

IMPACT STRATEGIES – HOW INVESTORS DRIVE IMPACT OUTREACH GUIDE

WHY SPREAD THE WORD?

At our 14th Annual Conference in Warsaw, we started an **informed and constructive dialogue**, engaging the broad field of philanthropic funders and all types of impact investors. We are looking forward to discussing with more and more practitioners on how they shape their impact strategy, how they put it in practice, the challenges they face and the lessons they have learnt. Spreading the word would allow us to reach more practitioners and ensure that we can build together a comprehensive framework, and better understand the role each actor can play in sustaining *real* social impact.

HOW CAN YOU HELP?

We would really appreciate your support in spreading the word. Here is how you can help us to promote the publication and its findings:

- Share with your contacts via e-mail
- Tweet to your followers or post on Facebook, LinkedIn
- Use the publication as a resource within your organisation or networks
- Post the link to the publication on your website
- Write about the publication in your newsletter
- Share your thoughts on the topic with us using [this form](#) or share the form with your network to help us collect feedback on impact strategies

Please find the publication online at <https://evpa.eu.com/knowledge-centre/publications/impact-strategies> or short link: <http://bit.ly/ImpactStrategies>

VISUALS

Here are two images you might want to use to illustrate your social media post or text

Click on the images to open them in full size

[Cover image](#)



[Landscape](#)



SOCIAL MEDIA – SAMPLE POSTS

Twitter hashtag: #impstrat

Please make sure you tag EVPA:

- Twitter: @ [EVPA](#)
- Facebook: [@EVPAupdates](#)
- LinkedIn: [European Venture Philanthropy Association](#)
- Google+: [+EVPA](#)

TWITTER

- Have a look at @_EVPA_ new report on Impact Strategies to see how investors combine their social impact objectives, their financial returns expectations and their risk appetite to sustain real social impact. #impstrat <http://bit.ly/ImpactStrategies>
- New research from @_EVPA_ on Impact Strategies! Clearing the air around social impact and financial return expectations, and risk appetite; and identifying two main #impstrat: investing for impact and investing with impact! Download the report: <http://bit.ly/ImpactStrategies>
- Do investors have to give up financial returns when seeking more social impact? Is there a role for grants in the social investment space, and if so, what is it? @_EVPA_ gives us the answers in their new report on #impstrat! Download it now: <http://bit.ly/ImpactStrategies>

LINKEDIN, FACEBOOK & GOOGLE+

- Have a look at EVPA's new report on Impact Strategies to see how investors combine their social impact objectives, their financial returns expectations and their risk appetite to sustain real social impact. <http://bit.ly/ImpactStrategies>
- New report on Impact Strategies! Clearing the air around social impact and financial return expectations, and risk appetite, EVPA has identified two main approaches: investing for impact & investing with impact. Download our report to find out about these impact strategies and how they complement each other! <http://bit.ly/ImpactStrategies>
- Do investors have to give up financial returns when seeking more social impact? Is there a role for grants in the social investment space, and if so, what is it? EVPA gives us the answers in their new report on Impact Strategies! Download it now: <http://bit.ly/ImpactStrategies>

ONLINE ARTICLES OR NEWSLETTER ITEMS

SHORT VERSION (< 100 WORDS)

[EVPA](#) has published “*Impact Strategies – How Investors Drive Social Impact*”. This report explores how various types of capital providers combine their social impact objectives, financial returns expectations and risk appetite to sustain *real* social impact. They have identified two main approaches: Investing *for* Impact and Investing *with* Impact – both aiming to generate social impact with different mind-sets. To learn more about these impact strategies and how they can complement each other, download the report here: <https://evpa.eu.com/knowledge-centre/publications/impact-strategies>

LONGER VERSION (~220 WORDS)

[EVPA](#) has published “*Impact Strategies – How Investors Drive Social Impact*”. This report explores how various types of capital providers combine their social impact objectives, financial returns expectations and risk appetite to sustain real social impact.

As the impact ecosystem is rapidly evolving and changing, attracting more resources to social purpose organisations, more actors enter the space, and it is becoming more challenging to define and distinguish the various investment approaches.

This report is an important step forward in the process of clearing the air around social impact and financial return expectations and risk appetite. It identifies two main approaches: “**Investing for Impact**” and “**Investing with Impact**” – both aiming to generate social impact with different mind-sets. Differentiating them allows to make both approaches more transparent on intentions, to better align shareholders, to manage expectations towards investees, and create the right setting to collaborate with other types of capital providers. Both strategies are therefore very valuable, exist next to each other and support social innovations at different stages of their development.

This research is supported by a series of **practical cases from experienced practitioners**, and describes in detail the characteristics of investors *for* impact and their journey through social impact sought, financial returns aimed, and social and financial risks taken.

With this report EVPA is starting an informed and constructive dialogue, engaging the broad field of philanthropic funders and all types of impact investors. Please do not hesitate to contact the EVPA research team at [knowledge.centre\(at\)evpa.eu.com](mailto:knowledge.centre(at)evpa.eu.com) **if you want to take part in the discussion**, showing how you shape your impact strategy, how you put it in practice, the challenges you face and the lessons you have learnt!

The Impact Strategies report can be downloaded here: <https://evpa.eu.com/knowledge-centre/publications/impact-strategies>