

# 6E INITIATIVES



COUNCIL OF  
KOREAN  
AMERICANS

# eNGAGE

Connecting the Korean American community  
and mobilizing them for action

Back in 2019, CKA launched six new initiatives entitled, “**Engage, Enlighten, Enrich, Elevate, Empower, and Envision.**” Together, these 6E initiatives represent CKA’s focus on cultivating meaningful networking and leadership development opportunities.

Our goals are to empower Korean American leaders to be more impactful in their fields, strengthen our community through education and advocacy, and ensure that Korean American voices are part of the national discourse. Through the 6E initiatives, we made incredible progress on this front last year.

This is an overview of the **ENGAGE** Initiative. Support us and our mission as we connect the Korean American community and mobilize them for action.



**ENGAGE.** To invest in CKA is to believe in the potential of the Korean American community. We champion our members as agents of change and connectivity. To engage our membership and turn potential into action, we need to provide avenues through which we can connect and mobilize. Our Engage initiative is designed to address these needs in the following ways:



### EXPANSION OF DIGITAL COMMUNITY PLATFORM FOR MEMBERS

In 2019, CKA launched a digital community platform called Hivebrite to provide its members and stakeholders a space to 1) allow communication with each other through a common channel, 2) hold community forums to discuss complex issues and poll public opinion, and 3) build a sense of shared community within CKA.

This Engage initiative gives our members a powerful tool to connect with each other; to organize via location, sector, or shared interest; and to contribute and interact with content within the CKA community.

*Sponsorship Available*

Sponsorship will cover the maintenance, subscription, expansion, and staff training required to manage the Hivebrite platform.

Sponsors will receive 12 months of advertisement and acknowledgment on the community platform, visible to all CKA members and stakeholders.

### LAUNCH ADDITIONAL IMPACT TASK FORCES (ITF)

To tap into the leadership potential of CKA's growing membership, CKA launched its first Impact Task Force (ITF) in 2019. These volunteer ITFs are composed of passionate members who aim to achieve specific purposes and program goals. Each of these ITF's can apply for an action grant through CKA to finance the work towards one impact goal that they wish to fulfill.

In 2019, the Women's Leadership ITF has hosted several convenings across NY and DC for the purpose of empowering Asian American Women leaders. This year, we are launching additional ITFs with the mission of helping more Korean Americans enter public boards and empower regional nonprofit leaders for greater impact in their communities.

*Sponsorship Available*

Sponsorship will cover the grants for three ITFs to execute their initiatives for the year.

Sponsors will receive 12 months of recognition and identification as the grant giver for the ITF program.



### LAUNCH KOREAN AMERICAN COMMUNITY SURVEY

Government, nonprofits, and corporations alike all rely on quantitative and qualitative data to decide where to allocate grants and resources, build offices and stores, and even redistrict voting areas. Although the U.S. Census and other national surveys have made great strides in partially capturing demographic, social, economic and political information on the Korean American community, currently there is no comprehensive and national data report focused solely on the Korean American community.

In partnership with UC Berkeley political scientist and leading public opinion expert, Dr. Taeku Lee, CKA will launch a national survey project on the current state of Korean Americans across the United States. This project will examine Korean American views and experiences on important issues, such as political and socio-economic issues, civic engagement, mental health, and youth challenges.

*Sponsorship Available*

Sponsorship will cover the production, distribution, collection, and publishing of Korean American Community Survey data.

Sponsors will receive recognition on all print materials as a principal sponsor. Sponsors will also be given exclusive first-look access to the published report.

# eNLIGHTEN

Amplifying Korean American voices through  
online communication platforms

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This is an overview of the **ENLIGHTEN** Initiative. Join us as we amplify Korean American voices through online communication platforms.



**ENLIGHTEN.** To promote CKA's mission and the voice of the Korean American community, CKA has invested in new media channels to connect with and educate the broader public. In 2019, we launched two communications initiatives: a new podcast and a completely revamped website. This year, we plan to launch an e-learning initiative to host online workshops and seminars, as well as continue with the second season of our successful podcast.

