



National Hispanic Heritage Month **activation kit**

Ready-to-go resources to activate your people, fast.

Rally your people — *quickly and easily* — for National Hispanic Heritage Month

Launching a giving or volunteering initiative is time consuming. From deciding which nonprofits to support, to writing content and sourcing images, there are a lot of moving pieces.

If you'd love to create an initiative for **National Hispanic Heritage Month**, but don't have a lot of time, this activation kit will help.

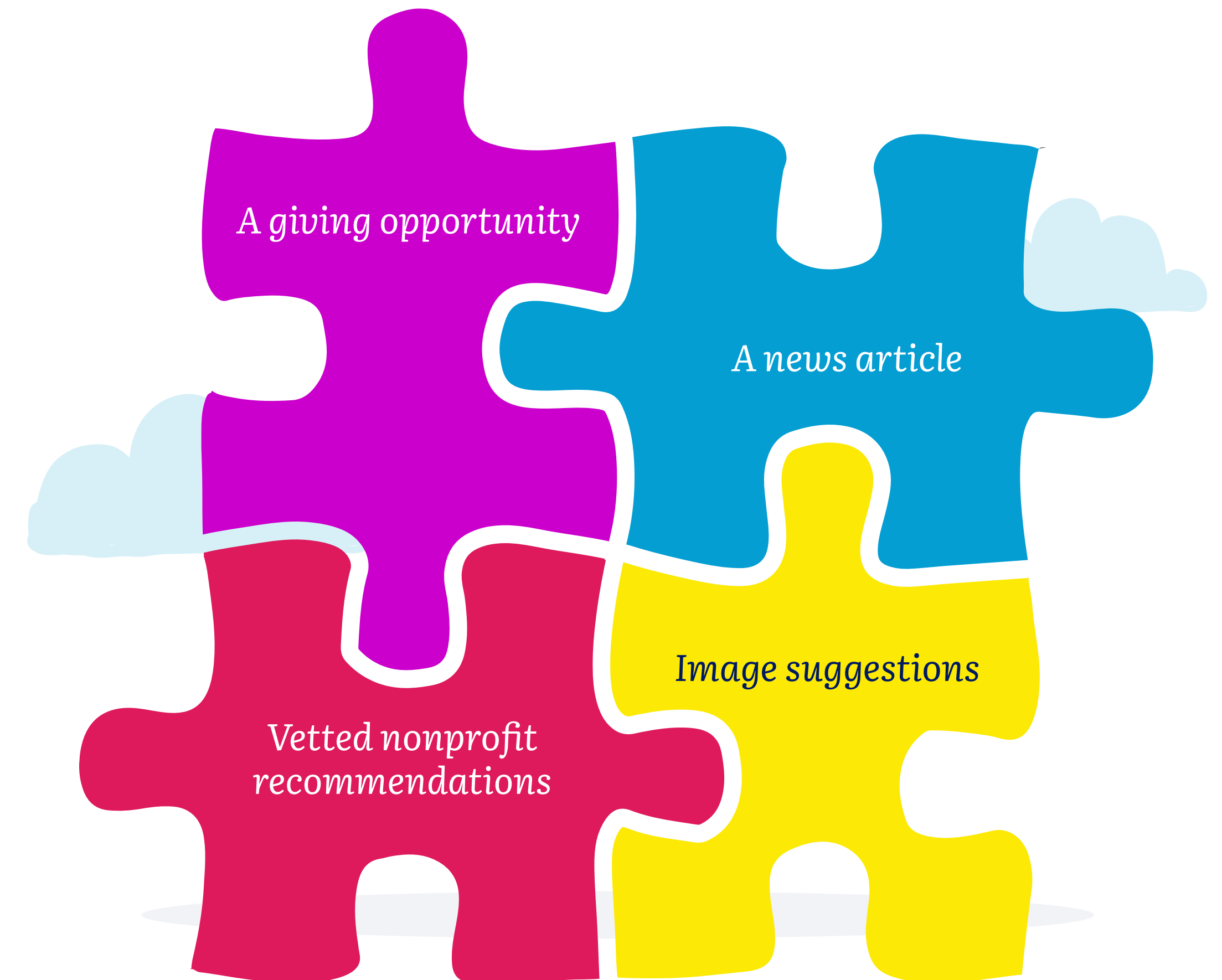


Try Benevity's *activation kits*

Benevity's activation kits include everything you need to launch compelling campaigns designed to increase engagement around timely events and awareness dates — saving you time, so you can focus on maximizing impact.

