



STICHTING DOEN
COMMUNICATION
**KIT FOR
PARTNERS**
POSTCODE LOTERIJ

COMMUNICATION KIT FOR PARTNERS OF THE DOEN FOUNDATION

Welcome as a partner of the DOEN Foundation. We look forward to working with you to make the world more sustainable and livable.

It is DOEN's ambition to accelerate the transition to a sustainable, socially inclusive and creative world. Thanks to the players of the Nationale Postcode Loterij (Dutch Postcode Lottery), we can make pioneers like you bigger, stronger and more visible. In this communication kit, you will find information about the various tools that can be used to strengthen each other's communications. We always like to be kept in the loop and discuss what other opportunities we see together.

WITH OUR PARTNERSHIP, WE CAN:

1. increase each other's visibility to reach more people and make more impact together.
2. inform other green, socially inclusive and creative pioneers about what we are doing to achieve new initiatives.
3. show players of the Nationale Postcode Loterij what their contribution makes possible and why it is valuable to continue playing. For non-players, this can be a reason to play as well.
4. show employees of the Nationale Postcode Loterij and the VriendenLoterij what is possible thanks to their efforts.

We hope that this information is the starting point for a good partnership. If you have any questions or other ideas, please let us know!

DOEN FOUNDATION LOGO

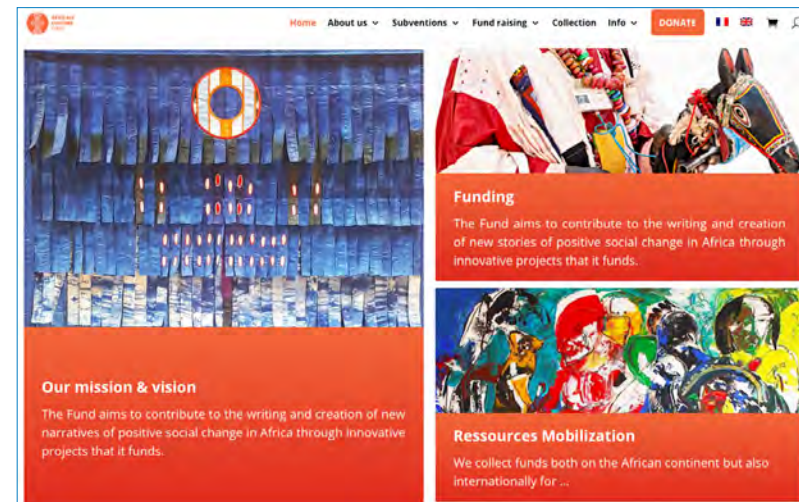
Our logo can be used in print, newsletters, presentations and on your website.

You can download our logo [via this link](#).

If for any reason this does not work or if you made an offline request? De Schepper Campaigns will be happy to help you, via doen@schepper.nl.



DOWNLOAD LOGO



SOCIAL MEDIA

DOEN is active on Facebook, Instagram, Twitter and LinkedIn. We will follow you on social media and appreciate it if you would follow us too. In this way, we stay updated of each other's activities, which helps to increase each other's reach.

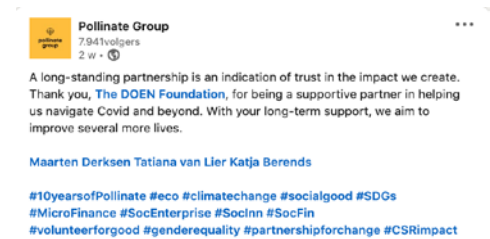
We are pleased to share stories about your vision, motivation or lessons learned. These could be written stories, pictures, videos, podcasts, you name it! So please, share your news with us, so we can share it on our turn via our website or social media. Great if you could do this well in advance, that will help us with our planning.



SUPPORT FROM DOEN

We would really appreciate it if you mention our support in your communication.

Journalists tend to omit such mentions. It helps to describe our support in such a way that the media actually takes over.



PRESS RELEASE

When sending out a press release, please mention the support provided by DOEN (and note the spelling, in capital letters).

On request, we can provide a short motivation for our support, or a quote. You can also use the text below about DOEN:

DOEN FOUNDATION

DOEN is a driving force behind green, socially inclusive and creative pioneers. DOEN supports initiatives by people and organisations that contribute to a better world in an entrepreneurial, creative and innovative way. Besides supporting these pioneers, DOEN also brings them into contact with each other and to the attention of a large audience. DOEN receives all its funds from the Nationale Postcode Loterij (Dutch Postcode Lottery) and the VriendenLoterij (FriendsLottery).

www.doen.nl

PLAYERS IN THE NATIONALE POSTCODE LOTERIJ

DOEN receives all its income from the Nationale Postcode Loterij and VriendenLoterij.

If there is an opportunity to thank the players in the Nationale Postcode Loterij, we would appreciate this very much.

