



20% CLIENT STORIES/TESTIMONIALS

Highlight your DEI initiatives by letting your supporters know via testimonials and volunteer feedback.

If your organization has taken strides to have a more diverse and inclusive workplace, share the news!

20% SUCCESS/CAMPAIGN RESULTS

If you've partnered with organizations with similar DEI initiatives, highlight the partnership in your communications.

20% DONOR/PARTNER APPRECIATION

20X5 DEI MATRIX

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The "Call to Action" is sharing your DEI statement and policy. This step is about awareness.

20% CALL TO ACTION

Mention your DEI statement in communications promoting upcoming events.

20% UPCOMING EVENTS