



INVESTORS IN
COMMUNITY

BUSINESS ASSET PACK

HELPING YOUR COMMUNITY THRIVE
THROUGH VISIBLE IMPACT

WELCOME TO INVESTORS IN COMMUNITY (IIC)

We're happy to have you with us.

This pack is here to help you share the news that you are a business member of Investors In Community, and to make it easy for your team, partners and suppliers to get involved.

Nothing complicated. Nothing time-consuming. Just clear, simple tools to help you show people why you joined and how your membership makes a difference.

Everything in the pack is designed to help you:

-  Build trust through honesty and transparency
-  Show the real impact your business is making
-  Encourage your team and partners to get involved in meaningful ways

We're here with you as you grow your impact, every step of the way.

YOUR CO-BRANDED CHARITY X IIC LOGO

A logo created just for your business, showing that you're a member of Investors In Community, where giving is transparent, every act is verified, and your support goes directly to the causes that need it.

How you can use it:

- Add it to the bottom of your email signature
- Include it on social media graphics or fundraising posts
- Use it in presentations, newsletters, or printed materials



Example of co-branded logo

All branded content will be sent over after we receive your logo image. All social graphics can be downloaded via this PDF.

SOCIAL MEDIA ASSETS

We've included three ready-to-use social posts to help you share that your business is now a member of the Investors in Community platform.

You can use the copy as it is, or tweak it to reflect your business values and the causes you support.

Each post comes in two sizes, so you can share them easily across whichever social platforms you use.



All branded content will be sent over after we receive your logo image. All social graphics can be downloaded via this PDF.

POST 1 - FOR YOU TO USE

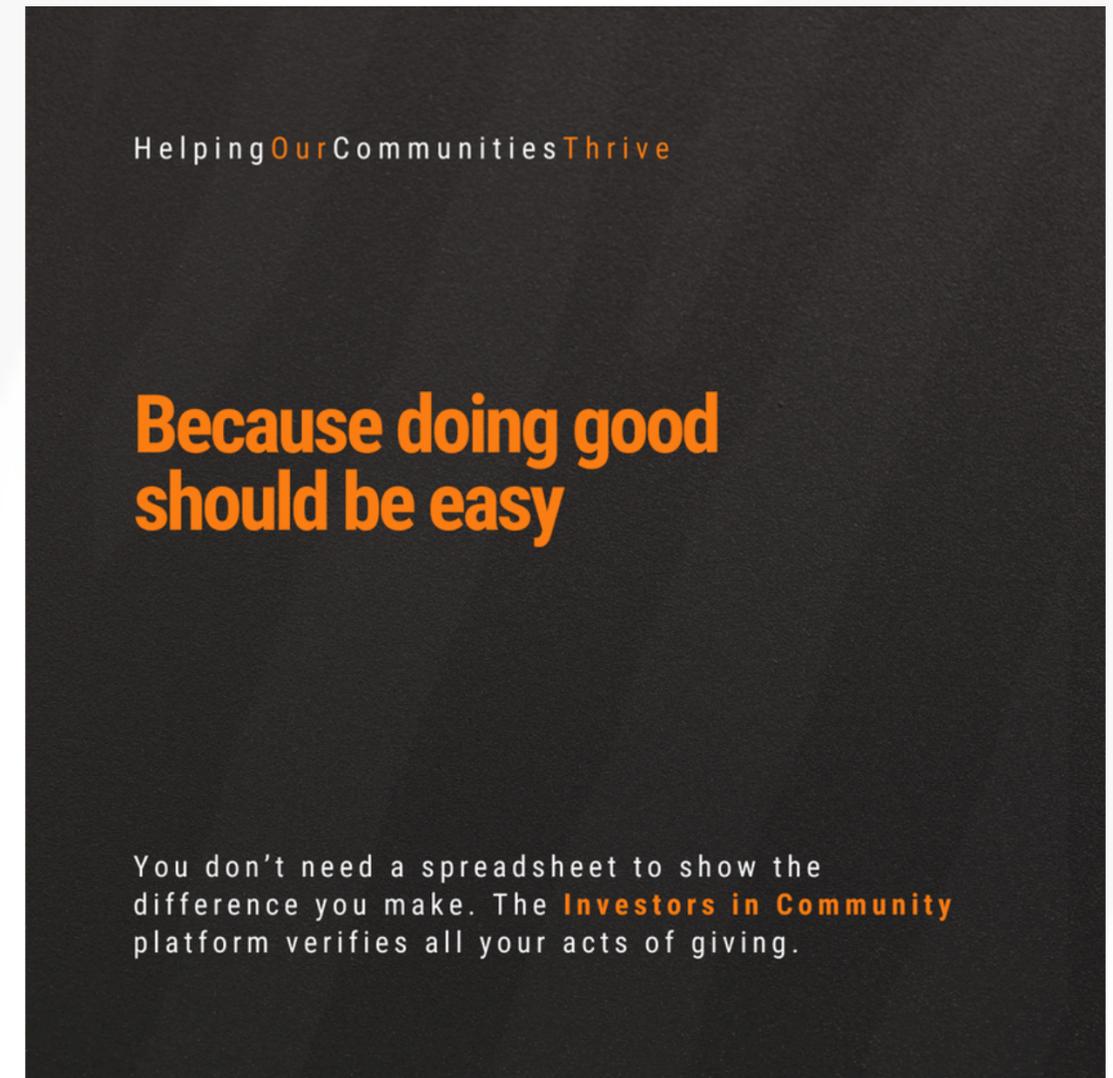
We've recently become a business member of Investors In Community!

