



## #PoweredByProspera Campaign

Dear friends of Prospera Business Network and Montana Women's Business Center,

We are excited to launch a new and exciting social media campaign that allows our members and clients to connect and engage with each other and the Bozeman community.

### Our Challenge to You:

Tell your **#PoweredByProspera** story on social media.

### Why participate:

**Reason #1:** Not only is social media one the fastest growing (AND FREE) channels of marketing, but it's easy, measurable, and has a far reach with pretty much all demographics active on Facebook and Instagram.

**Reason #2:** Your business will share a relatable and personal part of your story which will resonate with your customers and followers.

**Reason #3:** You'll have the chance to win AWESOME stuff! Prizes include: Free tickets to our top events like the Annual Luncheon, Prospera Awards, Sip N Chip, and the sold out event of the year – Prosperity Party! Other prizes include amazing gift baskets that include gift cards from local restaurants, stores and more!

### Let's Break It Down Step-by-Step: How Do You Participate?

1. First, follow [@prosperabusinessnetwork](#) on Instagram and Like us on Facebook ([Prospera](#) + [WBC](#))
2. Post a photo to Facebook and Instagram (if you only have one or the other, that's ok!)
3. Share part of your Prospera/WBC story in the caption. This can be a short paragraph, a quote or simply a thank you for a certain class, training, funding, or counseling session that helped change your business for the better. Share with the community how your business is **#PoweredByProspera**.
4. **TAG US!** Tag us and mention us in your photos on Instagram and/or Facebook. You must tag us to be eligible to win.
5. Last thing - **DON'T FORGET TO HASHTAG!** You must use the hashtag **#PoweredByProspera** in your caption to be eligible to win.

### Ideas to Help You Get started:

Choose a photo of you or your business participating in a Prospera event, or one that portrays how Prospera/WBC may have helped you.

Take a photo with a sign that says **#PoweredByProspera** and hold it standing next to your company logo.

What does Prospera Business Network or the WBC mean to you/your business? Why do you continue to support our programs?

You can also upload a video instead of a photo telling us your **#PoweredByProspera** story.

*\*By participating in this campaign, you are giving Prospera Business Network the rights to repost your photos and/or use the content you provide in your testimony. Those who participate will have a chance to be highlighted by Prospera/WBC in a future impact video, event, newsletter, and other ways to promote your business and success story.*