



FOR IMMEDIATE RELEASE

July 02, 2012

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The National Hispana Leadership Institute Embarks on Fundraising Campaign to Support its 25th Anniversary

Washington, D.C. -- The National Hispana Leadership Institute (NHLI) a 501(c)(3) non-profit organization launched \$25 for 25, a fundraising campaign to seek funding for NHLI's national programs and its 25th Anniversary milestone year.

The campaign premiered in early June, and will run through December, 2012. Through the \$25 for 25 fundraising campaign, NHLI is seeking tax-deductible donations of \$25 or more in honor of its 25 years of accomplishments. By the end of the year, NHLI aims to raise \$25,000 to celebrate its legacy over the past 25 years.

"This is an opportunity for our alumnae, friends and partners to support NHLI during a milestone year," said Barbara J. DesMarteau, Acting President of the National Hispana Leadership Institute. "During our 25th Anniversary this fundraiser will allow us to strengthen our programs and outreach within the Latino community. Twenty-five dollars is a small donation that can make a big difference," she added.

"My choice to give to NHLI was an easy one. I give to the causes that have impacted my life. My experience with NHLI made me a stronger person, and I hope my gift makes that possible for another Latina." Said Joyce Medina, Advancing Latina Leaders in Nonprofit 2010 Alumna.

All donations made to NHLI are tax deductible and can be made through NHLI's website www.nhli.org/25for25 or by calling 703-527-6007.

National Hispana Leadership Institute

Founded in 1987, NHLI is the nation's premiere training institution exclusively dedicated to Latina leadership training. Celebrating its 25th Anniversary, NHLI has developed into a major success story and has become a key player in forging leaders serving America today. Learn more at www.nhli.org and connect with us on [twitter.com/#!/NHLI](https://twitter.com/NHLI), facebook.com/nationalhispanaleadershipinstitute, and youtube.com/user/NHLI1

Notes for Editors

\$25 for 25 campaign goals:

- Raise \$25,000 to invest in NHLI's programs.
- Achieve 75% class giving by December, 2012.
- Increase percentage of program scholarships funded by philanthropy.
- Increase our base of supporters.
- Achieve programmatic growth and capacity building.

Supporters participating in the \$25 for 25 campaign are also welcome to take advantage of NHLI's Circle of Friends benefits.

E-mail your friends and family and ask them to support NHLI – Send an e-mail to 25 friends and family and invite them to support NHLI. Your friends can sign-up to receive our newsletter at www.nhli.org/signup or they can make a contribution at www.nhli.org/donate.

Spread the word on Facebook – ‘Like’ us on Facebook at www.facebook.com/NationalHispanaLeadershipInstitute. You can also change your Facebook Status to the following:

Today I am celebrating NHLI's 25th Anniversary. I am an NHLI Alumna and today I am giving \$25 for 25. Will you join me? www.nhli.org/donate

If you are on Facebook and are using causes.com you can also help us by inviting your friends on Facebook to donate to NHLI. www.causes.com/NHLI

Spread the word on Twitter - follow us on Twitter @NHLI and tweet your support using the hash tag #nhli25. Here are a couple Tweets you can use:

- @NHLI is celebrating its 25th anniversary #nhli25. Join me in supporting them today! Give NHLI \$25 for 25. LINK
- Help me spread the word! Give NHLI \$25 for 25 in honor of a wise Latina in your life! #nhli25 LINK
- Will you give NHLI \$25 for 25? Support Latina leadership today. Your gift will last a lifetime #nhli25 LINK

Make a donation – Make a minimum donation of \$25. By asking 25 friends to donate \$25 dollars, you will be making a larger impact by helping to raise \$625. Host a house party and invite your friends and family to donate \$25. All donations are tax deductible and any gift size will make a difference. Please visit, www.nhli.org/25for25 to make a donation.