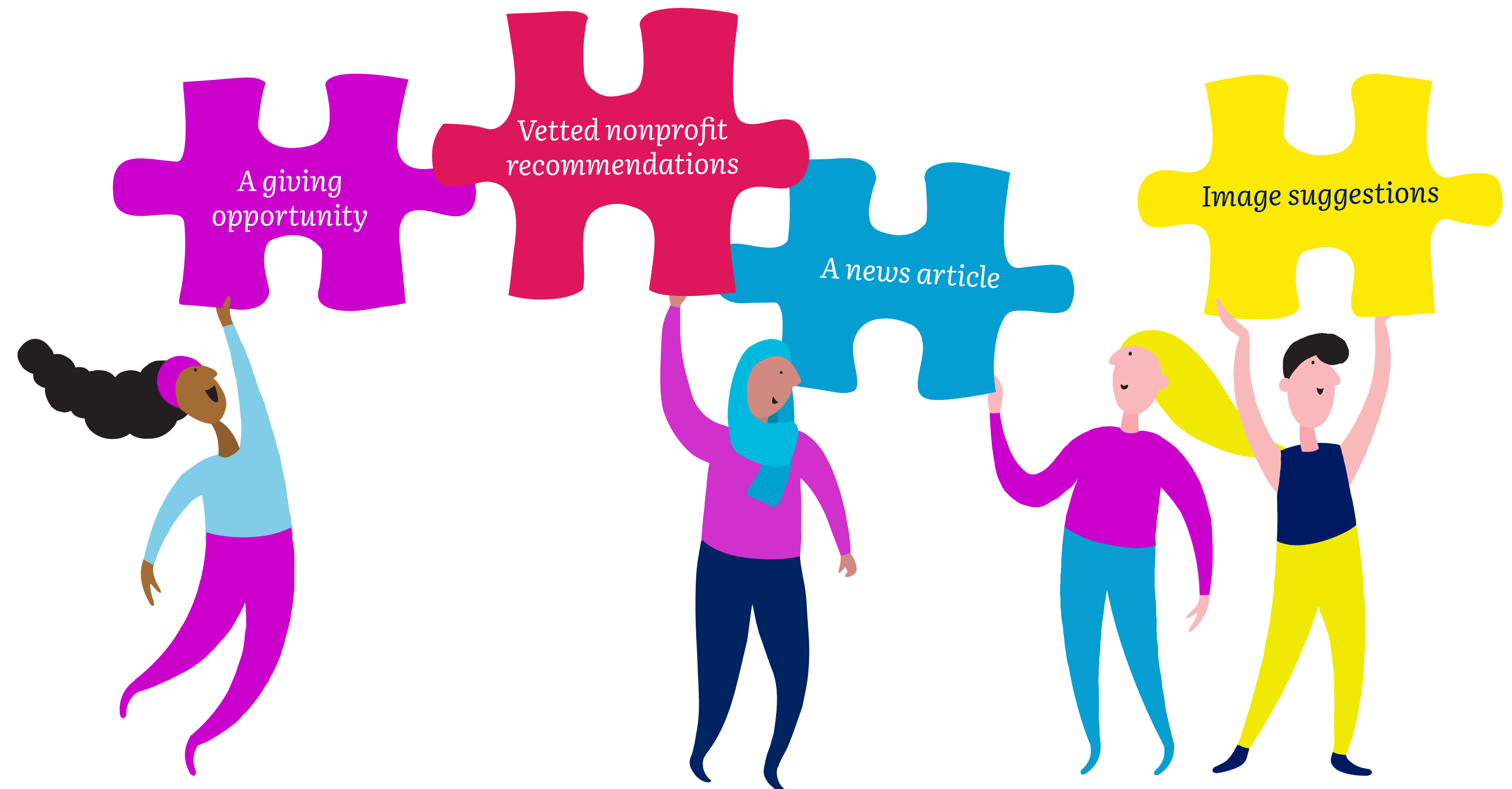
With the ready-to-go, expertly-curated content in this activation kit, your team will be fully prepared to support **National Hispanic Heritage Month!**

