

Non-Profits/Foundations/Festivals

- Nonprofit working with citizens to create handcrafted jewelry out of recycled guitar strings or other musical instruments
- Free concert series presented at a local park, library, etc. which features local, regional, and national artists
- “The Soul Behind the Name” program for historic landmarks, buildings, etc.
- Fundraisers & events with “Soul” theme – whether it’s music, food, religion, nature, historic architecture, etc.
- Using branding elements everywhere possible
- Identifying and referring local projects related to place-making or tourism when “Soul” stories are feasible
- Soul-themed activity, music, food, art, and storytelling opportunities in public places
- Allocating a representative to participate on the community branding committee
- “Artistic Soul” promotion for Mill Hill, Macon Arts Alliance, Middle Georgia Art Association and other galleries