### SPONSOR A SEASON OF KOREAN AMERICAN PERSPECTIVES PODCAST

In 2019, CKA launched our first podcast, Korean American Perspectives, to explore complex issues that shape the Korean American community and showcase the life stories of Korean American leaders, trailblazers, and pioneers. The podcast is now available on iTunes, Spotify, Podbean, and other platforms.

This year, we aim to launch a second season with new Korean American leaders, covering the topics of identity, mental health, mindfulness, and other issues of interest within the Korean American community.

*Sponsorship Available*

Sponsorship will support the development of 10 podcast episodes, which will include interviews with top Korean American influencers on community-relevant issues.

Sponsors will receive acknowledgments for their support on the podcast series and will be listed as a principal sponsor on the CKA website.



### LAUNCH CKA E-LEARNING PLATFORM

To provide access to the resources and knowledge that CKA's network has to offer, CKA is launching an online e-learning initiative to showcase workshops, webinars, and programs from educators, leaders, and influencers within our community.

*Sponsorship Available*

Sponsorship will cover the launch of 5 e-learning seminars, which will showcase the work of educators and leaders within our community.

Sponsors will receive acknowledgments for their support on the e-learning seminar series and will be listed as a principal sponsor on the CKA website.

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This is an overview of the **ELEVATE** Initiative. Join us as we provide the training and knowledge to equip leaders for greater impact.

# eLEVATE

Providing training and  
knowledge to equip leaders  
for greater impact



**ELEVATE.** At CKA, we believe in the importance of lifelong education and growth. We strive to provide opportunities for our community's leaders to sharpen their technical skills. Throughout the year and around the country, CKA hosts trainings to cultivate tactical and soft skill sets that are essential for effective management, networking, and communication.

## PROFESSIONAL TRAINING AND LEADERSHIP DEVELOPMENT

Our Elevate trainings focus on practical leadership development, ranging from public speaking to media training to fundraising. CKA's inaugural Elevate Training was held in partnership with the Asian American Journalists Association (AAJA) on April 13, 2019, at Columbia University. Attendees received training from veteran journalists on how to publish op-eds and prepare for on-camera interviews. The second elevate training was held in partnership with StoryBrand on June 2, 2019, at Loyola Marymount University. Attendees were led through a critical process from crafting one's narrative to identifying one's main audience.

*Sponsorship Available*

Sponsorship will cover two Elevate Training sessions, including the cost of reception and training fees from the organizations conducting the workshop for participants.

Sponsors will receive:

- One invitation to participate in training
- Special thanks for underwriting the reception and training.
- Recognition as one of the principal sponsors on our website



# eNRICH

Deepening ties  
across members  
through mentorship  
dinners and  
executive forums

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This is an overview of the **ENRICH** Initiative. Join us as we strive to deepen ties with members through mentorship dinners and executive forums.



**ENRICH.** One of CKA's unique assets is the experience and wisdom of our diverse membership. Connecting members with one another and with outside leaders through meaningful engagement is an important benefit of being part of the CKA community. To promote these interactions, CKA has hosted a series of exclusive programs entitled Enrichment Dinners and Executive Forums.

### ENRICHMENT DINNERS WITH SENIOR LEADERS

CKA hosted a series of civic dinners across the country for 8-10 participants to dine with senior mentors and experts to promote professional development as well as wisdom, life stories, and insights. The goal of these dinners is to learn from one another and form meaningful relationships in a closed, intimate setting.

In 2019, we hosted 5 Enrichment Dinners in SF, LA (2), DC, and NY with key Korean American leaders and influencers in the fields of technology, government, entrepreneurship, media, and law.

