



Media Kit

Compiled By

Venecia Easter

April 8, 2026

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Executive Summary

Project Overview

Ladies Learning to Lead is a community-based organization dedicated to empowering young women through leadership development, mentorship and exposure to professional environments. The program focuses on building confidence, communication skills and career readiness while preparing participants for long-term success.

While Ladies Learning to Lead has demonstrated strong community impact and maintains a positive reputation for girls' development, the SWOT analysis revealed key communication gaps. Additionally, increased competition for funding and the presence of other youth organizations highlight the need for stronger brand differentiation.

This media kit was developed to strengthen Ladies Learning to Lead brand identity, clarify its messaging and position the organization for growth. It serves as a strategic communication tool to increase visibility, attract funding and capitalize on opportunities such as alumni engagement, digital program expansion and the growing emphasis on girls' leadership development.

Campaign Goals

Overall, this initiative focuses on strengthening Ladies Learning to Lead brand presence, increasing awareness and enhancing stakeholder engagement. The campaign positions Ladies Learning to Lead as a leading organization in girls' leadership development while creating structured communication materials that support funding growth and long-term sustainability.

Objectives

The success of this media kit will be measured using the following SMART objectives:

- **Increase Awareness:** Grow brand awareness among local K-12 schools, parents, community leaders, and potential sponsors.
- **Modernize Brand Aesthetic:** Redesign the digital and promotional content to reflect an age-appropriate, polished, and professional brand identity within 45 days, ensuring visual consistency across all social media platforms.
- **Strengthen Brand Consistency:** Implement clear, consistent messaging and visual branding across all platforms within 45 days.
- **Enhance Social Media:** Grow social media following by 20% within three months by, utilizing targeted hashtags and engaging with followers through weekly interactive stories and posts.



Client Name: Ladies Learning to Lead

Date of Interview: TBA

Contact Person/Title: Fadriena Sutton

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Type of Organization: Non-Profit

Client Summary Sheet

Major Public Relations Goal: To raise awareness of Ladies Learning to Lead's leadership development programs among students, parents and community partners. I also believe in modernizing the social media platforms. Strengthening the social strategy to better connect with the Gen Z audience.

List Important Publics:

- Parents and guardians
- Volunteers and mentors
- Schools
- Local media outlets
- Girls and young women ages 11 to 23

Describe Current Media Use: Ladies Learning to Lead maintains a presence on several digital platforms to communicate with its audience. The organization uses its website to provide information about the organization, leadership events, and development programs. In addition to the website, it utilizes major social media channels such as Facebook, Instagram, Twitter, and YouTube, with Instagram being the top social media channel it uses.

Describe any problem areas that need professional public relations attention:

The organization has a presence on social media; however, the digital engagement doesn't seem like it is there to reach Gen Z girls. The online platforms, such as website and social media, need to have updated storytelling and messaging. A stronger media relations strategy could help increase public awareness.

Short-Term Public Relations Objectives

- **Increase Social Media Engagement:** Increase overall social media engagement (likes, shares, comments, and saves) by 35% within three months by implementing a structured content calendar and consistent posting schedule across all active platforms.
- **Secure Local Media Coverage:** Obtain at least three media placements (print, digital, radio, or television) in local outlets within three months to increase community awareness.
- **Enhance Volunteer Recruitment:** Increase volunteer applications by 25% within three months through targeted digital campaigns and community outreach initiatives.

Long-Term Public Relations Objectives

- **Boost Program Enrollment:** Increase program enrollment by 20% by the next program cycle (within nine months) through improved brand awareness and partnership outreach.
- **Modernize Digital Presence:** Complete a full digital brand refresh (updated website content, new branded templates, and consistent visual identity) within nine months, resulting in a 30% increase in website traffic within nine months.
- **Establish a Cohesive Communications Strategy:** Develop and implement a documented communications plan within six months, achieving 100% message consistency across all digital and promotional platforms within nine months.



Ladies Learning to Lead

1211 Governors Square Blvd Suite 200,
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Fact Sheet

What is Ladies Learning to Lead?

