

SOCIAL IMPACT PLAYBOOK

good press



Hey,

I'm Lindsey, founder and CEO of Good Press. I started this agency with the goal of building a public relations firm that would operate with the heart and hustle of a grassroots non-profit, but the intensity and intentionality of a political campaign.

Using my experience in both sectors, I set out on a mission to shift the scope of marketing, telling stories that help business leaders, influencers, and aspiring changemakers (like you!) elevate their impact and do good, for good.

Recent data suggests that a growing number of people make purchasing decisions based on the causes they care about. A survey showed that 75% of consumers were likely to start shopping at a company that supported an issue they agreed with and that 71% thought it was important for businesses to take a stance on social movements.

That said, we don't believe in PR for the sake of PR; we believe in finding expert ways to translate your existing values into results-driven messaging that resonates.

In other words, we're here to help you get good press for the good work you're already doing.




By delivering targeted, impactful coverage that propels business forward, we help our clients make a lasting impact in their industries, communities, and beyond.

This Social Impact Playbook is part one of a multi-step impact strategy designed to help you tell stories that matter to the audiences who need to hear them.

Let's get started.

It's all good,
Lindsey



“The journey of the hero
is about the courage to
seek depths.”

PHIL COUSINEAU

The hero's journey

Play-by-Play



The hero's journey is a timeless narrative structure that involves a protagonist being called from their familiar life to embark on an adventure. During this journey, they typically: encounter the unknown, meet companions, find a mentor, face trials, confront darkness, and return *transformed*.

Applying this narrative structure to business can be a powerful tool for motivating social change.

Just as heroes heed a call to adventure, agents of social change must issue a call to action—a rallying cry that invites others to join the work of building a better world.

The stage is set, and the journey awaits—what's your call?

LET'S GO

STEP ONE

a broad understanding of
your authentic impact





STEP ONE: A BROAD UNDERSTANDING OF YOUR AUTHENTIC IMPACT

For people, brands, and businesses just beginning their social impact work, it's important to first ask fundamental questions about values. To identify your most authentic zone of influence and impact-driven call-to-action, you may want to focus on *who* and *why*.

- Who are we as a company and/or brand?
- What are the issues we care about?
- Where can we make the most difference in our industry, community, and/or ecosystem?
- Who in the organization has experience or authority to help speak to this?
- Why does positive social impact matter to us?
- Are customers or employees demanding it?
- Is it already connected to our business model? If not, can it be?

Answering these questions will provide you with the foundational guidelines and ideas necessary for identifying your authentic impact and call-to-action.

STEP TWO

an operational check using
the S.A.I.L. test



STEP TWO: AN OPERATIONAL CHECK USING THE S.A.I.L. TEST

Once you've identified potential areas of impact, it's important to use the S.A.I.L. test to ensure your impact intention will translate to impact outcomes.

Ask yourself these questions before centering in on your call-to-action:

Is it **supportive**? Does your social impact call-to-action support existing work? Are there experts and advocates you can partner with?

Is it **actionable**? Will you be able to take immediate action, or have you already? What will this look like in your business longterm, beyond performative measures?

Is it **important**? Is your work relevant, meaningful, and transformative?

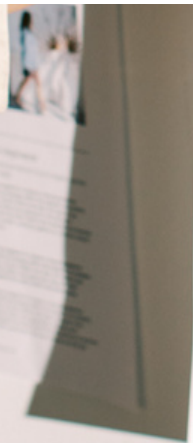
Is there **longevity**? How long will you be able to support this effort? Or, how long will people care?

If you answered 'yes' to these four questions, you've likely identified a strong area of impact.



STEP THREE

a social impact roadmap



STEP THREE: A SOCIAL IMPACT ROADMAP

Your social impact roadmap, and the rallying cry that invites others to join the work of building a better world, begins with asking a simple question: how?

Brands and businesses should take a ‘portfolio approach’ to impact, utilizing the 4 Ps (people, products, partners, and placement) to ensure a comprehensive strategy, where purpose is woven throughout the work.

People: are you paying attention to justice, equity, diversity, and inclusion?

Products: have you considered the built-in messaging of your product or service? What’s the political, relational, environmental, sociocultural, or institutional footprint?

Partners: who are the people, non-profits, causes, etc. that you find yourself authentically aligning with? How can you strengthen those partnerships to spread awareness of your message?

Placement: where can this show up in your business? In your advertising and marketing?

A strong grasp on each of the 4 Ps will serve as a draft roadmap for your impact work.





worksheet one

In order to determine our most authentic impact, we can start by auditing our competitors, our industry, and ourselves to understand where we might fit.

1. Identify three competitors or industry leaders, then take a glance at their website and socials to conduct some high-level research. Are there any impact-driven messages, partnerships, or programs worth noting?

A large, empty rectangular box with a thin grey border, intended for taking notes or conducting research for the first question.

2. Use the blank sheet on the next page to brainstorm as you consider your own business. Are there social causes, community groups, or non-profits that are a natural fit? Things that you, as a business leader, are passionate about? Answer the following questions to get started:

- Which causes can you authentically support?
- How can you actively empower the communities you wish to uplift?
- Who are the best voices within your organization to speak on these issues?
- Are there nonprofits and local organizations you can partner with?
- How can your brand contribute to solving these issues?

