



Founding Member

MEDIA TOOLKIT



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About Greater Purpose





ABOUT

Greater Purpose is the movement shaping the next generation of business in Canada.

We bring together purpose-driven leaders and organizations from every sector to accelerate social and environmental impact. Through shared insight, bold action, and collective progress, our members are building a future where business is a force for good.

As a founding member, you're helping shape this movement from the ground up through presence, perspective, and purpose.

GREATER PURPOSE



How to Use This Toolkit





HOW TO USE

This toolkit is designed to help you proudly share your involvement in *Greater Purpose*.

Inside you'll find:

- Messaging guidance
- Sample social media posts
- Email/newsletter copy
- Recommended hashtags
- Downloadable visuals

Use these materials as-is or adapt them to your brand's voice. Every share helps grow the movement and invite new voices into the community.



Talking About the Movement

**WHAT IS GREATER PURPOSE?**

Greater Purpose is a national movement shaping the next generation of business through purpose-led leadership, collaboration, and action.

WHY DOES GREATER PURPOSE MATTER?

Because business must be a force for good – and the challenges we face demand bold, values-driven leadership.

WHAT DOES GREATER PURPOSE OFFER?

- A dynamic, inclusive membership community
- Events, tools, and visibility for members
- Leadership development and peer connection
- Recognition to turn purpose into progress

WHAT DOES IT MEAN TO BE A GREATER PURPOSE MEMBER?

Founding Members are trailblazers – values-driven organizations that helped launch *Greater Purpose* and define what purpose in action looks like. As early champions of this movement, they continue to lead by example, turning bold ambition into real impact and setting the stage for others to follow

Community Purpose Membership Opportunity Leadership

SECTION FOUR

Logo Use



LOGO USE

We encourage our founding members to use the *Greater Purpose* trustmark to highlight your role and share your involvement. Below are simple guidelines to help ensure the trustmark is used with clarity and consistency.



BLACK TRUSTMARK

Use on light backgrounds for a clean, classic look.

- Best for: documents, minimal layouts, or grayscale formats.



PURPLE TRUSTMARK

Use to highlight brand identity on neutral tones.

- Best for: social graphics, campaigns, or branded materials.



WHITE TRUSTMARK

Use on dark or richly coloured backgrounds for high contrast.

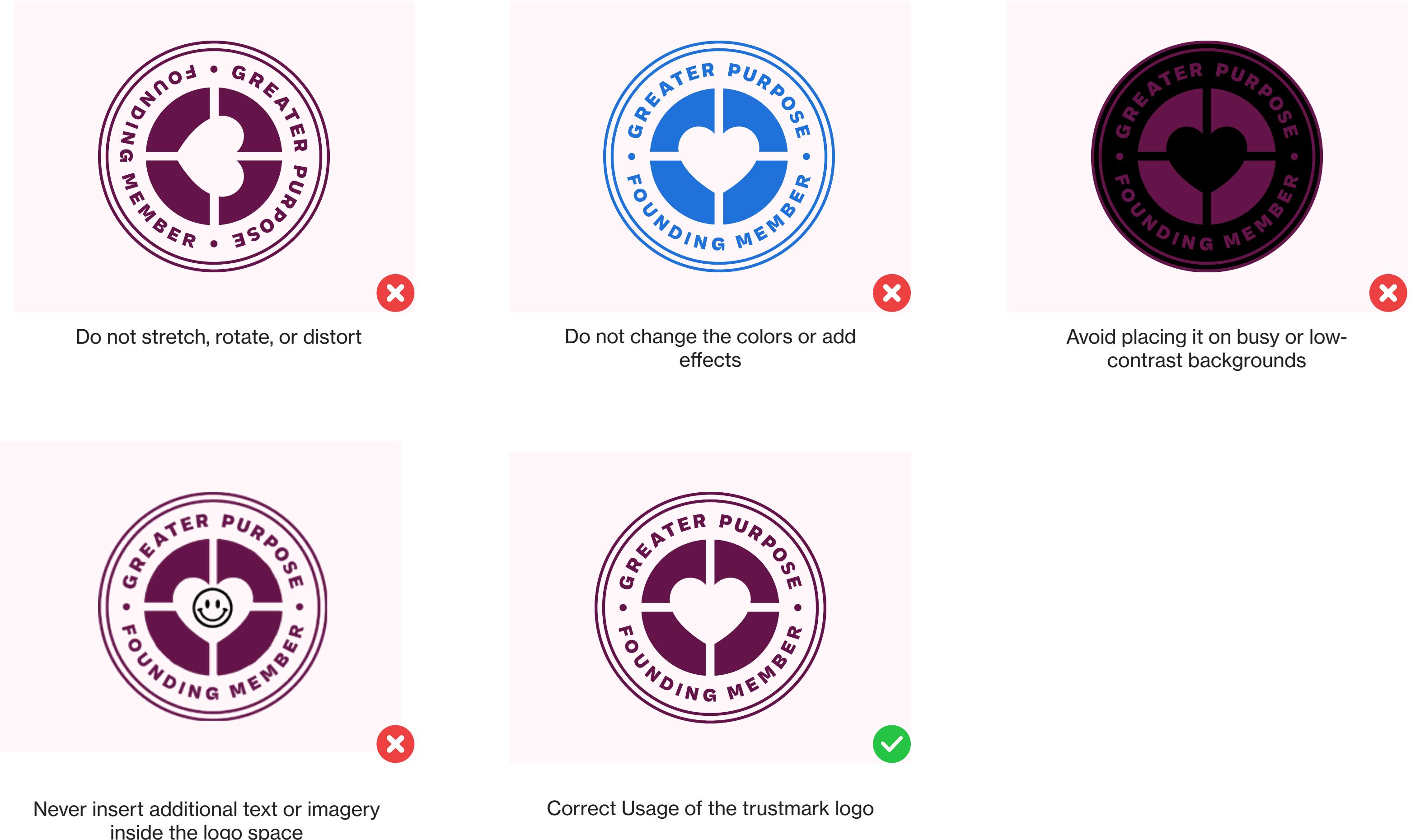
- Best for: photos, banners, or high-impact visuals.