Ladies Learning to Lead is a Tallahassee-based leadership development organization dedicated to empowering young women through mentorship and structured skill-building programs. The organization focuses on building confidence, leadership capacity and career readiness.

Why was the organization created?

Ladies Learning to Lead was created to address the need for intentional leadership spaces designed specifically for young women. The organization works to ensure participants have access to mentorship, professional exposure and personal development resources.

Who is the Founder of Ladies Learning to Lead?

The founder of Ladies Learning to Lead is Samantha Vance.

What is the organization's mission?

The mission of Ladies Learning to Lead is to cultivate confident, purpose-driven young women who are prepared to lead in their schools, communities and future careers.

Who does the organization serve?

The organization serves middle school, high school and college-aged young women in the Tallahassee area. Programming is designed to be inclusive and accessible to participants from diverse backgrounds.

What programs are offered?

Ladies Learning to Lead offers leadership workshops, mentorship pairings and professional development sessions. Topics include public speaking, goal setting, financial literacy, personal branding and civic engagement.

How does the mentorship program work?

Participants are paired with mentors who provide academic guidance, career insight and personal development support. Meetings are structured to promote accountability and measurable growth.

Why is leadership development for young women important?

Leadership development equips young women with confidence, decision-making skills and resilience. Providing mentorship and structured guidance helps participants navigate academic and professional spaces.



How does the organization impact the community?

Ladies Learning to Lead strengthens the community by preparing young women to take on leadership roles and contribute through service and engagement. The organization promotes a culture of mentorship and empowerment.

How is Ladies Learning to Lead funded?

The organization operates through community donations, sponsorships, fundraising efforts and grant support. Funding directly supports programming, materials and mentorship initiatives.

How can someone get involved?

To learn more about participation, partnership opportunities, or volunteer applications, please contact us info@L3Ladies.org, or 850-445-3144.

Contact:

Address: 123 Empowerment Avenue
Tallahassee, FL 32307
Contact name: Fadriena Sutton
Phone: (850) 555-1234
Email: info@L3Ladies.org,

Backgrounder

Introduction:

Founded by Samantha Vance in 2010, Ladies Learning to Lead is a community-based organization in Tallahassee, Fla. Dedicated to empowering young women through leadership development, mentorship and educational enrichment. The organization focuses on equipping girls and young women with the confidence, skills and resources needed to excel academically, professionally and personally. Ladies Learning to Lead is guided by a dedicated leadership team and board of directors committed to empowering young women.

Mission and Objectives:

Ladies Learning to Lead's mission is to cultivate confident, purpose-driven young women who are prepared to lead in their schools, communities and future careers. Recognizing the need for mentorship and leadership representation, the organization works to bridge opportunity gaps by providing structured development programs that emphasize self-awareness, communication skills, goal setting and community engagement.

By fostering leadership skills at an early stage, Ladies Learning to Lead empowers participants to navigate challenges, embrace their unique strengths and pursue their aspirations with clarity and confidence. The organization aims to create lasting impact by developing women who not only lead but also uplift others along the way.

Programs and Services:

One of the core components of Ladies Learning to Lead is its leadership development program. This initiative includes workshops, mentorship sessions, guest speaker engagements and interactive activities designed to strengthen critical thinking, public speaking and decision-making skills. Participants are encouraged to explore topics such as personal branding, career readiness, financial literacy and civic responsibility.

In addition to leadership training, the organization offers mentorship opportunities that connect young women with professionals and community leaders who serve as role models and advisors. These relationships provide guidance, encouragement and exposure to diverse career pathways.



Through partnerships with schools, local businesses and community organizations, Ladies Learning to Lead ensures that participants have access to meaningful experiences that reinforce classroom learning and expand their professional networks.

Community Impact:

The impact of Ladies Learning to Lead extends beyond individual participants. By empowering young women with leadership skills and confidence, the organization contributes to stronger schools, workplaces and communities. Graduates of the program are equipped to take on leadership roles in student organizations, community initiatives and future professional environments.

