



THE POLICY CIRCLE®

2020 PROGRAM IMPACT REPORT

VIRTUAL PROGRAMS
AND EVENTS - WITH 60
THOUGHT LEADERS
AND POLICY MAKERS



1,200

UNIQUE VIRTUAL
ATTENDEES



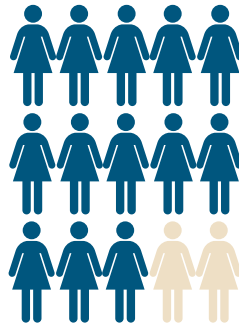
17 ORIGINAL POLICY
CIRCLE BRIEFS WERE
DISCUSSED DURING OUR
PROGRAMS



130 CIRCLE MEETINGS
CONDUCTED
FOLLOWING VIRTUAL
EVENT THEMES



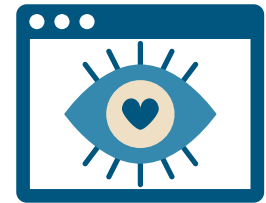
300 NEW
FOLLOWERS
ACROSS THE
POLICY CIRCLE'S
SOCIAL CHANNELS



130 NEW LEADS AND
REFERRALS OF NEW
INTEREST GAINED

PROGRAM
CONTENT
VIEWED 85,000
TIMES ON
SOCIAL MEDIA

SOCIAL MEDIA
ENGAGEMENTS
ON PROGRAM
CONTENT



Even during a global pandemic, The Policy Circle pivoted to deliver fact-based programming, with an impressive lineup of speakers. Our virtual, live and grassroots initiatives are built around original, thoughtfully curated Policy Circle Briefs that frame the issues, provide historical context, explore avenues for reform and encourage local engagement.