

# 7-Step Plan to Communicate your ESG Impact



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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!