Ladies Learning to Lead actively engages with the Tallahassee community through outreach events, collaborative initiatives and public workshops. By promoting mentorship, education and leadership development, the organization fosters a culture that values and invests in the growth of young women.

Through consistent programming and community involvement, Ladies Learning to Lead is helping shape a generation of women who are prepared to lead with integrity, compassion and resilience.

Student Recruitment and Selection

Ladies Learning to Lead recruits' students through school partnerships, community outreach and local youth programs. Applicants complete a straightforward enrollment process, which may include a form, an interview or a recommendation from a teacher or mentor. Selection is based on interest in leadership development, commitment to personal growth, and alignment with the program's goals,

Conclusion:

As Ladies Learning to Lead continues to expand its reach in Tallahassee, its commitment to empowering young women remains at the forefront of its mission. By providing mentorship, leadership training and educational resources, the organization is transforming potential into purpose. With ongoing community support and strategic partnerships, Ladies Learning to Lead is positioned to inspire and develop the next generation of leaders for years to come.

Client Biographical Sketch



Johnitta Wells, Board Member

Johnitta Wells serves as a board member of Ladies Learning to Lead. Wells also works as a conference and communications manager at the Florida Housing Coalition, where she oversees planning for the organization's annual conference and supports affordable housing advocates through strategic messaging and outreach efforts. Her role also includes managing internal and external communications, as well as maintaining the Coalition's website. Wells previously worked in communications roles with the Florida Chamber of Commerce and Florida A&M University, where she gained experience in marketing and editorial work. She currently holds a bachelor's degree in public relations from Florida A&M University.

Position Paper

The importance of early leadership development for young girls

Across communities, young girls are full of creativity, curiosity and potential. They ask questions, share ideas freely and often step forward without hesitation. However, as they grow older, many begin to question their abilities, second-guess their voices and withdraw from leadership opportunities. Confidence that once came naturally can slowly decline due to social pressure, comparison and fear of judgment. Without intervention, leadership potential that exists early in life may go underdeveloped.

Ladies Learning to Lead was created to address this issue at its foundation. As a youth organization, we believe leadership development should begin long before college or career decisions are made. Confidence patterns are formed early, and if we want to see more women leading in boardrooms, classrooms and communities, we must first ensure that girls are given the tools to see themselves as leaders from a young age.

Addressing the confidence decline in early development

The leadership gap does not suddenly appear in adulthood. It develops gradually during childhood and adolescence.

Ladies Learning to Lead takes a preventative approach. Rather than rebuilding confidence after it declines, our programs are designed to strengthen it while it is still forming. We intentionally create spaces where young girls are encouraged to express ideas clearly, make decisions, solve problems and reflect on their strengths.

Leadership development within our organization goes beyond simple encouragement. Participants engage in guided discussions that teach them how to communicate effectively and listen actively. They participate in hands-on projects that require teamwork and responsibility. They learn how to navigate disagreements respectfully and make thoughtful decisions within supportive group settings. Most importantly, we help girls recognize their unique strengths. Leadership does not look the same for everyone. Some girls lead by speaking boldly in front of a room. Others lead quietly through organization, encouragement or creativity. Our programs emphasize that leadership is not a personality type, it is a skill set that can be developed in many forms.

Long-term community and social impact

Early leadership development benefits more than individual participants; it strengthens entire communities. When girls feel confident in their abilities, they are more likely to participate actively in school, pursue advanced academic opportunities and engage in community service. They are more willing to advocate for themselves and others, which fosters stronger peer relationships and healthier social environments.

When leadership becomes familiar at a young age, it feels attainable rather than intimidating. Girls who practice public speaking, teamwork and decision-making early are less likely to hesitate when future opportunities arise.

Ladies Learning to Lead connects participants with mentors and positive female role models who demonstrate leadership

across different industries and community roles. Seeing leadership modeled in real time reinforces the message that leadership is accessible. It moves from being an abstract idea to a visible possibility. Communities that invest in youth leadership development create sustainable pipelines of prepared and confident women.

