

Impact Communications Campaign: A Guide & Planner

This guide is designed for the 2025 SDG Impact Reporting Cohort to translate your powerful impact stories into a strategic, multi-channel communications campaign. The goal is to move beyond a single report and create a sustained narrative that engages your audience, builds brand loyalty, and drives business value.

Phase 1: Foundation & Strategy (The 'Why', 'Who', and 'What')

Before you create any content, you need a solid strategy. This phase is about defining your goals, understanding your audience, and clarifying your core message.

1. Define Your Campaign Goals

What do you want this campaign to *achieve* for your business? Be specific.

- **Primary Goal:** (e.g., Increase online sales by 15% from customers who value sustainability.)
- **Secondary Goal:** (e.g., Secure 3 new B2B partnerships with values-aligned companies.)
- **Tertiary Goal:** (e.g., Increase website traffic to our new Impact Page by 40%.)

Action Item: Fill out your goals.

Goal Type	Specific, Measurable Goal
Primary Business Goal	<i>e.g., Increase sales of our reclaimed material handbag line by 20% in Q4.</i>
Secondary Audience Goal	<i>e.g., Grow our email newsletter list by 500 subscribers interested in ethical fashion.</i>
Tertiary Brand Goal	<i>e.g., Become recognized as a go-to local source for sustainable corporate gifts.</i>

2. Identify Your Target Audience

You can't talk to everyone at once. Who is the *primary* audience for this campaign?

- **For B2C Brands (like Crystalyn Kae, Out of the Sea):** Is it the eco-conscious millennial? The quality-first baby boomer? The community-minded local shopper?
- **For B2B Brands (like Ridwell, Spiceology):** Is it the corporate procurement officer needing to meet ESG targets? The marketing manager looking for co-branding opportunities? The small business owner wanting a resilient supply chain?
- **For Community-Focused Orgs (like Global Neighborhood):** Is it the individual donor? The potential volunteer? The grant-making foundation?

Action Item: Define your primary and secondary audiences.

Audience Segment	Key Characteristics & Values	What Do They Need to Hear?
Primary Audience	<i>e.g., Seattle-based women, 30-50, value unique design, local production, and are willing to pay more for quality and story.</i>	<i>They need to hear how our products are not just beautiful, but are made with integrity right here in their community.</i>
Secondary Audience	<i>e.g., Corporate gift buyers for tech companies on the West Coast.</i>	<i>They need to hear that our products are a premium, sustainable, and story-rich alternative to generic corporate swag.</i>

3. Solidify Your Core Message

Based on your impact story, what is the single most important idea you want your audience to remember? This is your North Star for all content.

Formula: We help [Your Audience] achieve [Their Goal] by [Your Unique Impact Approach], which contributes to [Your Key SDGs].

Examples:

- **(Crystalyn Kae):** "We help style-conscious women build a timeless wardrobe with unique, ethically-made handbags that divert waste from landfills (SDG 12) and support local artisans (SDG 8)."

- **(Global Neighborhood):** "We help Spokane thrive by providing refugees with not just a job, but a community and a path to economic independence (SDG 8, 10), all powered by a sustainable thrift model that benefits everyone (SDG 12)."

Action Item: Craft your core message.

[Your Company's Core Message Here]

Phase 2: Content Creation (The 'How')

Now you'll "unbundle" your core impact story into different pieces of content tailored for various channels. The key is to **Create Once, Distribute Many Times**.

1. The "Pillar" Piece: Your Impact Page/Report

This is the central, most detailed asset. It's the destination you will drive all traffic to. It should feature:

- Your compelling narrative and founder's story.
- Clear articulation of your material issues and SDG focus.
- Key outcome-focused metrics (with visualizations!).
- Authentic photography and/or video.
- Clear calls-to-action (e.g., "Shop the Collection," "Partner With Us," "Donate").

2. "Snackable" Content: The Unbundling Plan

Action Item: Brainstorm at least 3-5 pieces of content you can create from your main story for each channel you plan to use.

Channel	Content Ideas (Brainstorm)
Website / Blog	- A blog post: "Behind the Seams: How We Source Our Reclaimed Leather." - A "Meet the Maker" feature on a local artisan. - An article explaining your chosen SDGs and why they matter to your business.
Email Newsletter	- A campaign launch announcement email driving to the Impact Page. - A drip campaign telling your impact story in 3 parts. - A feature on a single, powerful metric (e.g., "This month, you helped us divert 500 lbs of textile waste.")
Social Media (Instagram/LinkedIn)	- Instagram: Carousel post with an infographic of your key metrics. A Reel showing the "before and after" of a reclaimed material. A founder-to-camera story explaining the 'why'. -

	LinkedIn (for B2B): A post framing your impact as a client benefit (e.g., "Strengthen Your Supply Chain with a Partner Who Cares"). An article about your B Corp journey.
Product / Packaging	- A QR code on your product tag linking to the Impact Page. - A small card included in shipments that highlights one key impact metric.
B2B Proposals / Sales Decks	- A dedicated "Impact & ESG" slide featuring key data points and how they benefit the client (e.g., "Our partnership helps you meet your Scope 3 emissions targets.").

Phase 3: Launch & Engagement (The 'Where' and 'When')

A great campaign needs a thoughtful rollout plan.

Action Item: Map out a simple 4-week launch calendar.

Week	Key Action / Focus	Email	Social Media	Other
Week 1: The Launch	Announce the new Impact Page and our commitment to the SDGs.	Launch email to full list.	"We're proud to share..." posts on all channels. Pin post to top.	Update email signatures with link.
Week 2: Deep Dive 1	Focus on your 'People' story (e.g., SDG 8 - Decent Work).	Newsletter featuring a team member or artisan.	"Meet the Maker" posts, behind-the-scenes video.	Blog post on your ethical employment philosophy.
Week 3: Deep Dive 2	Focus on your 'Planet' story (e.g., SDG 12 - Circularity).	Newsletter with a powerful metric (e.g., waste	Infographic post. Reel showing your circular process.	Partner with a local influencer for a post.

		diverted).		
Week 4: The Call to Action	Drive direct action based on your goals.	"Shop the Impact Collection" email with product features.	Posts linking specific products to specific impacts.	Run a targeted ad campaign to your primary audience.

Phase 4: Measurement & Iteration (The 'So What?')

How will you know if it worked? Refer back to your goals from Phase 1.

Action Item: Set up your tracking before you launch.

Goal from Phase 1	Metric to Track	How to Track It
<i>e.g., Increase website traffic to Impact Page by 40%.</i>	Page Views, Time on Page, Bounce Rate.	Google Analytics.
<i>e.g., Increase online sales by 15%.</i>	Conversion Rate, Revenue from specific channels (e.g., email).	Shopify/E-commerce Analytics.
<i>e.g., Secure 3 new B2B partnerships.</i>	Number of qualified leads from website form. Mentions in discovery calls.	CRM or manual tracking.
<i>e.g., Increase audience engagement.</i>	Likes, Comments, Shares, Saves. Newsletter open/click rates.	Native social media analytics, Email platform reports.

Monthly Check-in:

- What content resonated the most? (Look at likes, shares, comments).
- What channel drove the most traffic to your Impact Page? (Look at Google Analytics).

- Did you see a lift in sales or inquiries?
- **What will you do more of next month? What will you stop doing?**