



PIM DE&I PUBLICITY KIT

www.pimw.org/diversity-kit/

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SHARE YOUR NEWS:

We want to see how your company is celebrating this important achievement! Tag us or email us photos! Use the hashtags #PIMDEI, #DiversityAccreditation, #print and #PIM in your posts.

- **Twitter**
@PrintingMW
- **Facebook**
@PrintingIndustryMW
- **LinkedIn**
@PrintingIndustryMidwest
- **Email pictures to**
diversity@pimw.org

QUESTIONS:

Please email Kristin Pilling-Davis & Sadie Johnson at **diversity@pimw.org** with any questions.

CONGRATULATIONS:

Congratulations on achieving a Star in Printing Industry Midwest's (PIM) Diversity, Equity & Inclusion (DE&I) Accreditation Program! Review this document to learn about how to promote your accreditation.

WHAT IS THIS PROGRAM?

PIM's DE&I Accreditation Program was designed to create foundational changes in the recruiting, hiring, and training practices of our industry. This program was created by PIM's Diversity Coalition, a group of individuals from PIM member companies, who put together metrics and a process for accreditation that will help your company continue to uphold and enforce a more diverse and inclusive company environment.

WHAT DOES THIS ACCREDITATION MEAN?

This program is comprised of four star levels. Each star has an objective and required steps an organization must follow to achieve accreditation. Your organization must complete all the required steps, submit reporting documents and receive approval from PIM to achieve accreditation and move onto the next star. Review more details about the four star levels on page 2.

GUIDELINES FOR USE

PIM's DE&I Accreditation seal can only be used by authorized accredited and certified PIM DE&I organizations. The PIM DE&I Accreditation seal, documents, resources, etc. is property of Printing Industry Midwest and compliance with the following guidelines is required:

- The elements of the seal must remain in the same proportional relationship as provided.
- Do not change the format or color of the seal.
- Do not add graphic elements or devices to the seal, including other words or slogans. You may add the following sets of words below the seal: "Accredited by Printing Industry Midwest."
- If the seal is used to promote accreditation, it may only be used to reference the company that is accredited. Example: If a company's has multiple branches or sites, but only one site is accredited, the seal can only be used if it is clearly stated which site is accredited.
- If you are featuring the seal on your company's website, please link the image back to PIM's DE&I website (www.pimw.org/diversity/).
- If your company stops paying the annual program fees or quits the program, you must remove the seal and your accreditation will be void.

ACCREDITATION LEVELS

PIM's DE&I Accreditation levels are listed below starting at the first level and ending with the highest level that can be awarded. As well as some of the steps required for accreditation. When promoting your organizations participating in this program, give examples of what your organization is doing or what they have done in past star levels.

<p>STAR 1: Commitment</p> <p>Objective: The organization commits itself to making DE&I a priority in their organization. The commitment will require time, talent, and leadership support.</p> <p>Required Steps: Below are some of the require steps</p> <ul style="list-style-type: none"> • Committed to adopting PIM's DE&I Pledges • Created a Diversity Committee & DE&I goals • Start DE&I training and send PIM's annual DE&I surveys to your leadership and employees. • Develop relationship with your Community-Based Organizations (CBO) and local high school and/or college • Updated your employee handbook and recruitment efforts to address commitments to DE&I 	<p>STAR 2: Aim</p> <p>Objective: Review processes and documentation within your organization that can have an effect on DE&I. Set measurable goals that will move your organization forward.</p> <p>Required Steps: Below are some of the require steps</p> <ul style="list-style-type: none"> • Must maintain and build upon all previous requirements. • Create a written complaint process and perform internal audit of measures of equity. • Evaluate, update and maintain your job postings. • Create affirmative action plan to recruit diverse applicants. • Survey your supply chains.
<p>STAR 3: Momentum</p> <p>Objective: You should be seeing clear progress toward your goal of diversity, equity, and inclusion. The needle on diversity awareness in your organization is moving.</p> <p>Required Steps: Below are some of the require steps</p> <ul style="list-style-type: none"> • Must maintain and build upon all previous requirements. • Host, sponsor or co-host an event, program or activate with your CBO partner and your school partner. • Add a section about inclusion in Employee Performance Appraisals. 	<p>STAR 4: Excellence</p> <p>Objective: Excellence is the gradual result of always striving to do better. The organizations commitment to DE&I should be part of the organization culture and visible to all current and future employees.</p> <p>Required Steps: Below are some of the require steps</p> <ul style="list-style-type: none"> • Must maintain and build upon all previous requirements. • Recognition of 4-star status to all employees, customers and beyond. • Complete at least one "Go Above & Beyond" step.

EIGHT WAYS TO MARKET YOUR ACCREDITATION

Let your employees, prospects and customers know your organization is going above and beyond when it come to Diversity, Equity & Inclusion (DE&I)! Your accreditation is a powerful tool to motivate professionals to utilize your services and to attract prospective employees. But first, they must know what you have achieved.

Here's how you can promote your accreditation...

