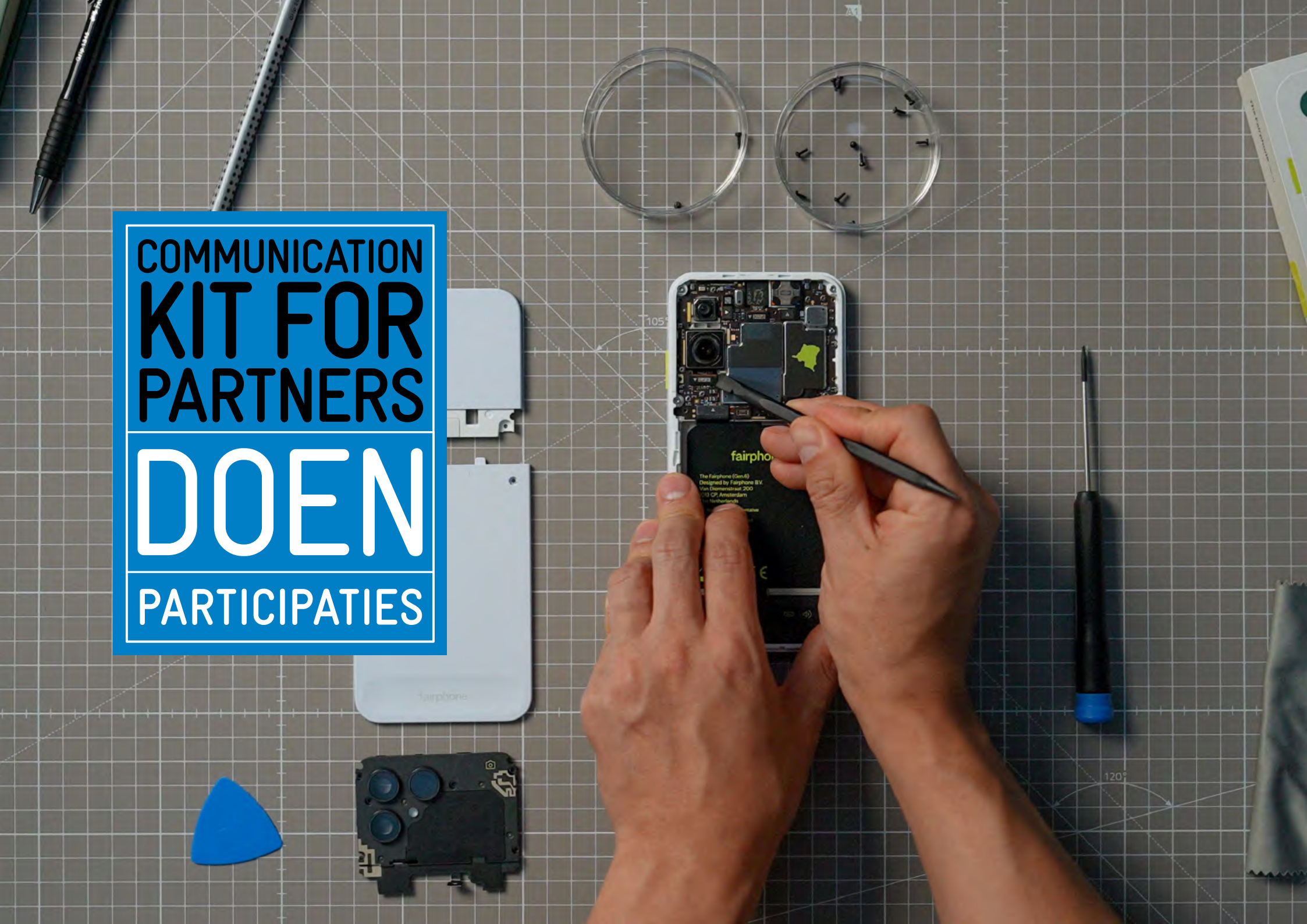


COMMUNICATION  
**KIT FOR  
PARTNERS**

**DOEN**

PARTICIPATIES



## COMMUNICATION KIT FOR PARTNERS

**DOEN Ventures invests in sustainable and social startups that have a positive impact on society. Thanks to the participants of the Postcode Loterij (Postcode Lottery), we can invest in pioneers like you. In this communication toolkit, you will find information about the different tools we can use to strengthen each other's communication.**

### WITH OUR COLLABORATION, WE CAN:

1. Increase each other's visibility to reach more people and make more impact together.
2. Inform other pioneers about what we do, to inspire them.
3. Show players of the 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 Postcode Loterij what is possible thanks to their efforts.