We wanted a simpler way to support local causes and give them exactly what they need - it could be our time, our skills or a donation of gifts or funds, whichever one will help them the most.

The support we give is tracked and verified (without us juggling ten different spreadsheets) and it makes it easy for us to show our social impact in numbers.

It's easy for our team, easy for us to manage, and most importantly, it means our support reaches the people who need it.

Proud to be on board.



[Click to download graphic](#)

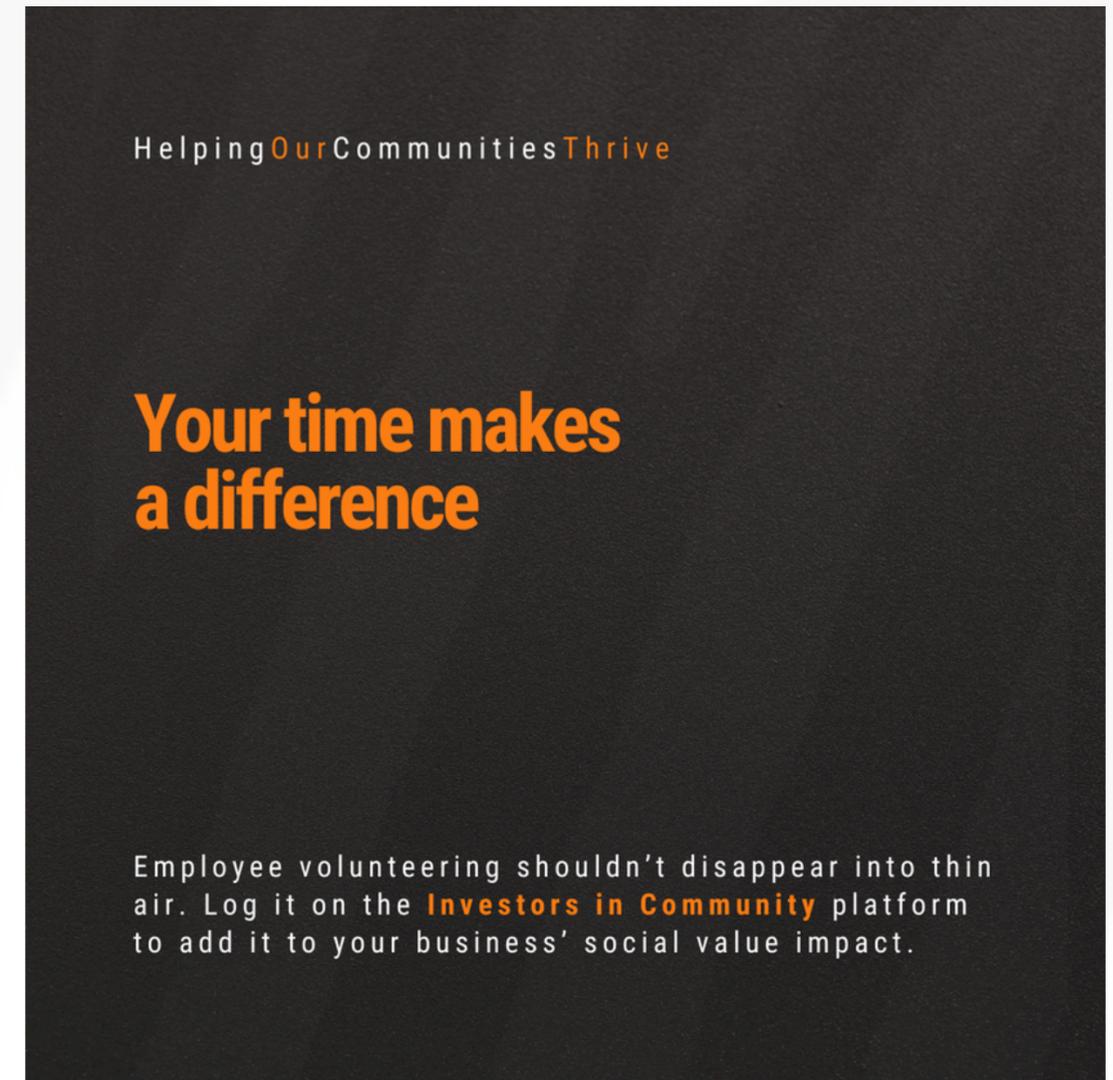
POST 2 - FOR YOU TO USE

One of the best things about being a business member of Investors in Community is how simple it is for our team to get involved in the causes they care about.

Whether it's a couple of hours at a local charity, using a skill to help a community group, or supporting a project they're passionate about, our employees can choose how they want to give their time.

Every hour volunteered through IIC is tracked and verified, which means the good our team does also contributes directly to our business's social value and ESG goals.

We're proud to be a business where it's encouraged to do good and we can make it easy, flexible and count it with being a member of IIC.



[Click to download graphic](#)

