



IMPACT HUBS EXPLAINED

What purpose does an Impact Hub serve?

- Your Impact Hub is a fully-integrated, visually-appealing showcase of your project that prioritizes its impact. It's a one-stop shop in real time. It is **flexible, dynamic, easily updatable**, and walks beside you and your project throughout its development process to best complement your goals and strategic priorities.
- Your Impact Hub tells the story of your impact vision and its potential through an Indigenous lens, utilizing a solutions-focused approach. This impact narrative celebrates the champions of your project and amplifies the human stories of **lives changed and trajectories shifted** as a result of your work in the world.
- Your Impact Hub provides opportunities to **measure the impact milestones and metrics** that are important to you to track engagement, outreach to new contacts, and encourage feedback for future projects.

How is your Impact Hub accessed?

Your Impact Hub lives on the PowHERhouse website and is showcased alongside other trajectory-shifting impact projects. This encourages healthy cross-pollination of audiences as well as collaborative engagement methodologies. Your Impact Hub can also be easily accessible from your own website (which we recommend) to create a circular campaign with a linked button or image.

How do people discover your Impact Hub?

Once your Impact Hub is live, we recommend a **strategic impact activation campaign** that might include the following components:

1. A short video, mini-documentary, or series of micro-short content reels;
2. Timely project announcements and updates from an impact perspective; and,
3. Audio interviews and/or thought leadership articles to position project champions in strategically suitable ways that give voice to your values.

Oftentimes, PowHERhouse recommends working with an industry brand partner (such as a colleague, collaborator, or supplier who will benefit from the project) to co-sponsor this impact activation campaign with a marketing dollars investment.

LEARN MORE OR START NOW



WWW.POWERHOUSE.COM