

Leverage International Women's Day to Generate Reviews and Support Women Charities

International Women's Day (IWD) is a global celebration of women's achievements and a call to action for gender equality. For B2B tech companies, it's also an excellent opportunity to connect with customers and inspire action in a meaningful way. By linking a review campaign to IWD and pledging donations to women's charities, you can amplify your values, engage your audience, and make a real difference. Here's how to make it happen.

Why International Women's Day Is a Perfect Time to Ask for Reviews

International Women's Day resonates widely, providing a platform to show your company's values, drive engagement through purpose, and combine awareness with action.

A review campaign tied to IWD not only builds your company's credibility but also positions you as a socially responsible brand that aligns with customer values.

Choosing the Right Women's Charity

Selecting a charity is a critical part of your campaign. Align your choice with your company's values and mission. Here are some standout organizations to consider:

1. [Catalyst](#): Why Choose Catalyst: Catalyst focuses on building workplaces that work for women through leadership development, inclusive policies, and workplace transformation. We worked with Catalyst in 2023 to drive reviews (if you were here then, you may have remembered)!
2. [Girls Who Code](#): Why Choose Girls Who Code: This nonprofit works to close the gender gap in technology by equipping young women with the skills and resources they need to succeed in tech

careers. We regularly donate to Girls Who Code across our company.

3. [Women for Women International](#): Why Choose Women for Women International: They provide support, education, and training to women in conflict zones, helping them rebuild their lives and communities.
4. [Techbridge Girls](#): Why Choose Techbridge Girls: Focused on STEM, this charity empowers girls from underserved communities to achieve careers in science, technology, engineering, and math.
5. [She's the First](#): Why Choose She's the First: They support girls' education and global leadership development, ensuring women everywhere have the opportunity to lead.

When choosing a charity, consider your company's mission, your audience's interests, and the impact you want to make. Aligning with a cause that resonates with your brand will strengthen the authenticity and success of your campaign.

Example Email Copy to Customers

Subject Line: Celebrate International Women's Day and Make an Impact

Copy:

Today marks International Women's Day—a day to celebrate the cultural, political, and socioeconomic achievements of women.

At [Vendor Name], we're partnering with TrustRadius, the most trusted review site for business tech, to raise money for [Charity Name].

For every published review of [Product Name] through March 30, we'll donate \$15 to [Charity Name], supporting [charity's mission or impact, e.g., "empowering women in technology"].

[Button: Write a Review]

Together, we can make a difference. Help us celebrate International Women's Day by sharing your feedback and supporting a great cause.

Progress for women is progress for everyone.

Example Social Media Copy Option 1

Today is #InternationalWomensDay, and [Vendor Name] is proud to support [Charity Name] in partnership with TrustRadius.

For every published review of [Product Name], we're donating \$15 to [Charity Name] (up to \$25,000). Share your experience and help us empower women globally.

[Link: Write a Review]

Progress for women is progress for everyone. #IWD2025

Example Social Media Copy Option 2

Celebrate #InternationalWomensDay with us! [Vendor Name] is donating \$15 per review to [Charity Name], supporting [specific mission, e.g., “STEM education for young women”].

Your voice matters. Leave a review and make an impact: [Link]

Together, let's bridge the gap for women everywhere. #IWD2025

How to Execute Your Campaign

- **Plan Ahead:** Launch your campaign on International Women’s Day (or even month long for International Women’s Month), but make sure you have all the pieces in place. Need a review link or want us to look over your copy? Make sure to reach out to your CSM for help with this.
- **Promote Widely:** Use email, social media, and website pop-ups to drive participation. You can even get your own CSMs involved!
- **Track and Share Impact:** Regularly update participants on the progress and impact of their contributions.
- **Express Gratitude:** Send thank-you notes and recognize contributors publicly (a thank you message to your entire email and social audience is perfect for this).

Ready to start your next DIY campaign?

Don’t forget your campaign link! In order to process reviews quickly and efficiently send out gift cards to your customers, you’ll need to request your custom DIY link.

Luckily, it’s as easy as asking your CSM or filling out this quick form. We recommend submitting the form at least 3 business days before you plan to launch your campaign.

[GET MY DIY LINK](#)