*Sponsorship Available*

Sponsorship will cover the hosting and administrative costs of five Enrichment Dinners across the country

Sponsors will receive:

- One special invitation to each dinner.
- Special thanks for underwriting the dinner and series.
- Recognition as one of the principal sponsors on our website



### EXECUTIVE FORUMS WITH OUTSIDE LEADERS

CKA has hosted a series of executive dinner forums with a small group of participants to meet with outside senior leaders and discuss important U.S.-Korea and Korean American related issues. The goal is to engage CKA senior leaders with outside political and economic leaders and promote mutual understanding and ensure that the Korean American perspective is clearly communicated to key leaders across the country and around the globe. In 2019, we hosted dinners with several leaders, including Special Advisor of South Korea for Foreign Affairs and National Security, Dr. Moon Chung-in and Mayor of Seoul, Park Won-Soon.

*Sponsorship Available*

Sponsorship will cover the hosting and administrative costs of five Enrichment Dinners across the country

Sponsors will receive:

- One special invitation to each dinner.
- Special thanks for underwriting the dinner and series.
- Recognition as one of the principal sponsors on our website



# eNVISION

Assembling top Korean  
American leaders to  
reimagine the future of  
our community

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This is an overview of the **ENVISION** Initiative. Join us as we assemble top Korean American leaders to reimagine the future of our community.



**ENVISION.** At CKA, we believe that atmosphere plays an important role in sparking inspirational ideas, facilitating in-depth conversations, and strengthening friendships. The Envision Retreat is a three-day retreat where we welcome 20 to 25 key senior stakeholders and donors to discuss how to elevate our national community. We have convened in Yellowstone and Napa Valley where our group was able to be inspired and forge the long-term vision of CKA.

Together we will embark on breathtaking outdoor experiences and exclusive networking opportunities with the movers and shakers of the Korean American community, as well as envision the future of CKA.

### ENVISION RETREAT WITH CKA SENIOR LEADERS

The goal of CKA's Envision Retreat is to gather the top decision makers to discuss the organization's future and connect as a leadership community in the most visually stunning locations throughout the country. Our first Envision Retreat was held May 9-12, 2019 in Yellowstone, Montana where we hosted speakers such as South Korean Ambassador Cho Yoon-Je, Bozeman City Commissioner I-Ho Pomeroy, Renowned World-class Violinist Angella Ahn, and many more. Our second Envision Retreat took place on Aug 8-12, 2019 in Napa Valley, Northern California within the renowned wine cellars of Dana Estates. Both occasions convened prominent business leaders, entrepreneurs, lawyers, and officials.

*Sponsorship Available*

Sponsorship will cover the hosting and administrative costs of the Envision Retreat

Sponsors will receive:

- Complimentary attendance from one representative to the Envision Retreat.
- Special thanks will be given for underwriting the retreat.
- Listed as one of the principal sponsors of the Envision Retreat program book.
- Identified as one of the principal sponsors on the CKA website.



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This is an overview of the **EMPOWER** Initiative. Join us as we convene Korean American leaders from across the country and equip them for success in their fields.

# eMPOWER

Convening Korean  
American leaders  
to be equipped for  
success in their fields



**EMPOWER.** CKA began its national summits in 2015 as a way for Korean Americans from across the country to connect, learn, and lead our community. The Empower Summit is a continuation of CKA's annual flagship programming and we invite you to take part in this innovative event.

**SPONSOR THE 2020 EMPOWER SUMMIT**

From November 1-2, 2019, CKA hosted Empower Summit, its inaugural leadership development summit in Washington, DC. Our largest convening of the year, the Empower Summit aims to equip emerging and seasoned leaders with the tools and tactical ideas to succeed in their fields. With inspirational keynote speakers and fireside chats, multi-track learning seminars, and networking opportunities for world-class leaders, we welcome you to sponsor this exciting effort.

**Sponsorship | Tiered Levels**

The 2020 Empower Summit Sponsorship Guide is not yet released. For more information, please visit our website.





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We understand that every individual and corporation is unique and welcome the opportunity to create a plan that fits with your priorities. For more information about sponsorship opportunities, please contact CKA's Director of Operations & Programming Ruth Song at [ruth.song@councilka.org](mailto:ruth.song@councilka.org).

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