

Creating with the Culture: Honoring Community Voice in your Nonprofit Marketing



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SERICE

Meet Our Team



Gladiator Consulting



Design & Racial Equity



Anavo Strategies



Forward Through Ferguson

Our Stories



STL

FORWARD
THROUGH
FERGUSON

“Forward Through Ferguson is evolving to stand as an anchor institution for strategy, support, and accountability to the collective vision for racial healing and justice, and I am sincerely excited to be a part of this process of change.”

-Faybra Jabulani,
FTF's interim
Executive Director



**TRADITIONAL MARKETING +
FUND DEVELOPMENT CAN
REINFORCE STEREOTYPES,
LEVERAGE WHITE
SUPREMACY, EXPLOIT
SUFFERING AND
OTHERWISE DO REAL HARM**



Actionable Steps to Take Today:

- "This is not about you." Don't cast yourself in the leading role.
- Give local voices and communities ownership in the communication of your projects.
- Acknowledge and compensate your lived experience experts.
- Highlight community partners and leaders.
- Be creative. Not everyone has internet access.
- Your community is the canvass.
- Read the room. Why are you telling the story?

Discussion