

“ We have a saying in my house, my kids and my girlfriend. We say, ‘Be your best for the greater good, and rock out wherever you are.’ ”

Michael Franti,

American musician, poet, spoken word artist, and singer-songwriter

## Find Your Song: Musicians Giving Back Initiative

### High-Impact Advisory for Professional Musicians and Bands

At Olive Grove Collective, we believe it is possible to align your work with your passions so that every day fuels you in some way. Music is one of our many passions. A few years ago, our founder, Emily Sterling, began pro-actively designing this passion into her life - attending concerts and festivals, hosting house parties, supporting album launches, discovering new artists, and getting to know the musicians and what makes them tick at a personal level.

She started this initiative to help musicians and bands build their brands and express their values through “giving back”, exerting their influence for social change, and philanthropy.

Musicians get this at an intuitive level. They write and perform because they have unique insights into how humanity works. They tap into shared experiences, emotions, and how we interact as a society. They raise awareness, encourage reflection, and fuel social movements. The most influential musicians all have a social impact agenda and a way to make it happen — and they have built and mobilized their fan base around taking action.

### Our *Find Your Song: Musicians Giving Back Initiative* has three components:

Advice on how to amp up impact beyond your music, engage and mobilize your fan base, build your brand

- ❖ “Giving back” in interesting and high profile ways
- ❖ Clarify social impact passions and values and how to express them in a way that increases influence and reach
- ❖ Navigate options and factors on WAYS to give back - make sure they are focused, easy, and high-impact
- ❖ Think through risks and implications to avoid fan alienation or inadvertently inappropriate choice of nonprofit organization or political movement

### Interviews with Musicians

- ❖ We explore what you care about, who inspires you, and how you leverage your music, platform, and influence to bring about social change
- ❖ Podcasts, video interviews, Facebook live feeds, live interviews at events, etc.

### Bringing Together Musicians with Common Interests to Collaborate on Social Change

- ❖ Facilitate working towards common goals: learning groups, amplify philanthropy through pooled funds, take action

Are you interested in nominating someone or being interviewed, or hosting a conversation? Would you love to form or participate in a group to explore these ideas together?

Contact us!