

SHARED

Strategy Note

The objective of the infographic is to share DSG's environmental and community-based efforts using statistics that highlight the messaging. For this infographic, it is important to include these efforts because they are a part of DSG's sustainability program (as seen in the chart on the infographic). The headline "Changing The Game for Good" was inspired by the messaging directly from their website as it's a perfect summary of what DSG aims to achieve using playful sporty terms. The infographic is a perfect way for DSG to make the information more engaging while highlighting key points quickly as visual aids help boost retention and understanding, according to the Graduate Program for Educators. As both the op-ed piece and the infographic are sustainability focused, DSG can strategically pair them for a compelling narrative emphasizing the data proving their initiatives are authentic.