

# MAKING A DIFFERENCE?

## Spread the Word



There's a common misperception that investing responsibly offers little or no return.

See how some firms are sharing information with investors and potential clients to dispel the myth.



### White Papers and Sell Sheets

Educate and share. PAX World has produced several informative pieces:

- Women and Impact Investing  
[http://paxworld.com/system/storage/19/44/2/5031/woman\\_and\\_impact\\_investing.pdf](http://paxworld.com/system/storage/19/44/2/5031/woman_and_impact_investing.pdf)
- Impact: The Next Stage of Sustainable Investing  
[http://paxworld.com/system/storage/19/0d/8/3776/impact\\_next\\_stage\\_of\\_si.pdf](http://paxworld.com/system/storage/19/0d/8/3776/impact_next_stage_of_si.pdf)
- Spotlight on Impact Investing  
[http://paxworld.com/system/storage/19/1b/2/6270/spotlight-on\\_engagement.pdf](http://paxworld.com/system/storage/19/1b/2/6270/spotlight-on_engagement.pdf)

### Blog

Post regularly to your blog. Use it as a platform to highlight news, industry changes and other information. See SunStar Strategic's example:

<http://responsibleinvesting.money>

### Newsletter

Produce a regular Newsletter, like Green Century. Post it to your website, send links to your clients, potential investors, and industry professionals:

<http://greencentury.com/news-resources/enews-archive/>

### Webinar

Host a webinar like Global X Funds' "Integrating ESG Investing into Your Practice:"

<https://www.globalxfunds.com/webinar-replay-integrating-esg-into-your-practice/>

### Webinar Report/Recording

After a webinar, produce a recording and/or webinar report as Responsible Investor & Thomson Reuters did for "THE NEW BOTTOM LINE: ESG as a Driver of Investment Strategy and Performance:"

<https://financial.thomsonreuters.com/content/dam/openweb/documents/pdf/financial/esg-webinar-report-esg-is-the-new-bottom-line.pdf>



## Video

Make it easy for investors to understand. Gabelli Funds produced an informational video to teach investors, “What is ESG Investing?”

[http://www.gabelli.com/Media/Videos/GabelliTV/CAlfandary\\_20161111.html](http://www.gabelli.com/Media/Videos/GabelliTV/CAlfandary_20161111.html)

## Public Relations

Maximize your successes and knowledge in the press. PR firm, SunStar Strategic, works with clients like FundX to secure media interviews to highlight their efforts. See FundX CEO, Janet Brown, on Fox Business:

[http://video.foxbusiness.com/v/5388321516001/?playlist\\_id=933116626001#sp=show-clips](http://video.foxbusiness.com/v/5388321516001/?playlist_id=933116626001#sp=show-clips)

## Think Outside the Box

Don't settle. Karina Funk, Portfolio Manager, Head of Sustainable Investing for Brown Advisory Inc., produced a TEDx talk, “What You Didn't Know Could Make You Money.” She said, “It's not about whether we might make less money by considering the environment. For me, it's not about a tradeoff whatsoever. It's about how can we make more money by finding situations where companies are being smart about the environment in ways that helps them grow their revenues, reduce costs and increase market share. In short, it's about figuring out how to have it both ways.”

<https://www.youtube.com/watch?v=fno1QluA6EQ>



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SunStar Strategic provides strategic public relations and inspired marketing communication programs that help you attract, maintain, and grow your clients. SunStar Strategic focuses first on developing your unique message to differentiate your firm in a crowded market. Then we work closely with you to ensure you get the attention and recognition you deserve.

We have a robust PR practice that spans two decades. Our core services include public relations and comprehensive digital and print marketing services from strategy through design and execution.