STEP 7

SHARING YOUR SUCCESS AND EXPERIENCE
Congratulations! At this point, you should have developed a commitment from your institution to investing with diverse asset managers and firms and mechanisms to hold your institution accountable to this commitment. We hope that you want to share what your institution has achieved and what you have learned with your stakeholders and other fiduciaries.

There are several ways to increase the visibility of your institution and the efforts you are undertaking in this space.


- **Hold a press conference** to explain why this initiative is important and the steps your institution is taking to inform a wider audience.

- **Share the news** through your social media networks. You can view a sample social media kit in Appendix 5.

- **Place an op-ed** in a trade and/or mainstream publication.

We also recommend connecting with *Emerging Manager Monthly*, the leading source for news related to diverse managers. For press inquiries, contact Matt McCue at mmccue@fin-news.com.

**Help Others Learn from Your Journey**

We believe others could benefit from hearing about your institution’s journey. Here are some ways to share your experience:

- **Go on a roadshow.** Attend conferences and summits where institutional investors gather; share your experience and best practices.

- **Organize your own conference** or convening for institutional investors to gather and share lessons learned on investing with diverse asset managers and firms.

- **Publish a case study** about your institution’s experience developing a commitment to investing with diverse managers and firms.

The Diverse Asset Managers Initiative (DAMI) would love to help you spread the word about your efforts to increase your institution’s usage of diverse managers. To request help, please contact info@diverseassetmanagers.org.