

# Women Leading Excellence Campaign

## Frequently Asked Questions (FAQs)

### 1. What is the Women Leading Excellence Campaign?

The Women Leading Excellence Campaign is a sponsored spotlight series launched by the University of the District of Columbia National Alumni Society (UDCNAS) in celebration of Women's History Month and UDC's 175th Anniversary.

The campaign highlights outstanding women connected to the UDC community through two spotlight opportunities:

**Leadership Spotlight** – recognizing women making an impact through leadership and service

**Business Spotlight** – showcasing alumnae-owned businesses and entrepreneurs

### 2. Who can participate?

Participation is open to:

**UDC alumnae**

### 3. What is the difference between the two spotlight options?

**Leadership Spotlight**

Recognizes women making an impact in their profession, community, or industry.

**Business Spotlight**

Highlights alumnae-owned businesses, entrepreneurs, and founders.

Participants choose the option that best represents them.

### 4. Is there a cost to participate?

Yes. Participation in the spotlight series is part of a **sponsorship initiative supporting UDCNAS scholarship programs and alumni engagement efforts.**

Several **sponsorship tiers** are available, allowing participants to choose their preferred level of visibility.

### 5. What does the sponsorship include?

Depending on the selected tier, spotlight features may include:

- Social media recognition and spotlight posts
- Newsletter features
- Website listings
- Event recognition
- Interview or leadership feature opportunities

Full details will be shared once your submission is reviewed.

**6. How do I apply?**

Interested participants should complete the **online intake form** available on the UDCNAS.org.

Once your submission is received, 48–72 hours, a member of our team will follow up with additional details, including available sponsorship tiers, participation options, and the benefits associated with each level of recognition.

**7. When will spotlight features be shared?**

Spotlight features will be rolled out **throughout the campaign period, March 2026, across UDCNAS platforms**, including social media, newsletters, and the website.

**8. How does this campaign support UDCNAS?**

Proceeds from the campaign directly support **UDCNAS scholarships and alumni initiatives**, helping the society continue to uplift future Firebirds while celebrating the achievements of our alumni community.

**9. Who should I contact with questions?**

For questions regarding the campaign or application process, please contact **info@udcnas.org**.