Positioning Ladies Learning to Lead as a leadership resource

Ladies Learning to Lead is more than a youth program; it is a strategic investment in future leaders. Our organization complements academic education by focusing on confidence, character and leadership identity. While schools provide foundational knowledge, we provide structured opportunities for growth in areas that are equally essential for success.

Through workshops, service initiatives, empowerment events and mentorship pairings, we cultivate leadership habits that participants can carry into every stage of life. We do not simply encourage ambition; we equip girls with the tools to pursue it.

Summary of issue

Ladies Learning to Lead provides accessible, leadership development during critical formative years. By strengthening confidence at its foundation, we are advancing our mission while contributing to a stronger and more empowered community.

Leadership does not begin in adulthood. It begins in youth. And Ladies Learning to Lead is committed to developing it from the start.



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FOR IMMEDIATE RELEASE

March. 13, 2026

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The women behind Ladies Learning to Lead

TALLAHASSEE, Fla. - Before she became “Ms. Sam” to young girls across Tallahassee, Samantha Vance was a first-generation college graduate navigating spaces she had to learn on her own.

That experience shaped her commitment to ensure that the next generation would not have to do the same.

Today, Vance is a social entrepreneur, business owner, author and motivational speaker whose career spans more than a decade in legislative, nonprofit and association leadership. She has raised an estimate of \$1 million for nonprofit organizations, and managed multimillion-dollar budgets and built relationships with government leaders and community partners.

Her work reflects both business sharpness and leadership. Moreover, her greatest investment is in leadership.

“I believe in doing what you love and achieving your highest dreams,” Vance says. “To me, that means developing young women into future leaders.”

As founder and executive director of Ladies Learning to Lead, Vance created a program designed to prepare middle and high school girls for college, careers and life. Through mentorship, professional development and intentional life planning, L3 provides participants with confidence, clarity and leadership tools.

The name “Ms. Sam,” reflects both guidance and accessibility. She said in every interaction, she challenges them to use their voices, define their goals and lead with intention.

Vance contributes to statewide conversations on youth development. She has been recognized among Tallahassee’s Top 20 professionals Under 40 and featured in the Tallahassee African American History Calendar for her professional excellence and community impact in 2019.

For Vance, leadership is not about recognition, it is about responsibility. Through Ladies Learning to Lead, she is building more than a program. She is building prepared confident young women who understand their value long before the word defines it for them.

“Leadership isn’t about titles,” Vance says. “It is about empowering the next generation to find their voice and purpose within life.”



Ladies Learning to Lead 15th Annual Leadership Conference Speech

[HAND CLAPS]

Good afternoon,

First, I want to thank every single person in this room. To our sponsors, executive team, mentors, volunteers, partners, and, most importantly, the young women we serve, thank you. Thank you for believing in this mission. Thank you for showing up. And thank you for growing with us.

Fifteen years ago, Ladies Learning to Lead started with a simple but powerful question: What would happen if young women truly believed they were capable of leading right now?

What I've learned over these fifteen years is that when you change a young woman's belief about herself, you change the trajectory of her life.

I have seen young women walk into our programs unsure of their **VOICE** and unsure of their **VALUE**. I have seen them hesitate to **SPEAK**, question their abilities and shrink themselves to fit into spaces that were never designed for them to be.

And then I saw **TRANSFORMATION**.

I have watched them stand on stages like this one. I have watched them lead projects, apply for competitive opportunities and advocate for themselves with confidence. Not because someone handed them a title, but because they began to understand **WHO THEY ARE** as a young lady in this world.

Leadership begins with identity. It begins with knowing, "**I BELONG HERE.**"

This organization has thrived for fifteen years because of the people in this room. Because of mentors who said, "I see potential in you." Because of volunteers who gave their time. Because of partners who invested. Because of young women who showed up willing to **GROW**.

Ladies Learning to Lead has never been just a program. It has been a sisterhood. A safe space.

And that is something we should all be proud of. [HAND CLAPS]

As we celebrate this milestone, I feel both gratitude and responsibility.

