

What difference do I make in my community?

On January 18th Alicia Keys released a video called *17 Ways Black People are killed in America* to urge our new President Biden to activate a commission on racial injustice within his 1st 100-days in office.

<https://www.youtube.com/watch?v=g7UcqpdaIGY>

You may think you have to be a big superstar to speak up and speak out, but anyone can do it. As artists you have the opportunity to use your platform to make a difference in your local direct community. There are several ways you can do this such as make a video on any cause close to your heart, go out and speak to a group about an issue, volunteer to take photos of a community event, perform at a fundraiser, create a work of art to auction, teach a seminar, become a board member, and work directly with your local government officials to speak up on issues in your community or even in front of congress.

Have you ever considered the benefits of marketing your craft through nonprofits? *Marketing* is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others (Kotler, Hall, & Taylor). *Nonprofit marketing* is managing the process of promotion through community organizations to obtain additional marketing access and product sales support. This means you can make your community service a win/win situation that provides you increased exposure online and in press, sales, new followers, and the list goes on.

Look at the following statistics provided by SCORE:

- Did you know that 75% of small business owners donate an average of 6% of their profits to charitable organizations annually?
- 85% of consumers have a more positive image of a company who gives to charity.
- 90% of consumers want to know how companies are supporting charitable causes.

[Infographic: Small Business Charitable Giving - Big Impact on Local Communities | SCORE](#)

The point is you do not have to wait until you are a millionaire to make a difference to a cause you feel connected to, and it may even help your brand and credibility if you do something for the community. Now more than ever people are looking to see what social cause you are supporting. Put whatever you do on your website, write a press release, take photos for your social media, or even take a live video of you in action. Whatever way you choose will help someone that needs and appreciates it.

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