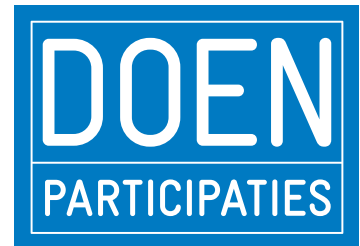
If you have any questions or ideas, please let us know!



## LOGO

**Our logo can be used in print, newsletters, presentations and on your website. You can download our logo via this link. If this does not work or if you made an offline request, De Schepper Direct Marketing will be happy to help you via [doen@schepper.nl](mailto:doen@schepper.nl).**

**Could you also send us your logo? This way, we can use it in our communication about our portfolio. You can send it to [doen@schepper.nl](mailto:doen@schepper.nl).**



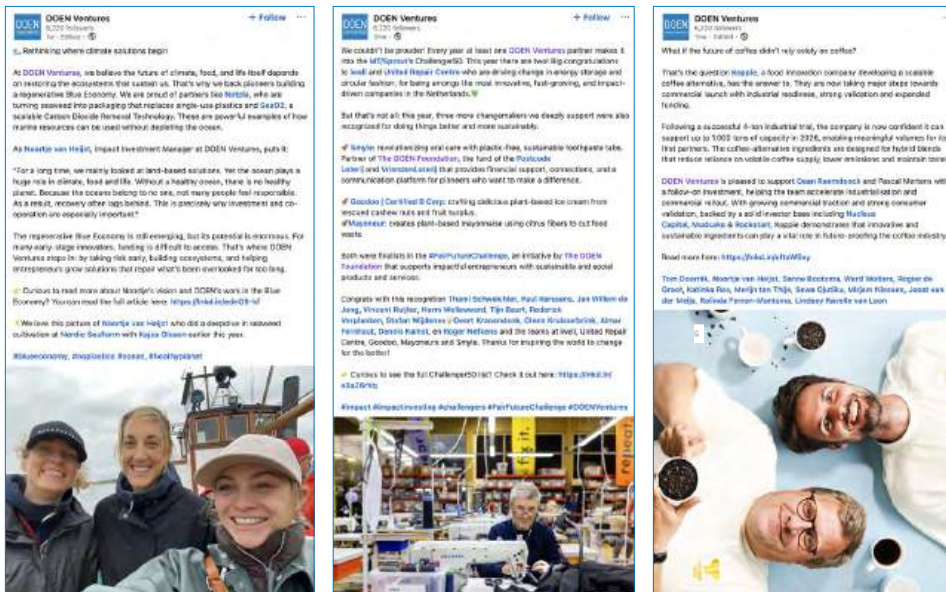
LOGO DOWNLOADEN



## SOCIAL MEDIA

**We are pleased to share stories about your vision, motivation or lessons learned. These could be written stories, pictures, videos, podcasts. Can we share your news or stories on our website or social media? Please let us know in time, so we can include it in our planning.**

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



## PLAYERS OF THE POSTCODE LOTERIJ

**DOEN Ventures receives all its income from the Postcode Loterij.** If there is an opportunity to thank the players of the Postcode Loterij, we would appreciate this very much.

## SUPPORT FROM DOEN VENTURES

**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 a way that the media can easily use.



## PRESS RELEASE

**When sending a press release, please mention the support of DOEN Ventures (and use the correct spelling, with capital letters).**  
On request, we can provide a short motivation for our support, or a quote.

### DOEN Ventures

*The main objective of DOEN Ventures is to achieve a positive impact on society by supporting new sustainable or socially inclusive entrepreneurs. Impact is central to all our investments. Over the past 25 years, DOEN Ventures has become the biggest impact investor for sustainable and socially inclusive start-ups in the Netherlands.*

[doenventures.com](https://doenventures.com)



