

# 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.

- **Draft and release a press release.** In May 2015, New York City Comptroller Scott Stringer announced the New York City Pension Funds' major new diversity initiative for investment managers in a press release, which you can use as a model. You can view the press release here: <http://comptroller.nyc.gov/newsroom/comptroller-stringer-announces-major-new-diversity-initiative-for-investment-managers/>.
- **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](mailto: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](mailto:info@diverseassetmanagers.org).