Developed by Benevity's expert content team, the **National Hispanic Heritage Month Activation Kit** includes:



Your National Hispanic Heritage Month Activation Kit includes ...

- **A pre-written giving opportunity** supporting Hispanic causes ... [page 5](#)
- **Recommended nonprofits** ... [page 8](#)
- **A news article** ... [page 10](#)
- **Image suggestions** to punch up your communications ... [page 12](#)





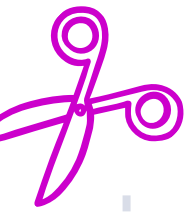
Giving opportunity

A note to *program leaders* ...

The next page includes a giving opportunity template for **National Hispanic Heritage Month** that you can use in your communications with your people.

- National Hispanic Heritage Month 2023 runs from Sept.15 to Oct. 15.
- People honor National Hispanic Heritage Month in different ways — some celebrate culture and achievements, while others reflect on education and awareness, or aspects of inequity that impact Hispanic and Latin Americans. This kit focuses on supporting the next generation, but you can adapt the kit to the focus area that works for your program.
- This document includes a giving opportunity and a news item for the U.S.
- You can promote all of the recommended causes or select some of them.
- Sources used in the development of this kit:
 - [US Department of Education](#)
 - [Hispanic Star](#)
 - [Hispanic Heritage Month](#)
 - [LinkedIn](#)
 - [Pew Research](#)





Empower the next generation of Hispanic and Latin Americans

National Hispanic Heritage Month is Sept. 15 to Oct. 15

There are 62 million Hispanic and Latin Americans in the U.S., which represents 20% of the population. This community is an essential contributor to America's culture and workforce, and plays an integral part in the country's current and future prosperity. We can empower young people from these communities to attend college and secure their futures.

National Hispanic Heritage Month honors the culture, heritage and contributions of all Hispanic and Latin Americans. Its Sept. 15 start date coincides with the national independence days of several Latin American countries. It. As we celebrate the history and accomplishments of this beautiful and diverse community, let's set the next generation up for success.

When you donate to this giving opportunity, you help organizations dedicated to supporting Hispanic and Latin Americans.

- **Hispanic Heritage Foundation:** Inspiring, preparing and positioning Latino leaders in the classroom, community and workforce to meet America's priorities.
- **Hispanic Federation:** Providing support to parents and children throughout their educational journey, and tools to succeed in the education system.
- **UnidosUS:** Serving the Hispanic community through research, policy analysis, state and national advocacy efforts, and in communities nationwide.
- **National Hispanic Cultural Center Foundation:** Inspiring connection to, and investment in, the preservation, promotion, and advancement of all Hispanic people through experiences, art, culture and humanities.
- **Hispanic Scholarship Fund:** Empowering students and parents with the knowledge and resources to successfully complete a higher education, and providing support services and scholarships.



Vetted *nonprofit* *recommendations*

Support the *causes you care about* ... with confidence

Screening and selecting nonprofits takes a lot of careful work. And Benevity does it for you. Rest assured that each organization we recommend through our platform — from local food banks to international water conservation associations — undergoes a rigorous, multi-step review process.

