



Toolkit Overview

Thank you for helping spread the word about the 2026 Purpose Trust Ownership Conference!

Below, you'll find ready-to-use content for social media, newsletters, and individualized emails to help us extend our reach. With your support, we can continue to grow and strengthen the field of trust ownership.

Some Ways to Get Started

- [RSVP on LinkedIn](#)
- Post on [LinkedIn and other social media](#) using provided visual assets
- Extend individualized [email invitations](#) to your colleagues

We are grateful for your support, and look forward to seeing you in Austin!

Sincerely,
Issie Corvi
PTON Program Manager

Please contact issie@trustownership.org if you have any questions about using these materials.

Content

Social Media & Newsletters

HOW TO USE

- Please use the visual assets and copy provided below for social media posts and email newsletters.
- **Tag us!**
 - LinkedIn: [Purpose Trust Ownership Network Texas Center for Employee Ownership \(TXCEO\)](#)
 - Websites:
 - PTON: <https://trustownership.org/>
 - TXCEO: <https://www.txceo.org/>

Important Links

Primary Event Page: <https://trustownership.org/#conference>

LinkedIn Event:

<https://www.linkedin.com/events/2026purposetrustownershipconfer7361768349791309826/>

Visual Assets

Visual assets are available to download from [google drive](#):

- 2026PTOC-Square.png (square 1:1)
- 2026PTOC-LinkedIn-Post.jpg (horizontal 1.91:1)
- 2026PTOC-Instagram-Grid.jpg (vertical 4:5)
- 2026PTOC-Instagram-Story-Static.jpg *
- 2026PTOC-Instagram-Story-Video.mp4 *

**For Instagram stories, please add a link sticker to: <https://trustownership.org/#conference>*

Copyable Copy

Join us in Austin for the 2026 Purpose Trust Ownership Conference!



February 26-27, 2026



The LINE Hotel, Austin, Texas



Register now: <https://trustownership.org/#conference>

This two-day convening will bring together leaders of purpose trust and employee ownership trust (EOT) companies, along with the professionals, investors, funders, policymakers, and

academics who support them, to focus on real-world applications and community-building across sectors.

You'll have the opportunity to connect with pioneers of purpose trust ownership from a wide range of geographies, industries, and focus areas - including employee ownership, steward ownership, responsible technology, environmental sustainability, long-term mission preservation, and business longevity.

Together, we'll share tools and best practices, feature field-leading innovations, and strengthen relationships in order to support more companies and entrepreneurs on this path.

Don't miss this opportunity to be at the forefront of this emergent business ownership option.

We look forward to seeing you and sharing this time together!

Email Invitations

HOW TO USE

- Please use the provided email template and discount code for individualized invitations. We encourage you to personalize the message!
- **Edit the highlighted elements before sending, and remove the highlighting.**
- Gmail Users: simply click the “Preview in Gmail” button on the left to autopopulate a new email draft using this content.

To	 Person
Subject	Invitation to the 2026 Purpose Trust Ownership Conference



Dear [Recipient name],

I'm reaching out on behalf of the [Purpose Trust Ownership Network](#) and [Texas Center for Employee Ownership](#) to invite you to join the [2026 Purpose Trust Ownership Conference](#).

This two-day convening will bring together leaders of purpose trust and employee ownership trust (EOT) companies, along with the professionals, investors, funders, policymakers, and academics who support them, to focus on real-world applications and community-building across sectors.

I will be attending to [personalize: learn about.../present on...].

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Together, we'll share tools and best practices, feature field-leading innovations, and strengthen relationships in order to support more companies and entrepreneurs on this path.



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[Register today!](#)

I hope you'll join me to connect, learn, and shape the future of purpose trust ownership together.

Warmest regards,
[Sender name]