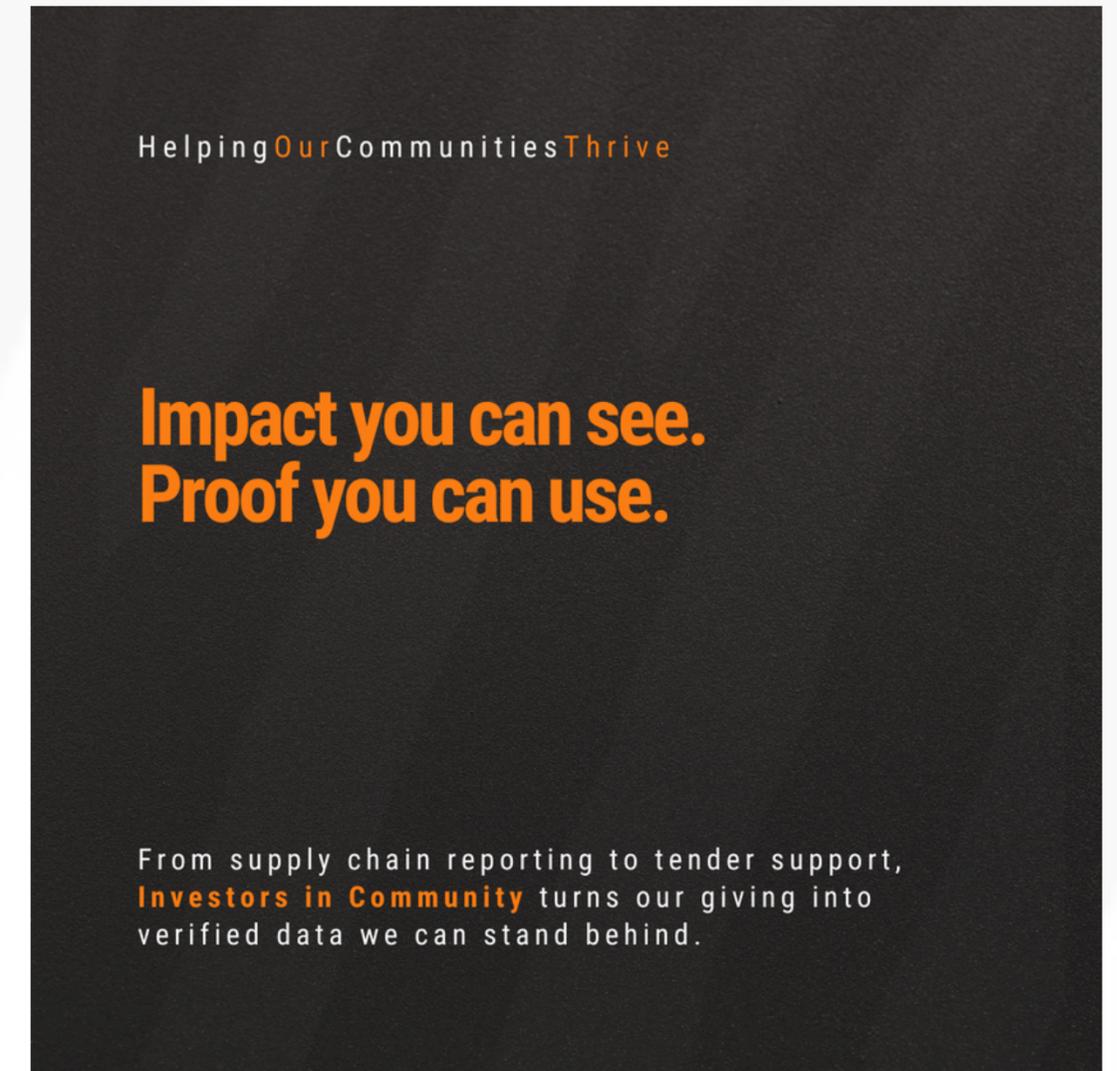
POST 3 - FOR YOU TO USE

Being part of Investors in Community means we can finally show the real impact we're making (not just talk about it)!

Every donation, every hour volunteered, every gift or skill shared is tracked and verified. That gives us clear, reliable proof of the good we're doing as a business.

This verified social value helps us strengthen our supply chain, stand out in tenders, and give partners the confidence that we're contributing to our community in a measurable way. In a world where social value now shapes procurement, this matters more than ever.

We're proud to be building a business that helps communities thrive...and be able to prove it.



[Click to download graphic](#)

EMAIL TEMPLATES

We've put together three email templates to help you share the news that your business is now a member of Investors in Community. Each one is written for a different audience, with a clear purpose behind it. Use them to spread the word across your organisation and wider network, and to help the people around you understand how they can get involved.

Suppliers

Your suppliers play a big part in your social value story and by inviting them onto the IIC platform, you're able to see (and show) the positive impact happening across your whole supply chain, not just inside your own business. This [email](#) helps you explain why you've joined the platform, and how they can join your private group so you can measure and grow your social value together.

Charities

You may already work with fantastic local charities, and this [email](#) helps you take those relationships to the next level. Letting your charity partners know you're now a member of IIC means they can share their real needs with you (whether that's volunteers, funding, skills or donated items) if they create a free charity account, and you can track and verify the support you give.

