

# THE 2020 INVESTING FOR IMPACT SURVEY – INFOGRAPHICS’ SERIES OUTREACH GUIDE

## WHY SPREAD THE WORD?

The 2020 Investing *for* Impact Survey is a unique tool for both experienced and new impact investors, policy makers, and foundations to gain a broad understanding of the venture philanthropy approach and how it is adopted in practice.

Before launching the full report, EVPA publishes a series of infographics highlighting the key insights and trends from the survey, including a market-size estimate, the main SDGs targeted and the hybrid financial mechanisms adopted.

The infographics’ series also include an in-depth overview of the two main types of investors *for* impact, i.e. foundations and engaged grant-makers and impact funds, thus clarifying their role in the impact ecosystem.

## HOW CAN YOU HELP?

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

- Share with your contacts via e-mail
- Tweet to your followers or post on Facebook, LinkedIn
- Use the infographics and the data as a resource within your organisation or networks
- Post the link to the series on your website
- Write about the publication in your newsletter

Please find the infographics’ series online at <https://evpa.eu.com/knowledge-centre/publications/the-2020-investing-for-impact-survey>

## SOCIAL MEDIA – SAMPLE POSTS

Twitter hashtag: #EVPAsurvey20

Please make sure you tag EVPA:

- Twitter: [@\\_EVPA\\_](https://twitter.com/_EVPA_)
- Facebook: [@EVPAupdates](https://www.facebook.com/EVPAupdates)
- LinkedIn: [EVPA](https://www.linkedin.com/company/evpa)

### TWITTER

- Interested in how impact funds and foundations practice #venturephilanthropy? @\_EVPA\_ has published infographics showing key data on European investors *for* impact: <https://bit.ly/EVPAsurvey20>

- Did you know that the majority of investors *for impact* (87%) co-invested at least once in the past? Discover new results in the @\_EVPA\_ infographics' series: <https://bit.ly/EVPAsurvey20>

### LINKEDIN, FACEBOOK & GOOGLE+

- Interested in key insights on European foundations and funds investing *for impact*? EVPA has published an infographics' series gathering data from 112 leading practitioners! Download it here: <https://bit.ly/EVPAsurvey20>
- Did you know that Investors *for impact* supported social purpose organisations with more than €6 billion in 2019? Learn more about investing *for impact* in the new @\_EVPA\_ infographics' series: <https://bit.ly/EVPAsurvey20>

### NEWSLETTER ITEM

EVPA has launched an infographics' series highlighting key insights and trends from the 7<sup>th</sup> edition of its Industry Survey! Based on data collected from more than 112 investors *for impact*, the infographic provides an overview of **main practices and activities of European investors *for impact***.

For the first time, EVPA has analysed the practices of different capital providers such as impact funds or foundations and engaged grant-makers, and measured the capital invested *for impact* by European investors. You can download the infographics' series here: <https://evpa.eu.com/knowledge-centre/publications/the-2020-investing-for-impact-survey>

### VISUALS



## THE 2020 INVESTING FOR IMPACT SURVEY

Three infographics now available!



**EUROPEAN  
INVESTORS FOR IMPACT**



**FOUNDATIONS &  
ENGAGED GRANT-MAKERS**



**IMPACT FUNDS**