

Dear Colleague,

Thank you for helping us promote this year's Opportunity Finance Network (OFN) Conference, which will be held October 20-23, 2019, at the Washington Hilton in Washington, D.C.

The theme of the 2019 Conference is **Lending Where It Counts**.

Disinvested urban neighborhoods. Struggling Appalachian coal towns. Remote Indian country communities. The Rust Belt, the Black Belt, the Mississippi Delta. Places not typically associated with opportunity and new investment. Unless, that is, you are a special kind of lender. A community development financial institution, or CDFI.

CDFIs (community development financial institutions) see true potential in the hard-to-serve places that millions of Americans call home. CDFIs have experience here, whether it's financing affordable housing in a gentrifying urban neighborhood, a small-town main street business, a remote rural hospital, or energy efficiency improvements to an old home. Each investment makes a difference for the people and places CDFIs serve. CDFIs are ready and able to partner with communities when few others will take that first step. Reaching deep. Getting the job done. **Lending where it counts.**

This toolkit contains materials you can use to help promote the Conference. It provides several easy-to-use options for you to spread the word about your support for the largest annual event in the CDFI industry.

Please contact Caroline Valvardi, OFN's senior associate of strategic communications, at [cvalvardi@ofn.org](mailto:cvalvardi@ofn.org) with any questions.

Thanks again for your support.



## **Event Details:**

2019 Opportunity Finance Network Conference  
October 20-23  
Washington Hilton

**Official website:** <https://conference.ofn.org>

**To reserve your room:** <https://bit.ly/2Z9T6vB>

## **Event Descriptions:**

Here is language you can use on your website, blog, or other communications:

### **25-word event description**

The OFN Conference is the premier event in the CDFI industry, attracting 1,500+ opportunity finance practitioners, policymakers, and advocates to network, learn, and do business.

### **50-word event description**

The OFN Conference is the largest gathering in the community development financial institution (CDFI) industry. This year, 1,500 practitioners, investors, federal policymakers, researchers, students, and more will gather in Washington, D.C., to learn, collaborate, and celebrate our work to expand economic opportunity in communities nationwide.

### **100-word event description**

Community development financial institutions (CDFIs) see true potential in the hard-to-serve places that millions of Americans call home. CDFIs have experience here, whether it's financing affordable housing in a gentrifying urban neighborhood, a small-town main street business, a remote rural hospital, or energy efficiency improvements to an old home. Each investment makes a difference for the people and places CDFIs serve.

The OFN Conference is the largest annual gathering in the CDFI industry. This year, 1,500 practitioners, investors, policymakers, and more will gather in Washington, D.C., to celebrate our work in rural, urban, and Native communities nationwide.



## Social Media:

Use social media to demonstrate why you support the OFN Conference and CDFIs. You can post original tweets, use our samples below, and retweet or share posts from OFN's social media accounts.

### The basics:

- OFN's Twitter: @OppFinance
- OFN's Facebook: <https://www.facebook.com/ofn.org>
- OFN's LinkedIn: <https://www.linkedin.com/company/opportunity-finance-network>

### Participate in the conversation:

In the weeks leading up to the OFN Conference and throughout the event, we will use hashtags to showcase Conference highlights, as well as demonstrate the theme of "Lending Where It Counts." We encourage you to use the following hashtags in your social media posts so you can join our conversation and promote your support:

#LendWhereItCounts  
#OFNConf  
#CDFIsInvest  
#CDFIstory  
#SupportCDFIs  
#CDFIs  
#WashingtonDC

### Use our graphics:

Download a [zip file of our graphics](#). You can use the OFN Conference logo (located in zip file) on your web page or newsletter:



And use our Conference theme graphics (located in zip file), in combination with our sample post copy below:





### **Sample post copy for Twitter:**

- By supporting #CDFIs, we're helping to expand economic opportunity for disinvested people and places nationwide. Join us at #OFNConf in #WashingtonDC this October! #LendWhereItCounts <https://conference.ofn.org>
- We look forward to joining #OFNConf in #WashingtonDC to learn, collaborate, and celebrate how #CDFIs and their partners focus investment in hard-to-serve places that millions of Americans call home. #LendWhereItCounts <https://conference.ofn.org>
- #CDFIs empower rural, urban and Native communities nationwide through #smallbiz ownership, #housing that's affordable, quality #jobs and more. We're proud to be part of this year's #OFNConf in our nation's capital. Join us! #LendWhereItCounts <https://conference.ofn.org>

### **Sample Posts for Facebook, LinkedIn, and your newsletter:**

- This October 20-23, join us and more than 1,500 CDFI (community development financial institution) practitioners, investors, policymakers, researchers, students, and more in Washington, D.C., to learn, collaborate, and celebrate how CDFIs and their partners focus investment where it counts. Register today to experience this premier event in the industry! <https://conference.ofn.org>
- By lending where it counts, CDFIs (community development financial institutions) and their partners empower rural, urban, and Native communities around the nation through small business ownership, housing that's affordable, quality job creation, financial literacy, and more. We're proud to be part of this year's OFN Conference in our nation's capital! #LendWhereItCounts <https://conference.ofn.org>
- CDFIs (community development financial institutions) and their partners help transform economic challenges into opportunities in rural, urban, and Native communities nationwide. We're looking forward to joining the OFN Conference in Washington, D.C., this October, where we'll gather to learn, collaborate, and celebrate how we support investment in hard-to-serve places that millions of Americans call home. Register to join us! <https://conference.ofn.org>

### **Share Your stories:**

Share how your work has helped CDFIs "lend where it counts" and have an opportunity to be featured at the Conference and on OFN's digital channels, including OFN's social media, blog, and more. From interactions and testimonials of working with CDFIs, to witnessing CDFI impact in your own communities, we want to hear from you! Contact Caroline Valvardi at [cvalvardi@ofn.org](mailto:cvalvardi@ofn.org) for more details.