Gratitude for how far we have come. Responsibility for where we are going.

Young women today are learning from watching how we lead. They are watching how we handle challenges, how we support one another and how we create opportunities for others. So far all of you in this room who support this program, know that you are setting an example and the leadership qualities we nurture in our girls.



Leadership is not about being perfect. It is about being willing, willing to step forward, willing to speak up and willing to lift others as you climb.

So today, we celebrate **FIFTEEN** years of growth. **FIFTEEN** years of mentorship. **FIFTEEN** years of building leaders right here in our community.

To every young woman in this room, you do not have to wait your turn to lead. Your voice matters now. Your ideas matter now.

YOU MATTER NOW

And to everyone who has supported this organization over the years. **THANK YOU** for helping turn a vision into a **SUCCESS**.

The work continues. The mission continues. And together, we will continue to lead.

Thank you.

[HAND CLAPS]



Feb. 22, 2026

FOR IMMEDIATE RELEASE

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Ladies Learning to Lead celebrates 15 Years of empowering women, announces 15th annual leadership conference

TALLAHASSEE, Fla. — Ladies Learning to Lead will celebrate 15 years of empowering young women and strengthening communities its 15th Annual Leadership Conference May 15-17 at Florida State University.

Founded in 2011, Ladies Learning to Lead has spent the past decade and a half cultivating confident, purpose-driven leaders through mentorship, educational programming and professional development initiatives. The organization has impacted hundreds of young girls across various industries by providing resources and support designed to elevate personal growth and career advancement.

The 15th Annual Leadership Conference will feature keynote speakers, panel discussions, interactive workshops and networking opportunities focused on leadership, entrepreneurship, financial empowerment and personal development. The conference is the organization's signature event and a reflection of its long-standing mission.

Every year the conference is open to aspiring leaders, professionals, entrepreneurs, students and community members interested in growth and connection. As Ladies Learning to Lead marks its 15-year anniversary, the organization invites the community to celebrate its journey and take part in shaping the next generation of leaders.

For more information or to register for the conference, visit <https://www.l3conference.org/>.

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About Ladies Learn to Lead

Ladies Learning to Lead is a Florida nonprofit 501(c)3 organization that provides professional leadership development training and life skills to young ladies in middle and high school. Our focus is to prepare young ladies through opportunities where they feel challenged, respected and accountable to strive to meet the demands of life.

Social Media Post

The infographic is a vertical list of six leadership tips. At the top is a purple header with the text "LADIES LEARNING TO LEAD" and "WEEKLY LEADERSHIP TIPS" in white. Below this are six numbered items, each with a large, stylized number on the left and a text box on the right. The text boxes alternate between pink and purple backgrounds. The tips are: 1. Find your voice (pink), 2. Lead by example (purple), 3. Set clear goals (pink), 4. Embrace challenges (purple), 5. Build your network (pink), and 6. Believe in yourself (purple).

LADIES LEARNING TO LEAD
WEEKLY LEADERSHIP TIPS

- 1 FIND YOUR VOICE**
Speak up, share your ideas and don't be afraid to be heard!
- 2 LEAD BY EXAMPLE**
Show honesty, kindness and dedication in everything you do!
- 3 SET CLEAR GOALS**
Know what you want to achieve and take small steps every day to get there!
- 4 EMBRACE CHALLENGES**
Mistakes and obstacles are opportunities to grow stronger!
- 5 BUILD YOUR NETWORK**
Surround yourself with people who inspire, support and challenge you!
- 6 BELIEVE IN YOURSELF**
Confidence starts with knowing your worth and trusting yourself!

Caption: This week's 6 Leadership Tips for our ladies:

1. Find your voice
2. Lead by example
3. Set clear goals
4. Embrace Challenges
5. Build your network
6. Believe in yourself

Ready to put these tips into action? Join us at the Ladies Learning to Lead 15th Annual Conference on May 15-17! Register here: <https://www.l3conference.org/>

#L3LeadershipTips #EmpowerHer #LeadWithPurpose #15thAnnualConference