Employees

Your team are a huge part of your social impact. This [email](#) helps them get set up on the IIC platform so they can volunteer for causes they care about, log their hours, earn Community Credits and contribute directly to your business's social value goals. It gives them more freedom and ownership, and it gives you a clearer picture of the difference your business is making as a whole.

EMAIL TO SUPPLIERS

Subject line options: *Join us in making our giving count/ How we are transforming our community/ Tracking our value chain*

Hi [name],

We wanted to share some good news- we have become a member of the Investors in Community (IIC) platform and would like to invite you to join us in making an impact with our business.

As one of our valued suppliers, the role you play in our impact really matters. By joining the IIC platform, you'll be able to access local charity projects, get involved in volunteering, pro-bono support, gifting or fundraising, and see the difference you're making as you do it.

Once you're on the platform, you can also join our private group so we can track and celebrate the social value we're creating together across our whole supply chain.

Group ID: [ID]

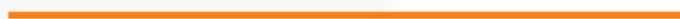
Group pin: [pin]

If you'd like to see how it works, you can book a demo here: <https://investorsincommunity.org/>

Thanks for being part of this with us.

Best wishes,

[name]



EMAIL TO CHARITIES

Subject line options: *Help us help you/Tracking and supporting your work/ A free platform to strengthen our partnership*

Hi [name],

We're excited to let you know that we've joined the Investors in Community platform – and we'd love your [charity/community group] to join us there.