Hispanic Federation

- New York, New York
- Charity ID: 840-133573852

Hispanic Heritage Foundation

- Washington, DC
- Charity ID: 840-521818255

Hispanic Scholarship Fund

- Gardena, CA
- Charity ID: 840-521051044

National Hispanic Cultural Center Foundation

- Albuquerque, New Mexico
- Charity ID: 840-850335056

UnidosUS

- Washington, DC
- Charity ID: 840-860212873

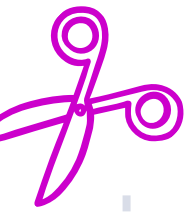
Benevity's Cause Engagement and Cause Operations teams research, evaluate and recommend causes based on:

- ✓ Up-to-date regulatory information and program eligibility
- ✓ Self-certification declarations
- ✓ Completed automated clearing house payments/electronic funds transfer details
- ✓ Rigorous vetting against multiple watchlists (adverse media, politically exposed persons)
- ✓ Regular follow-up to ensure causes remain in good standing

Benevity gives your people access to nearly 2 million vetted causes globally.



News article



Empower the next generation of Hispanic and Latin Americans

There are 62 million Hispanic and Latin Americans in the U.S., which represents 20% of the population. This community plays an integral part in the country's current and future prosperity. National Hispanic Heritage, Sept. 15 - Oct. 15, is the perfect time to empower the next generation to secure their futures. When you donate to this giving opportunity, you help organizations dedicated to supporting Hispanic and Latin Americans.

[LINK TO GIVING OPPORTUNITY]