USE WITH CARE

The trustmark is a shared symbol of values, community, and credibility. To keep it strong and recognizable, please follow these simple guidelines:

- Do not stretch, rotate, or distort the trustmark.
- Do not change colours or add effects.
- Avoid busy or low-contrast backgrounds.
- Never insert text or graphics inside the trustmark area.



Naming & Capitalization





NAMING & CAPITALIZATION

When referring to Greater Purpose:

- Always use Greater Purpose with both words capitalized.
- Avoid abbreviating as “GP.”
- Do not place the name in quotation marks.
- Refer to *Greater Purpose* as a proper name (e.g., “Greater Purpose is hosting...” not “the Greater Purpose is hosting...”).

The layout features a large, bold, dark purple header 'Greater Purpose'. Below it is a smaller, dark purple sub-header 'BY A.N. AUTHOR'. The main content area contains three blocks of placeholder text (Lorem ipsum) in a dark purple font. In the bottom right corner of the layout, the 'GREATER PURPOSE' logo is displayed in its signature dark purple and orange colors.

Always write the name as **Greater Purpose** – both words capitalized.

Social Posts



Section 6 Social Posts

SOCIAL MEDIA POSTS

Sharing your involvement as a founding member helps build momentum and bring new voices into the *Greater Purpose* community.

The next few slides include sample social media posts you can use or adapt to your own voice and audience.





OPTION 1

We're proud to be a founding member of Greater Purpose – the movement shaping the next generation of business.

It's a community where purpose meets action, and where leaders collaborate to build a future grounded in impact and integrity.