Remember, there are many facets of a brand or business that can be applied to support communities, including the products and services you provide.

brainstorm

IGP Pro Tip: If you're stuck, try the P.R.E.S.S. framework to brainstorm different impact areas.
P: Political, R: Relational, E: Environmental, S: Sociocultural, S: Systematic



worksheet two

Now that you've identified your impact focus, let's make sure it passes the S.A.I.L. test. Give examples for each in the boxes below.

1. Is it **supportive**? Does your social impact call-to-action support existing work? Are there experts and advocates you can partner with?

2. Is it **actionable**? Will you be able to take immediate action, or have you already? What will this look like in your business longterm, beyond performative measures?

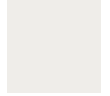
3. Is it **important**? Is your work relevant, meaningful, and transformative?

4. Is there **longevity**? How long will you be able to support this effort? Or, how long will people care?

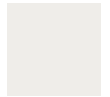
5. Bonus: will you be able to take a portfolio approach, utilizing the 4 Ps? Brainstorm below how this impact focus can show up in your people, products, partners, and placements.

checklist

Brainstorm the brand/business impact focus.



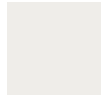
Use the S.A.I.L. test to validate impact focus.



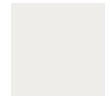
Identify a portfolio approach to impact using the 4 Ps.



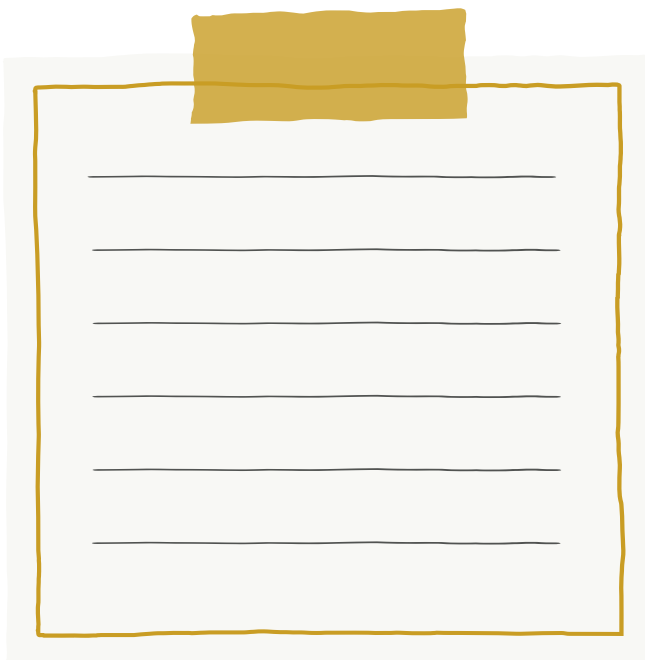
Do good sh*t!



Get Good Press.



to-dos

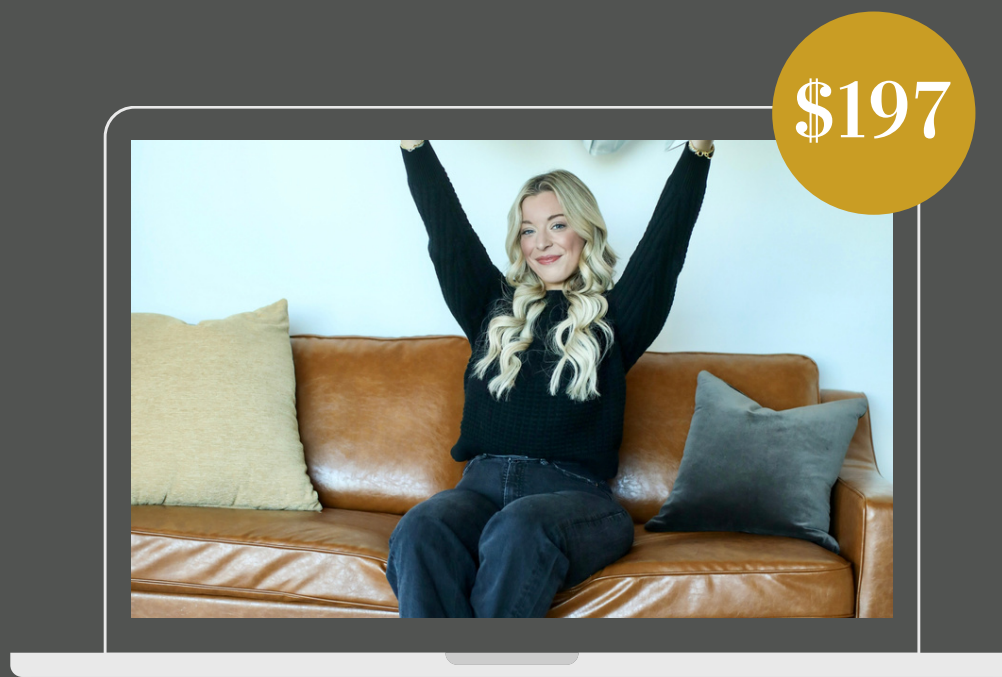


WHAT'S NEXT?

You've identified your impact focus, passed the S.A.I.L. test, and have taken a portfolio approach to draft your roadmap. Now what?

It's time to **leverage the power of meaningful public relations!** The future of sustainable, organic brand impact will require that you borrow existing audiences to (1) tell your unique, purpose-driven story, and (2) grow your influence. *That's where we come in* 🖱️

Book a one hour **PR Planning Call with Good Press** to take your business to the next level.



GOODPRESS.IO/PRPLANNINGCALL

If you choose a Good Press PR Package moving forward, we'll apply your call credit to your first month!