7-Step Plan to Communicate your ESG Impact

1. Communicate successes in fundraising appeals, grant applications, and annual reports.
   - Show funders where your ESG outcomes align with their ESG priorities.
   - Publicize funders’ ESG efforts.

2. Identify a communications person or engage a PR/Marketing firm.

3. Identify sponsorships and possible collaborations.

4. Post on social media.
   - Use video and images to tell your story.
   - Post regularly and relevantly.
   - Re-tweet and share others’ posts.

5. Work with local media.
   - Prepare news releases.
   - Engage with business-related sources, podcasts, public access television, and news shows.
   - Consider potential interviewees.

6. Prepare reports.

7. Identify ways to grow your ESG story.

Make sure all stakeholders know about your ESG practices!