1 **Notify the media and your community.**

On page 5 is a sample press release for you to customize and send to your local and national news outlets and inform your community what you are doing. Please make sure to share your press release with PIM so we can share it on our channels and with our network.

2 **Include your accreditation seal in all aspects of marketing.**

Publish your achievement in your organizations newsletter, on your website, in your email signature, on social media, on posters in your break rooms, anywhere and everywhere. Make sure all employees and beyond are aware of this achievement.

3 **Every employee should know what this achievement means and how it can benefit them and their position.**

- **Human Resource:** They should understand how this affects how they conduct interviews and speak with employees.
- **Sales:** Give them verbiage on how to describe this program when create a pitch to potential customers or connect with current customers.
- **Marketing:** Promote your achievements and seal everywhere. Make sure your marketing team has the resources they need to get the word out.
- **Production:** Keep this team involved! Make sure they are invited and their voices are heard.

4 **Create a promotional mailer kit for your existing customers and potential customers.**

Display your seal on promotional material. Create a mailer about the program and what your organization is doing. Then mail it, hand it out at career fairs, display it in your front office, etc.

5 **Design an ad to your customer or potential employees.**

For trade or local press, this ad could feature the accreditation seal and why customers should work with you or future employees should work for you.

[Continue reading on page 4 >>>](#)

CONTINUED... EIGHT WAYS TO MARKET YOUR ACCREDITATION

6

Proudly display the PIM DE&I Pledges for Action on your website

Showcase the Pledges for Action this program is founded upon on your website. Take it a step further and create your own DE&I page on your website. Display your goals, what you have done and more. Create a blog for people to follow or add pictures of DE&I activities/project.

7

Display your plaque proudly in your front entrance.

Let everyone who walks through your door you have achieved this accreditation.

8

Turn your reporting documents into promotional material

Summarize your reporting documents and showcase it in promotional materials.

PIM IS HERE TO HELP

If you and your team thinks of more ways to promote your accreditation that are not on this list. Please let us know what they are and we will add them to this list, email Kristin Pilling-Davis & Sadie Johnson at diversity@pimw.org.

Printing Industry Midwest (PIM) will do our best to help you promote this achieve and work with you to do so. PIM will share your press release in our email bi-weekly newsletter, in our printed bi-monthly newsletter, on social media, on our website on the DE&I page (www.pimw.org/diversity/) and during our annual Star Awards Banquet your organization will be awarded your plaque in front of around 300 print professionals.

SAMPLE PRESS RELEASE

Below is a template press release. Add specific details about your organization and your Diversity, Equity & Inclusion (DE&I) journey to this template. Highlighted in yellow are areas to fill in with your organization's information.

Please make sure to send a copy of your press release to Kristin Pilling-Davis & Sadie Johnson at diversity@pimw.org so Printing Industry Midwest (PIM) can promote your press release too.

(Company Name) Awarded (Star Number & Star Title)

in PIM's Diversity, Equity & Inclusion (DE&I) Accreditation Program

A ground break PIM program working to solve the inequities in print

(CITY, STATE) - (Date) - (Company Name) has earned our (Star Number – first, second, third or fourth) star, (Star Title – Commitment, Aim, Momentum or Excellence), from Printing Industry Midwest's (PIM) Diversity, Equity & Inclusion (DE&I) Accreditation Program. This program is made up of a passionate group of PIM members working towards creating foundational changes in the recruiting, hiring and training practices of our industry. By achieving this accreditation demonstrates our compliance and shows our dedication to being a more diverse, equitable and inclusive organization.

(Insert specific examples of how your company achieved this star. If this is your second/third/fourth Star, explain how you have grown and maintained other Star requirements)

(Insert quote from company leader OR Diversity Committee Member OR ask PIM staff for a quote)

(Company Name) journey to becoming a more diverse and inclusive company will continue as we work towards the next star level, (Star Title). Follow our journey at (website URL, social media links, etc.) and contact our Diversity Committee leader (contact name, email, phone number).

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ABOUT (COMPANY NAME)

(Insert organization boilerplate)

ABOUT PRINTING INDUSTRY MIDWEST

Printing Industry Midwest (PIM) is the trade association representing print service companies in Iowa, Minnesota, Nebraska, North Dakota and South Dakota. Membership resources add value to companies that provide print, graphic communication services, market or manufacture supplies for the printing industry. Visit PIM's website (www.pimw.org) or call PIM's office (612.400.6200) for more information and questions about membership.

ABOUT PIM'S DE&I PROGRAM

Printing Industry Midwest's (PIM) Diversity, Equity & Inclusion (DE&I) Accreditation Program was designed to create foundational changes in the recruiting, hiring, and training practices of our industry. This program was created by the PIM Diversity Coalition, a group of individuals from companies who are members of PIM, who put together metrics and a process for accreditation that will help your company continue to uphold and enforce a more diverse and inclusive company environment. If you have any question or would like more information about this program, please email Kristin Pilling-Davis & Sadie Johnson (diversity@pimw.org) or visit our website (www.pimw.org/diversity/).