

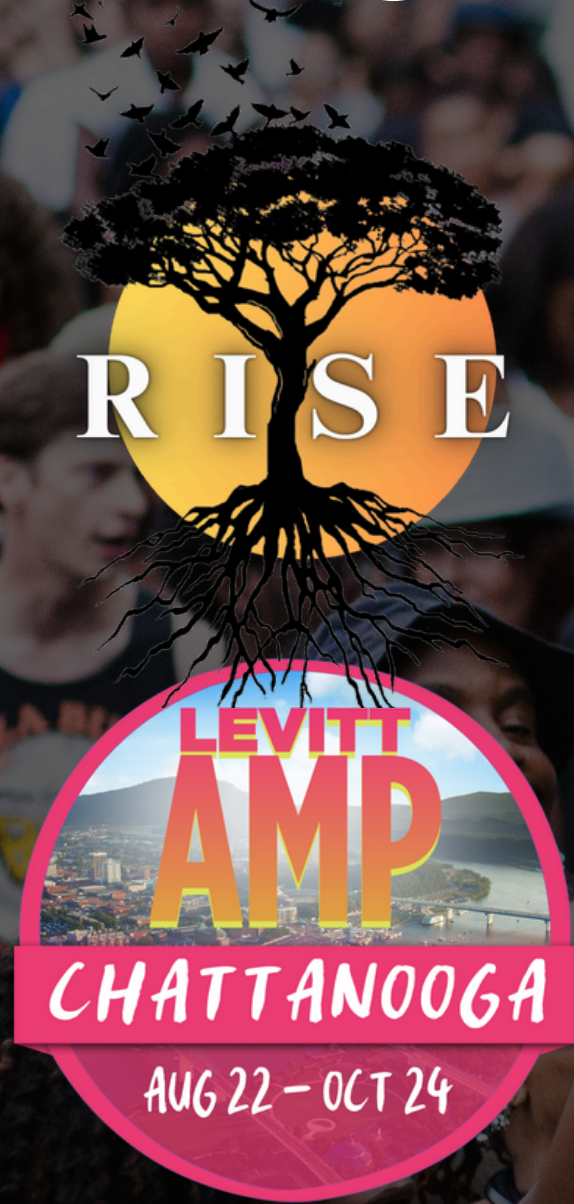


BUILDING BRIDGES / BREAKING BARRIERS

OUTREACH ENGAGEMENT MODEL FOR DIVERSE COMMUNITIES



INTRODUCTION



**LEVITT
BLOC
CHATTANOOGA
MUSIC SERIES**

RISE Chattanooga is a minority led community arts and culture nonprofit whose mission from inception has been to empower and uplift communities by promoting social equity, cultural enrichment, and creative expression through arts and culture.

In 2017, RISE was honored to be the first minority led nonprofit organization in the nation to be selected by The Levitt Foundation to host the Levitt AMP Music Series that took place for three consecutive years within Chattanooga's downtown MLK corridor, which happened to be a historic black neighborhood.

In 2024, we became the first organization in the nation to present The Levitt BLOC (*Building Layers of Community*) Music Series.

BUILD TRUST AND RELATIONSHIPS



- **COLLABORATE:**

Seek out and partner with trusted leaders, organizations, city/county departments and influencers within diverse communities who can advocate for your programming and bridge the gap between your organization and the community.

- **ENGAGE:**

Attend local events, churches, festivals, and community meetings to establish your presence and show genuine interest in their cultural priorities.

- **ESTABLISH ADVISORY COMMITTEE:**

Form a diverse advisory group of diverse artists, educators, and community members to guide programming and ensure cultural relevance.

HIGHLIGHT CULTURAL AUTHENTICITY

- **FEATURE LOCAL TALENT:**

Include culturally diverse musicians and artists in your programming, especially those with strong ties to the community.

- **ADD CULTURALLY RELEVANT THEMES:**

Develop programming that resonates with the lived experiences and cultural heritage of these communities, such as performances celebrating African-American music genres (jazz, gospel, hip-hop) or Latin rhythms (salsa, reggaeton).

- **OFFER BILINGUAL PROGRAMMING:**

Ensure inclusivity by providing bilingual promotional materials and performances when targeting diverse cultural audiences.



LEVERAGE INNOVATIVE MARKETING



- **CULTURALLY TAILORED MESSAGING:**

Use imagery, language, and narratives that resonate with diverse communities in your outreach materials.

- **ENGAGE ON SOCIAL MEDIA:**

Utilize platforms like Instagram, Facebook, and TikTok to connect with younger audiences, highlighting local artists and behind-the-scenes content.

- **PARTNER WITH ETHNIC MEDIA:**

Advertise in local diverse cultural radio stations, newspapers, and online outlets to reach a broader audience.

PROVIDE OPPORTUNITIES FOR COLLABORATION AND LEADERSHIP

- **INVITE COMMUNITY INPUT:**

Create opportunities for community members to co-create programs, workshops, or performances.

- **DEVELOP INTERNSHIP OPPORTUNITIES**

Reach out to local community colleges and/or universities to create student involvement with aspects of your overall program

- **OFFER COMMUNITY ROLES:**

Involve community members as volunteers, site coordinators, or liaisons to strengthen their investment in the program.



**"IT IS NOT OUR DIFFERENCES THAT DIVIDE US.
IT IS OUR INABILITY TO RECOGNIZE, ACCEPT,
AND CELEBRATE THOSE DIFFERENCES."**

AUDRE LORDE

AN AMERICAN WRITER, POET, CIVIL RIGHT ACTIVIST

FEBRUARY 18, 1934–NOVEMBER 17, 1992

