



M | **PACT**SM

Company Campaign Toolkit

A Guide to Sharing mPact with Your Company

In this toolkit, you will find:

- Background on mPact
- How to get your company involved
- Sample communications and social posts

MBA.ORG/MPACT

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Dedicated mPact Liaisons

RESIDENTIAL MEMBERS



Ashley Yarabinec,
CMB, AMP
ayarabinec@mba.org

COMMERCIAL OR MULTIFAMILY MEMBERS



Jacky Salazar
jsalazar@mba.org

Dear Colleague,

Thank you for your support of mPact, MBA's Young Professionals Networking Group. Your team's engagement is vital to our mission of promoting and developing young talent in the mortgage finance industry.

As you know, nurturing young professionals, 40 years-old and under, is crucial for the long-term health and innovation of our industry. These emerging leaders bring fresh perspectives and new ideas that are essential for adapting to rapidly changing market conditions and consumer expectations. By supporting mPact, you're helping to ensure that our industry remains dynamic and forward-thinking.

Your involvement also plays a key role in succession planning. As experienced professionals retire or move into senior positions, it's critical that we have a pipeline of skilled, knowledgeable young professionals ready to step into leadership roles. mPact provides a platform for mentorship and knowledge transfer, networking opportunities, and professional development skills ensuring continuity in our industry.

Moreover, young professionals are often at the forefront of technological innovation and changing consumer preferences. Their insights can help established firms stay competitive and relevant in an increasingly digital landscape. By fostering an environment where young voices are heard and valued, we're positioning our industry to better serve the next generation of homebuyers and borrowers.

Your support of mPact is an investment in the future of mortgage finance. Thank you again for your commitment to developing young talent. If you have any ideas on how we can further enhance mPact's impact, please don't hesitate to reach out.

Sincerely,

Ashley Yarabinec, CMB, AMP

Director, Member Relations
Mortgage Bankers Association
Residential mPact Lead

Jacky Salazar

Director, Commercial Multifamily Finance
Mortgage Bankers Association
Commercial/Multifamily mPact Lead

Steps to Running a Company Campaign

Here are some considerations before you begin your campaign:

1. Lead by Example

Communicate why mPact is important to you and ask your team for help relaying this message. Are there others at the management level who can echo your message or tailor your communication to their subsets? How can your HR team or others get involved?

2. Determine Your Audience

Decide whether to address all employees who are 40 and under or focus on specific segments. Tailor your message to resonate with each chosen group.

3. Size and Timing

You know your company culture. Pick a time to send your message when it won't get lost in the noise, and likewise for subsequent communications.

4. Set a Goal

Email ayarabinec@mba.org for residential members and jsalazar@mba.org for commercial/multifamily members to see how many mPact members your company currently has so you can set a realistic enrollment goal.



Here's a draft email template for encouraging your staff to join mPact:

[Email Subject Line:] Impact Your Career: Join mPact Today!

Dear [Team Member],

I'm reaching out to encourage you to join mPact, MBA's Young Professionals Networking Group. As your [position/manager/leader], I believe this is an excellent opportunity for your professional growth and our company's future success.

Why join mPact?

1. **Career Advancement:** Gain access to industry leaders, mentors, and peers who can help accelerate your career.
2. **Skill Development:** Participate in tailored programs designed to enhance your expertise in leadership skills.
3. **Networking Opportunities:** Build valuable connections across the mortgage industry with opportunities to network both virtually and at conferences.

Our company is committed to nurturing the next generation of mortgage finance professionals, and your participation in mPact aligns perfectly with this goal. By joining, you'll not only invest in your own future but also contribute to the ongoing success and innovation of our organization.

Getting started is easy. Simply visit mba.org/mpact to sign up. If you have any questions, feel free to reach out to me or our HR department.

Let's embrace this opportunity to grow together and shape the future of our industry.

