW, you commit to display official GEW badges and logos on all promotional materials for your activity— e.g. flyers, posters, invitations, websites, etc. — as well as in designs for venue branding, where applicable — e.g. banners, stage backdrops, etc.

OFFICIAL ACTIVITY BADGE:

View and download the official activity badge here:
<https://www.genglobal.org/gew/logos-brand>



OFFICIAL ACTIVITY WEB BANNER:

View and download the official activity web badge [here](#):



OFFICIAL GEW USA LOGO:

The GEW USA logo is intended for non-event marketing purposes only. View and download the official logo here:
<https://www.genglobal.org/gewusa/resources/logos-brand>



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OFFICIAL SOCIAL MEDIA CARDS AND TEMPLATES

Find below sample social media card templates that can be included in your campaign. These templates are accessible and editable using Canva (create your free account [here](#)).

Access the templates:

- [Square/Instagram](#)
- [Long/Twitter](#)

Templates Promoting Events

Event templates can be adapted to promote your events using #GEW2023 branding. Add your own photos, event information and logo.



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Templates Promoting Entrepreneurship in Your City/Country

These templates can be adapted to promote entrepreneurship in your region. Add an iconic photo that represents the location.



OFFICIAL SOCIAL MEDIA CARDS AND TEMPLATES

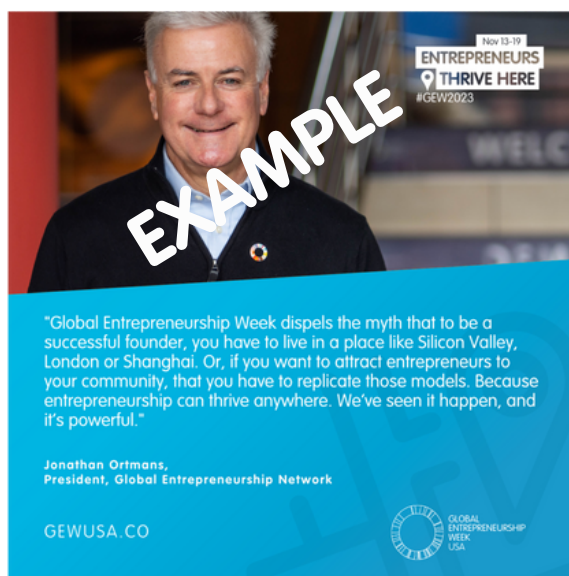
Find below sample social media card templates that can be included in your campaign. These templates are accessible and editable using Canva (create your free account [here](#)).

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Templates Promoting Entrepreneurial Leadership

These templates can be adapted to showcase the leadership of an individual or organization in your community. Add their photo, title, and a quote related to the campaign theme - "Entrepreneurs Thrive Here".



Choose from a variety of GEW brand colors:





Sample Social Media Copy

Promoting events in your region:

- [details of event]. Join us [event URL]. #GEW2023 #EntrepreneursThriveHere
- Looking for your entrepreneurship community? Find it during #GEW2023, with events taking place across [your region]. Learn more at www.gew.co.

Promoting entrepreneurship in your region:

- This November, we're celebrating the entrepreneurs who have built our community, those who are defining our future, and those who are testing new ideas along the way. Join us: www.gew.co #GEW2023
- What makes [your location] a great place to start and grow a businesses? Our entrepreneurial spirit will be on full display during #GEW2023 - join us. www.gew.co. #EntrepreneursThriveHere
- Global Entrepreneurship Week is for everyone, no matter who you are, where you live or what stage of entrepreneurship you are in. Learn more + join us at www.gew.co #GEW2023 #EntrepreneursThriveHere
- Ideator. Maker. Creator. Founder. Entrepreneur. Business owner. Whatever you call yourself, there's a local community cheering you on. Learn more and get involved at www.gew.co. #GEW2023 #EntrepreneursThriveHere

Promoting entrepreneurial leadership:

- [Your organization] is proud to support [your region's] thriving entrepreneurship community. Celebrate #GEW2023 with us Nov. 13-19.



Email Signature Banners

Download the email signature of your choice [here](#).