See how your business can get involved: greaterpurpose.inc

#GreaterPurpose #LeadWithPurpose #PurposeFirst

#PurposeDrivenLeadership

OPTION 2

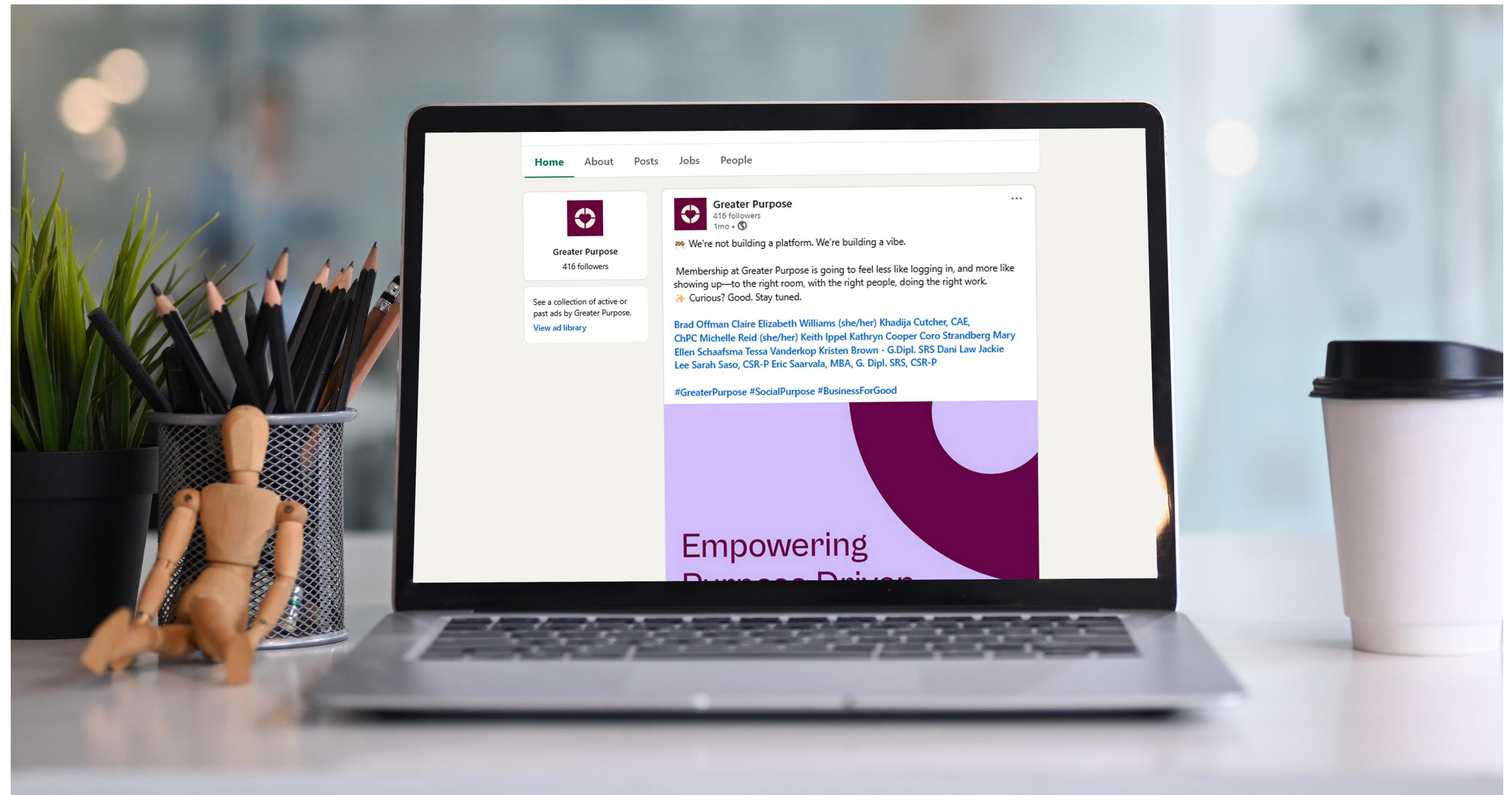
We joined Greater Purpose because we believe business must be a force for good – not someday, but right now.

This is a community where purpose-led leaders come together to learn, grow, and lead with impact.

Explore what Greater Purpose is all about: greaterpurpose.inc

#GreaterPurpose #LeadWithPurpose #PurposeFirst

#PurposeDrivenLeadership





OPTION 1

We're proud to be a founding member of @greaterpurposeeca.

– a national movement for purpose-led leadership.

It's where bold ideas, real relationships, and future-focused leadership come together.

