

Media packages for impact funds

How to make your IMPACT understood, heard and felt!?

Makmende Media is a creative storytelling agency with 10 years' experience in impact communications. Together, we help you to communicate your impact to your investors and stakeholders.

Makmende Media, 2021.

#M FOUNDATION



Netherlands Enterprise Agency



symbiotics

Triple Jump

QEB



FMO

Entrepreneurial
Development
Bank

CDC
Investment works





**Make your impact
understandable, felt
and tangible!**

A true challenge

Although impact investing is hot and an increasing 'must', it can still be quite a challenge for funds to communicate about 'impact' to investors, partners and stakeholders. More specifically, to explain concretely what makes your fund stand out and to profile yourself amongst many other funds.

So how do we put a face (and a heart) to your sustainable investment?

By telling the story through a human lens and by conveying the necessity and importance of the impact in daily lives of communities worldwide, we can show there is a higher purpose and bigger value to your investment than just "return on investment". This message can massively trigger interest, curiosity and enthusiasm amongst your potential new investors considering investing in your impact fund.

At Makmende we have a longstanding expertise in showcasing impact because we work with a global network of experienced local storytellers. By producing compelling stories through video, photography and articles, you show how your investments generate measurable, beneficial, social and environmental impact alongside a financial return.

Among Makmende's clients are **SIFEM, PWC, Symbiotics, Triple Jump, H&M Foundation, Netherlands Enterprise Agency, FMO** and others.



Our services

Video

Through character driven short form videos, you can literally give a face, body and a soul to what your money does on the ground. Through the individual story you can show the further effects on the community, the city, the region and worldwide. Storytelling is ideal to make abstract numbers tangible and large scale effects visible. You can use the video for your website, social media channels or during (online/hybrid) events to showcase the impact of your fund. You can look at an example [here](#).

Price

Depending on complexity, production value and region from circa €9.000,-

Copy / article

After the more compelling and inspirational human stories, you wish to provide your (potential) clients with some hard facts and numbers. In that case it is wise to work with articles. In these texts there is the opportunity to add more numbers, facts and graphics to the storytelling. The storytelling is still leading but allows the reader to offer more analytical and number heavy information. Makmende works with professional journalists who have a background in impact, sustainability and financial/data driven journalism. You can look at an example [here](#).

Price

Depending on the region from circa €2.000,- (excl. photography)

Photography

Photography illustrates both perspectives (personal and contextual) in a similar way as storytelling does. It provides your organisation with a stock of great visual content for your folders, websites, social media posts and other printed products for the next few years to come. Makmende combines portraits and documentary photos with relevant facts and figures. You can look at an example of the use of photography [here](#).

Price

Depending on the region from circa €3.000,-

Live event with panel discussion

To amplify the human aspect of impact investment Makmende highly recommends organisations to organise (virtual and/or hybrid) events. Makmende provides an overall communication strategy and several separate assets that derive from the production that can be reused for other purposes. We have the experience to craft formats for panel discussions with a professional host and 3 or 4 experts in the field. These dynamic talks are excellent ways to highlight why impact is a game changer and why it is sensible to look at the sustainable impact of investment provided by your fund. After the event you can share compilation edits and other assets for your website, social media channels or your newsletters. Your potential new clients will feel they already know you without having met! You can look at an example [here](#).

Price

Depending on the amount of participants and duration of the event from circa €15.000,-



A closer look at clients and impact investment cases

1. SIFEM - “true stories that give a heart and soul to money”

Impact funds, such as in the Swiss Investment Fund for Emerging Markets approached Makmende Media with the request to translate the abstract concept of ‘social impact through fighting poverty’ into a human and heartfelt story. SIFEM’s mission is to fight poverty by providing financial support to small and medium-sized companies. Through a series of different short form documentary stories, SIFEM could clearly showcase their work - not just on their LinkedIn channels and on their own website, but also during their client conversations. Eventually potential new investors could understand the power of the investment and see the results.

Curious? Have a look at the story of the success of impact investment with the family business Delifrost [here](#) and [here](#).

2. Care & H&M foundation - “the power of money in the hands of African women”

Care and the H&M Foundation support female entrepreneurs and - as we know - local business women organise themselves in different and creative ways in countries such as Ethiopia and Ivory Coast. Makmende was requested to translate the power of these individual female entrepreneurs into 5 tangible and heartfelt stories in a most inclusive and all encompassing way. Through short form video, articles and pictures, Makmende created an outreach campaign in the UK hitting not just different high quality newspapers, also reaching 50.000 + views on LinkedIn, publications on

financial outlets, massive engagement and conversation on several social media channels and appearances in most relevant targeted media. Eventually the UK campaign was considered a success with a reach of 7.600.000 + OPS (Opportunity To See).

Curious? Watch the stories about the Ethiopian female community [here](#) and in Ivory Coast (with ‘Access Approved’) [here](#).

Regmifa’s 10th Anniversary - “how their money worked on the ground”

As a financial player, your need can also be to connect and unite in a meaningful and inspiring way. This was for example the case for Regmifa. The Swiss based impact fund was in search of a compelling, informative and festive way to celebrate their 10th anniversary. Over these years Regmifa worked closely together with stakeholders, investors and partners all throughout Europe and the African continent. How could the board bring all its friends and partners together to celebrate their success despite travel restrictions? Makmende crafted the virtual event from a to z where a great location in the center of Amsterdam, a vibrant host from African descent with knowledge of finances, live streams from different parts of the world, a quiz, a live band and small prerecorded short form documentary content was all interwoven in such a way that more than 70% of the audience stayed engaged and involved in a special celebration.

Curious? Watch the compilation video of this event and what impact it created [here](#).



Choose between these packages

Pricing & media combination

Media Package Silver

from 15k

1. Video
2. Article
3. Photography

Media Package Gold

from 30k

1. Video
2. Article
3. Photography
4. Panel discussions

Media Package Platinum

from 45k

1. Video
 2. Article
 3. Photography
 4. Panel discussions
 5. Outreach campaign
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Feel free to reach out to our expert for more details at

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