PRESS RELEASE / BLOG ARTICLE TEMPLATE

Customize this article to share with your national/local news media outlets, include on your website, publish in your newsletter and share on social media.

Entrepreneurs Thrive Here: **[YOUR ORGANIZATION]** Celebrates Global Entrepreneurship Week

[YOUR LOCATION] – November xx, 2023 – **[YOUR ORGANIZATION NAME]** will mark Global Entrepreneurship Week (GEW) on November 13-19 by hosting **[DESCRIPTION OF YOUR ACTIVITIES]**. The theme for #GEW2023 is "Entrepreneurs Thrive Here", with more than 1,000 activities planned across the country to put the nation's entrepreneurial and innovative spirit on full display.

[TITLE OF YOUR EVENT] will take place at **[LOCATION]** on **[DATE]**. **[DESCRIBE YOUR EVENT AND WHY PEOPLE SHOULD PARTICIPATE/ATTEND, ETC.]**

The Global Entrepreneurship Week movement celebrates and empowers entrepreneurs in every country and community around the world – especially those who face structural barriers or who may have never considered the opportunities and possibilities of entrepreneurship.

Each November, 10 million people take part in tens of thousands of activities, competitions and events that inspire them to act and provide them with the knowledge, experience and connections they need to succeed.

GEW is an international movement, organized by the Global Entrepreneurship Network and powered by the Ewing Marion Kauffman Foundation with support from strategic partners. GEW is hosted in **[YOUR COUNTRY/COMMUNITY]** by **[YOUR ORGANIZATION]**.

["QUOTE FROM YOU"]

To view a complete list of events and participating organizations, or to learn more about Global Entrepreneurship Week, visit www.gew.co. Join the conversation online using #GEW2023 and #EntrepreneursThriveHere.

Media Contact:

[Name]

[Organization]

[Email and/or phone number]

About **[YOUR ORGANIZATION]**

[INSERT YOUR ORGANIZATION'S INFORMATION]



MEDIA INVITATION TEMPLATE

Customize this template to invite national/local news media and journalists to cover your event.

Hi [NAME],

On [DATE], [ORGANIZATION] will mark Global Entrepreneurship Week by hosting [DESCRIPTION OF YOUR ACTIVITIES]. The theme for #GEW2023 is "Entrepreneurs Thrive Here". Ours will be one of tens of thousands of activities taking place worldwide Nov. 13-19 to celebrate and empower entrepreneurs, and will highlight why [YOUR REGION] is a great place to start and scale a business.

If you are interested in covering the story, the local entrepreneurship movement, or in speaking to leaders in our community on a related topic, please let me know. We are eager to provide knowledgeable interviews.

Information about the event is included below for your reference.

WHAT

[DESCRIPTION OF YOUR ACTIVITY]

WHO

[DESCRIPTION OF YOUR AUDIENCE. IDENTIFY ANY SPECIAL GUESTS, SUCH AS HIGH-PROFILE COMMUNITY LEADERS, ENTREPRENEURS OR POLITICIANS, ETC]

WHERE

[LOCATION]

WHEN

[TIME]

WHY

[EXPLAIN WHY ENTREPRENEURSHIP MATTERS IN YOUR COMMUNITY]

MEDIA OPPORTUNITIES

[IDENTIFY WHAT PHOTO AND B-ROLL OPPORTUNITIES WILL BE AVAILABLE]

Best,

[YOUR NAME AND CONTACT INFO]



TIPS FOR GETTING MEDIA ATTENTION

Journalists and news organizations can be allies and partners in your GEW campaign. Here are some tips for getting their attention.

Identify journalists, bloggers and media influencers

Scan Google, social media, and your local news stands to find journalists who cover entrepreneurship, small business, startups, the economy, and other topics related to your GEW campaign.

Create a Media List

Organize the contact information for the journalists identified in Step 1 so you can easily access it when you are ready to engage.

Introduce Yourself and Build Relationships Early

Send a friendly email or direct message on social media to your media targets. Introduce yourself and your leadership role in your national/local GEW campaign. Offer yourself as a resource for upcoming stories on entrepreneurship and startups.