Be part of what's next: greaterpurpose.inc

#GreaterPurpose #LeadWithPurpose #PurposeFirst

#PurposeDrivenLeadership

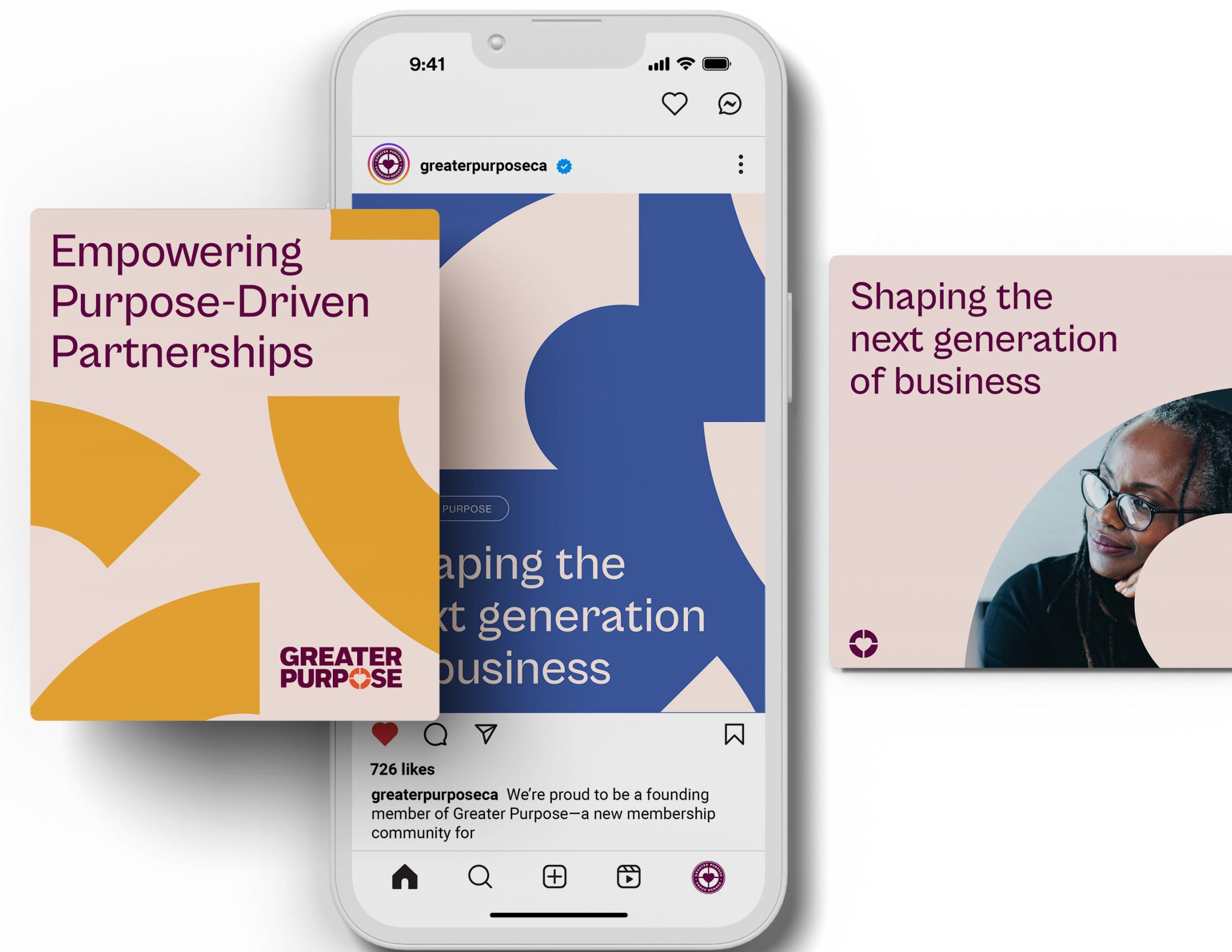
OPTION 2

Purpose. Progress. Community. That's what we stand for – and that's why we joined @greaterpurposeeca.

Join the movement to shape the next generation of business.

#GreaterPurpose #LeadWithPurpose #PurposeFirst

#PurposeDrivenLeadership





OPTION 1

We're excited to announce that we are a founding member of Greater Purpose – a national movement uniting purpose-driven businesses across Canada.

Greater Purpose helps leaders grow their impact through shared learning, public recognition, and a powerful network of changemakers.

Learn how to join the movement: greaterpurpose.inc

#GreaterPurpose #LeadWithPurpose #PurposeFirst

#PurposeDrivenLeadership

OPTION 2

Greater Purpose is more than a network – it's a catalyst for change.

We're proud to be a founding member of this community that helps purpose-led organizations connect, grow, and lead the way forward.

#GreaterPurpose #LeadWithPurpose #PurposeFirst

#PurposeDrivenLeadership



**OPTION 1**

We're proud to be a founding member of Greater Purpose – a national movement for values-led leaders and organizations shaping the next generation of business in Canada.

Greater Purpose brings leaders together through events, shared learning, and public recognition – all focused on purpose, impact, and integrity.

OPTION 2

We're proud to be a founding member of Greater Purpose – a national movement built for values-driven leaders and organizations.

Greater Purpose is more than a membership – it's a catalyst for bold, purpose-first leadership. It offers access to a growing network of members, curated events, thought leadership, peer learning, and more.

It's a space where relationships come first, leadership is redefined, and business drives lasting change. We're honoured to be part of it.

SUB-HEADING

Newsletter Heading

We're proud to be part of Greater Purpose – a national movement for values-led leaders and organizations shaping the next generation of business in Canada.

Greater Purpose brings leaders together through events, shared learning, and public recognition – all focused on purpose, impact, and integrity.