With a free account, you can create projects that show exactly what support you need, whether that's volunteers, funding, skills or gifts. It helps us understand where we can help most, and it makes it much easier for both of us to keep track of the work we do together.

You can set up your free account and create your first projects here: <https://investorsincommunity.org/>

We look forward to continuing our work with you in a way made simpler for the both of us.

Best wishes

[name]



EMAIL TO EMPLOYEES

Subject line options: *Let's make our impact count / A new way for us to give back / Getting started with Investors in Community*

Hi [name],

We're pleased to share that we've joined the Investors in Community platform, and we'd love you to get involved too.

By setting up your account, you'll be able to use your volunteer days to support causes you care about, log your hours easily and earn Community Credits that recognise your contribution. It's a simple way for all of us to see the difference we're making as a team.

To get started, head to <https://investorsincommunity.org/> and create your account.

Once you're in:

- 1. Go to Account Settings*
- 2. Click the Businesses tab*
- 3. Send a request to connect with [business name]*
- 4. We'll approve you*
- 5. When you volunteer using your company volunteer day, just tick the box to show it's work time*

Thank you for being part of the positive change we're making together.

*Best wishes,
[name]*



ONE PAGER

A simple, personalised PDF you can share digitally or hand out in person. It gives a clear snapshot of why your business joined Investors in Community, the benefits of transparent social value reporting, and how people can get involved. It also includes a QR code that links directly to the IIC website.

How you can use it:

- Email it to suppliers or partners to show what being a member of IIC means and how they can join
- Add it to your website or intranet to show your commitment to helping the community
- Print copies for events or meetings

INVESTORS IN COMMUNITY  **YOUR LOGO HERE**

HOW WE'RE MAKING OUR IMPACT COUNT

WE'VE JOINED INVESTORS IN COMMUNITY
We've become a business member of Investors in Community (IIC) because we wanted a simple, honest way to give back as a business as well as keeping track of the difference we make. IIC lets us donate time, skills, goods or money to local causes, and everything is tracked and verified (so nothing gets lost in a spreadsheet somewhere).

THE IMPACT ON OUR BUSINESS
Our team can volunteer for causes they care about, use their volunteer days easily, and see the difference they're making through real, verified updates. For us as a business, it means we can finally report on our social value clearly - whether that's for tenders, ESG, or simply understanding the good we're doing in our community. It's made giving back more organised, more visible and far more meaningful.

WHAT THIS MEANS FOR OUR SUPPLIERS
We'd love our suppliers to be part of this too. By joining IIC, you can show the great work you're already doing, discover local projects that need support, and be part of the positive impact we're making across our whole supply chain. It's quick to set up and a simple way to amplify the difference we all make when we work together.

MAKE AN IMPACT
If you're curious about how the platform works, or you'd like to support a local cause, scan the QR code or visit investorsincommunity.org
Helping your community thrive through visible impact


www.businesswebsitehere.com

Example of personalised one-pager

MEMBERSHIP CERTIFICATE

We've included an official IIC Membership Certificate for you to display with pride in your workspace. It's a simple way to show your team, clients and visitors that your business is committed to giving back in a transparent and measurable way.

Pop it on your office wall, in a meeting room, or anywhere people will see it. It's a great conversation starter and a visible reminder of the positive impact you're making in your community.



Example of membership certificate

SOCIAL MEDIA FRAME

We've also included a transparent PNG frame you can use to create team photos that show your commitment to supporting local communities. It's an easy way to celebrate your membership, highlight your people, and show the faces behind your impact.

Just upload the frame into a tool like Canva, drop it over a team photo and you're ready to share. It works perfectly for LinkedIn, your website, or internal comms – anywhere you want to show a bit of team unity and pride in the difference you're making together.

Use it when your team volunteer, take part in a project, or simply want to share why being an IIC member matters to your business.



[Click to download frame](#)

SUPPORTED BY IIC

As a new business member of IIC, we'll share a welcome post on our social channels to introduce you to our audience.

If you need a hand getting set up, your Getting Started Guide is ready to download, with step-by-step instructions to help you settle in on the platform. There is also a walkthrough video.

If you need anything else or want support using the materials in your Business Asset Pack, you can reach out to our Customer Services Manager, Emily at emily.blake@investorsincommunity.org.



Platform walkthrough



Getting Started Guide