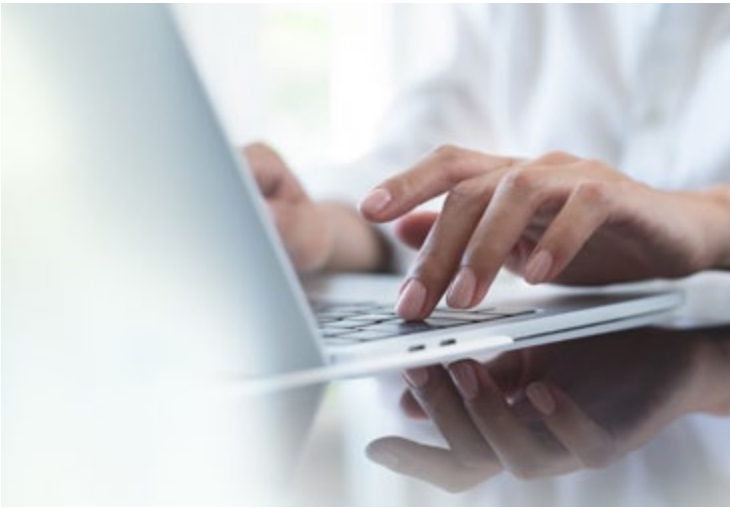
Best regards,

[Your Name]

[Your Title]

mPact on Social Media

Share this with your communications team to help spread the word about mPact on social media.



MBA shares information and upcoming mPact events through our social channels:



@mbamortgage



mba_mpact



MBA mPact



@MBAMortgage

Below are some sample posts to get you started. Use **#MBAmPact** and tag us on your platform of choice. We'll gladly share it!

- Investing in the future of mortgage finance! Proud to partner with @MBAmPact, empowering young professionals in our industry. Join now! #MBAmPact #MortgageIndustry #YoungProfessionals
- Fresh perspectives drive innovation! Excited to collaborate with @MBAmPact, bringing new ideas to the mortgage finance world. #InnovationInMortgageFinance #NextGenLeaders #MBAmPact
- Networking that matters. Through our @MBAmPact partnership, we're connecting young professionals with industry leaders. Build your career community today! #NetworkingPower #MBAmPact
- Succession planning in action! Proud to partner with @MBAmPact, ensuring a bright future for our industry. #SuccessionPlanning #MBAmPact

Social Graphics Media Library

You can download accompanying social graphics at mba.org/mPactCampaign.



Ways to Stay Engaged Year-Round

You're an mPact member. Now what?

- 1. Network with mPact** — Connect with your peers and participate in network dialogue on the mPact Community page.
- 2. Learn with mPact** — Attend our quarterly webinar series, mPact Presents, and take away tangible professional development skills.
- 3. Lead with mPact** — Interested in mPact leadership? See if joining the Residential Steering Committee or the Commercial Advisory Committees is right for you. Contact your dedicated mPact Liaison to get involved.
- 4. Save with mPact** — Attending an MBA conference? We have discounted mPact pricing and networking events! Visit mba.org/mpact to learn more.
- 5. Go Mobile with mPact** — Download the MBA Connect App to easily access the community on the go.

View additional resources at mba.org/mpact.

Frequently Asked Questions

Q. What is the age limit?

A. The age limit for joining mPact is anyone 40 years of age or younger. In order to take advantage of mPact special pricing, you must be 35 years of age or younger.

Q. Is the community free to join?

A. Yes! Visit mba.org and click “Log In” at the top of the page. If it doesn’t recognize your email, select “Create Account” and follow the prompts. Upon completion, you can sign up for the community at mba.org/mPact.

Q. How do I create an MBA account?

A. Visit mba.org and click “Log In” at the top of the page. If it doesn’t recognize your email address, select “Create Account” and follow the prompts. Upon completion, you can sign up for the community at mba.org/mPact.

Q. How do I reset my password?

A. Click “Log In,” then select “Forgot Password” to change or reset your password. Contact membership@mba.org if you have any trouble logging in.

If your question is not addressed here, please email mPact@mba.org.

Thank You!

Let us know when you have encouraged others to join mPact. We want to be sure to thank you and attribute new members to your efforts.

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MORTGAGE BANKERS ASSOCIATION

1919 M STREET NW, 5th FLOOR
WASHINGTON, DC 20036