




3fold

**DIVERSITY**  
**ACTION**  
**PLAN**



OCTOBER 2020



The recent social injustice events surrounding George Floyd, Breonna Taylor, and so many others have changed the world. A moment of “woke” has occurred to those who have been sleepy to see what is truly happening to BIPOC individuals in cities across the nation, and what we haven’t been doing about it.

These events have prompted 3fold to take pause to look at our own company to answer the questions: **‘Are we living our mission?’ ‘Are we providing our clients the best solutions?’** and, more specifically, **‘What, as a business, can we do to fight systemic racism?’**.

Our company’s mission has always been to contribute to thriving communities and to support the industries we believe are essential in doing so. We have taken stock and are able to see the disparity between the work we are trying to do while not having enough diversity representation at our own table. In this, we understand we are not living our true mission, and ultimately not doing the best we can for our team, our clients, our community, or our industry.

We also understand as communicators, marketers, and advertisers, our industry plays a crucial and pivotal role at the way in which BIPOC individuals are portrayed. To this, we have the ultimate responsibility, and opportunity, to do something about it.

3fold’s Diversity Action Plan is a fluid, yet firm legacy commitment designed to make lasting change. Change at 3fold. Change in Sacramento. Change in the marketing and advertising industry in our region. This commitment and its measurable goals are created for accountability and enhancement over the next 10 years and will help us grow to more reflect the current demographic makeup of our region. This includes our leadership and team, our vendors and partners, and our client base.



## Our **3** stages of Commitment are:

### Take Stock

of the number of racially and ethnically diverse employees in our company, the number of BIPOC-owned businesses in our vendor and partner list, and the number of our clients led by people of color or whose work directly impacts those specific audiences and communities.

### Take Ownership

of our current company landscape and our lack of diversity of BIPOC employees, recognize where we are failing, identify where we can take action, and create the next steps to make change.

### Take Action

to publish our Commitment and execute our plan for changing the make-up of our company and the voices of our industry in our region.



## Our Commitment includes:

### Changing Our Industry

3fold will launch Voices at the Table, our workforce development and scholarship program for BIPOC students looking to get into the marketing, advertising, and communications industry. We will train students in industry best practices and 3fold's values which encourage drive, empathy, and challenging the status quo; we will create a space for them to find their voice in our industry; and we will help them to find a seat at a table, ultimately changing the makeup of our industry in this region. We will also create an Advisory Panel made up of BIPOC community leaders who will serve as guides for students, as well as hold 3fold accountable for the experience we are trying to provide.

**THE GOAL:** 50 interns by 2030

### Forming Partnerships

Forming partnerships with BIPOC-led/owned agencies and/or BIPOC freelancers to provide direction, insight, and experiences that ensure our company has formed deliberate and purposeful relationships with the communities we are trying to serve, and that the services we provide are receiving direction, insight, and feedback from individuals and companies representing those communities.

**THE GOAL:** 15% partner diversification + BIPOC marketing/advertising advisory council

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## Expanding Our Recruitment and Hiring Strategy

Expanding our recruitment and hiring strategy to discover and engage the BIPOC community with a focus on connecting with Black and POC professional networks and organizations. We understand the need for more diverse representation for our company, for our clients, and for our team and we are committed to a recruitment strategy that reaches the right candidates.

**THE GOAL:** 15% diversity

## Education + Training

Education + Training through *3fold U*, our internal development program, that will now include a focus on diversity each quarter by way of trainings, seminars, and/or purposeful discussions by BIPOC community leaders. We will utilize the resources provided by our nonprofit friends to share information to our staff, clients, and community.

**LAUNCH:** 2021

## Diversifying Our Client Base


Diversifying our client base by actively identifying companies and organizations with a mission to provide access to BIPOC communities through the education, workforce development, and healthcare and offering our services at a 15% discounted rate.

**EFFECTIVE IMMEDIATELY**

## Dedicating Budget

Dedicating budget to actively support causes that directly impact BIPOC communities, that enhance opportunities for BIPOC individuals in the marketing and advertising industries, and to match our employees' choice of causes that meet the aforementioned focus.

**LAUNCH:** 2021




We are a small company, yet we are committed to doing everything we can to ensure equal representation across all facets of 3fold and to become a culturally responsive company. Our mission is to contribute to thriving communities. We value the human experience. At every level of our company, we can and are committed to doing better to uphold humanity. We acknowledge this work is going to be hard and uncomfortable, but every worthwhile pursuit is.

This is how we get started.



Jamie Von Sossan, CEO  
**3fold Communications**



Hitting the right notes with a plan of action like this is no easy task. I want to thank those who have both inspired and guided the development of the plan.

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