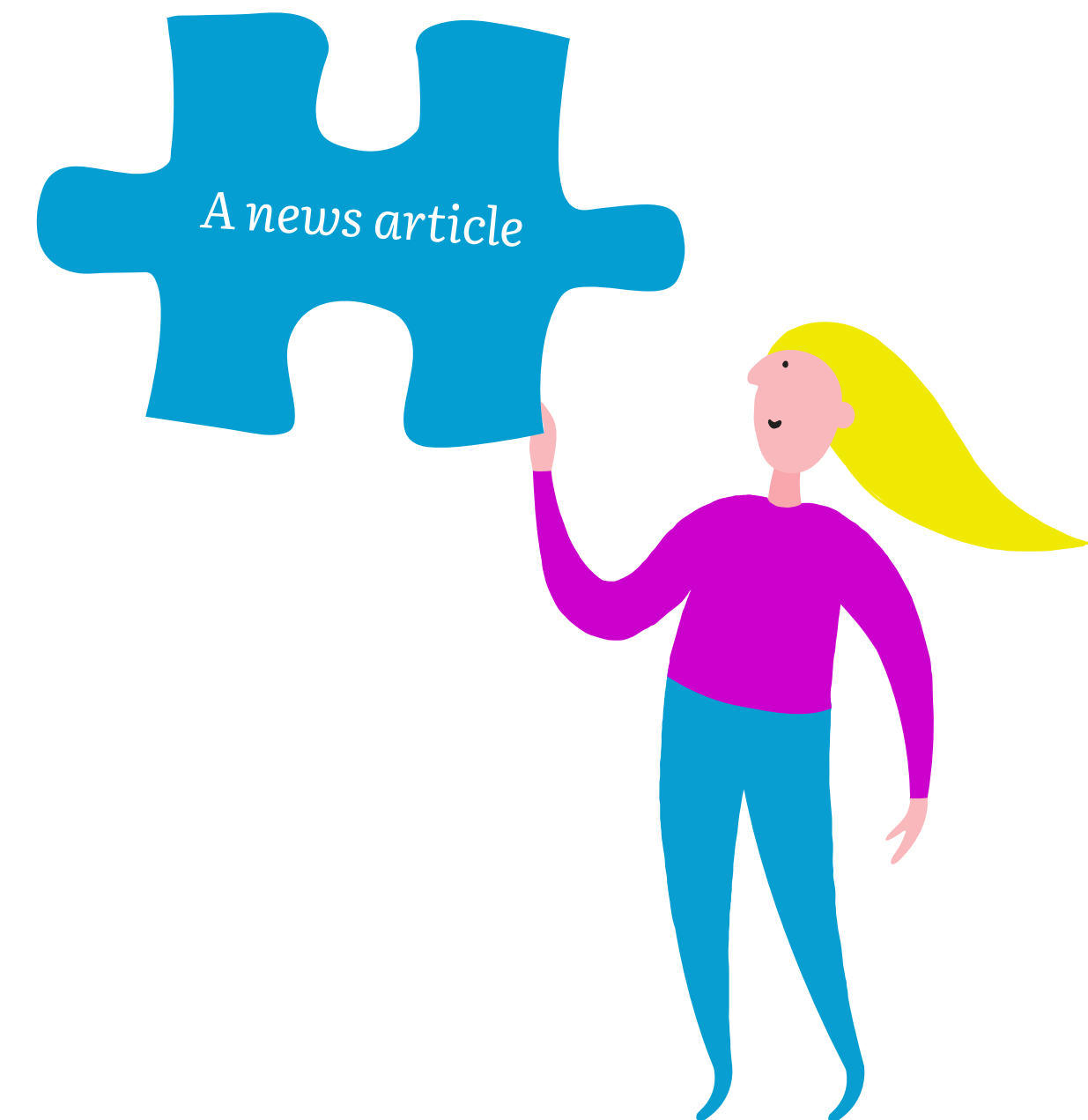




Image suggestions

Tell a richer story ... with *images*

To help promote your campaign, consider licensing images that illustrate the cause and tell a richer story. This page contains images we've handpicked in support of National Hispanic Heritage Month. Click each image to visit Getty Images and license it.



Making an impact made easy

Quality content like this activation kit is a key contributor to campaign success. For our clients who use Spark, Benevity's employee engagement platform, activation kits are proven participation drivers.

Did you know?






Spark clients who have used our pre-written news items have seen participation in their campaigns double. They also receive access to imagery that's already licensed, so it's even faster to get campaigns off the ground.

These are just a couple of the many ways Benevity's Spark platform makes it easy for your company to dramatically increase employee engagement and social impact.

See how activation kits
work seamlessly in Spark.

Book a Demo Today!

Support these causes for your **National Hispanic Heritage Month** campaign

	HISPANIC HERITAGE FOUNDATION The Hispanic Heritage Foundation (HHF) inspires, prepares, positions and connects minority leaders in the classroom, community and workforce to meet America's priorities. HHF also ... <small>New Washington, DC, United States Matching Offer</small>
	HISPANIC FEDERATION INC The Hispanic Federation (HF) is a 501(c)(3) nonprofit federation that works in tandem with over 400 Latino nonprofit health and human service agencies on its mission to empower ... <small>New York, NY, United States Matching Offer</small>
	UnidosUS UnidosUS , formerly The National Council of La Raza (NCLR)—the largest national Hispanic civil rights and advocacy organization in the United States—works to improve opportunities ... <small>Washington, DC, United States Matching Offer</small>
	NATIONAL HISPANIC CULTURAL CENTER FOUNDATION Founded in 1983 as a non-profit corporation by Hispanic community leaders, the National Hispanic Cultural Center Foundation (NHCCF) worked from 1983 to 1999 to support Hispanic ... <small>Albuquerque, NM, United States Matching Offer</small>
	Hispanic Scholarship Fund Founded in 1975, the Hispanic Scholarship Fund is the nation's leading provider of scholarships and services designed to give Latino students full access to the opportunity ... <small>Gardena, CA, United States Matching Offer</small>



Good luck with your National Hispanic Heritage Month campaign!

Benevity, a certified B Corporation, is the leader in global corporate purpose software, providing the only integrated suite of community investment and employee, customer and nonprofit engagement solutions. Recognized as one of Fortune's Impact 20, Benevity offers cloud solutions that power purpose for many iconic brands in ways that better attract, retain and engage today's diverse workforce, embed social action into their customer experiences and positively impact their communities. With software that is available in 22 languages, Benevity has processed more than \$12 billion in donations and 58 million hours of volunteering time to support 418,000 nonprofits worldwide. The company's solutions have also facilitated 900,000 micro-actions and awarded 1.2 million grants worth \$18 billion.