Newsletter Blurb Example



HASHTAGS

Use with posts on LinkedIn, Facebook, and Instagram

#GreaterPurpose

#LeadWithPurpose

#PurposeFirst

#PurposeDrivenLeadership

#GreaterPurpose

#LeadWithPurpose

#PurposeFirst

#PurposeDrivenLeadership



DIGITAL ASSETS

Use the provided graphics to share your involvement across LinkedIn, Instagram, Facebook, and Stories. Trustmarks and sample visuals are available for download on your *Greater Purpose* member dashboard.



LINKEDIN



INSTAGRAM STORIES



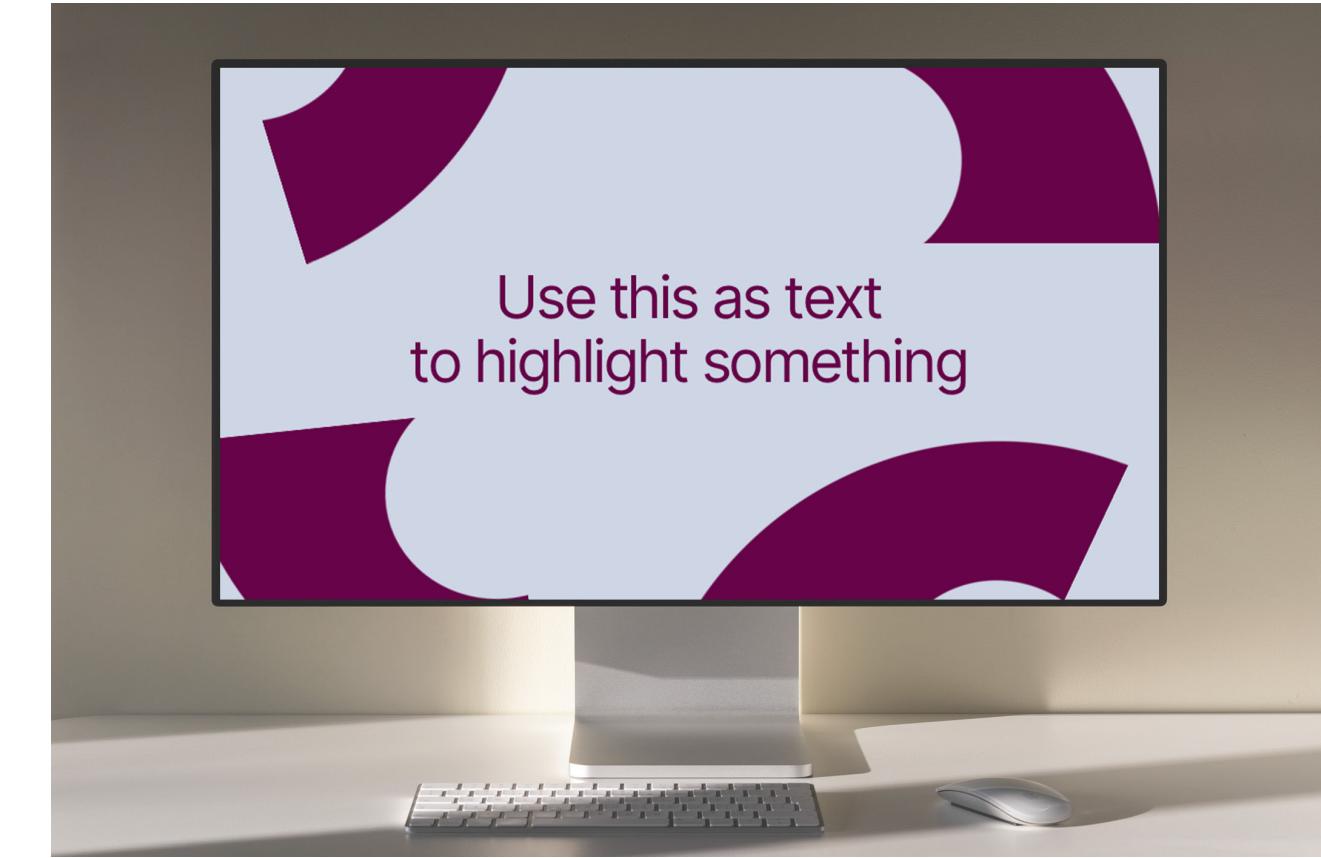
INSTAGRAM



FACEBOOK



TRUSTMARKS



Examples of graphics using digital assets

**GREATER
PURPOSE**

Thank You

greaterpurpose.inc