Engage Regularly

Follow your media targets on social media and regularly read their content. Share and comment on content they publish that resonates with you and your audience.

Identify A News Hook

Events themselves are rarely covered by the news media. To attract a journalist's attention, you have to connect your event or expertise to a bigger story. Journalists look for stories that are timely, impactful, unexpected and/or rooted in human interest.

For example, you can make your pitch more interesting by connecting it to:

- A recent rise or decline in entrepreneurship in your region.
- New research related to entrepreneurship, startups or the economy.
- Local trends in entrepreneurship or the economy
- A current policy discussion that will impact startup and small business owners.

Invite Media to Attend Your Event

Send an invitation to media to attend and cover your event. If they can't attend, offer to send photos afterward.

Engage Media in Your Programming

Invite top tier media targets to participate in GEW directly, such as a panel moderator.

BE HEARD AS PART OF THE NATIONAL CAMPAIGN

GEN is committed to sharing GEW stories and impact in your community as part of the national and global campaign.

Leverage the following opportunities to share your campaign on the national and global stage.

Add Your Events to gew.co

Activities registered on gew.co are promoted as part of the official global campaign.

Submit Website + Newsletter Content

Share your thought leadership, news and announcements on the GEN blog. To make a submission, review our editorial guidelines below and email your content to social@genglobal.org.

Engage GEN and other GEW hosts on social media

Tag GEN in your social media posts so we can engage with and share your content.

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EDITORIAL SUBMISSIONS

GEN is actively recruiting articles sharing details of activities planned around the world to demonstrate the size and scale of GEW.

WE ACCEPT:

- Well-written and high-quality original content related to Global Entrepreneurship Week, partners and events to promote the weeklong celebration
- 300 – 700 word posts
- Articles with proper attribution of data, quotations, and other third-party content referenced in the article

WHAT TO INCLUDE:

- Your blog post/article
- Short author bio and headshot photo
- URL linking to your GEN profile – if you don't have one, sign up at <http://genglobal.org>
- High-resolution, horizontal picture or image to accompany the article (typically 1 MB or larger)

TONE / FORMAT / STYLE:

- Articles should be substantive and informative but not overly formal or academic
- Avoid excessive self-promotion or hype-laden marketing language
- Posts should be submitted in HTML or in a Word document with links fully embedded

HOW TO SUBMIT:

- Email social@genglobal.org to submit your article.
- Based on volume, the GEN communications team will review and publish select articles from GEW partners. GEN reserves the right to edit and adapt guest posts for clarity, or in some cases to reject them

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FACTS, FIGURES + KEY MESSAGES

- Global Entrepreneurship Week is an international movement – powered by thousands of partner organizations dedicated to making it possible for anyone, anywhere to start and scale a company.
- GEW 2023 will be celebrated November 13 – 19, 2023, with national campaigns in 180 countries – engaging millions of participants in activities.
- GEW is not a single event – it is tens of thousands of events, activities and competitions like yours that take place all around the world simultaneously.
- Anyone can take part in Global Entrepreneurship Week. Create your online profile at gew.co to get started.
- Join the global conversation about supporting startups and strengthening entrepreneurial ecosystems using the official social media hashtag #GEW2023.
- Powered by the Kauffman Foundation, Global Entrepreneurship Week unleashes more than \$150 million to support entrepreneurs each November – from large, national campaigns down to small, local activities and everything in between.
- Global Entrepreneurship Week is more than just an awareness initiative – it is a platform for connection and collaboration, which works to strengthen entrepreneurial ecosystems around the world.

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ABOUT GEN

The Global Entrepreneurship Network (GEN) operates programs in 200 countries aimed at making it easier for anyone, anywhere to start and scale a business. By fostering deeper cross-border collaboration and initiatives between entrepreneurs, investors, researchers, policymakers and entrepreneurial support organizations, GEN fuels healthier start and scale ecosystems that create more jobs, provide education, accelerate innovation, and strengthen economic growth. For more information, visit www.genglobal.org.



