



## Equitable engagement resources for National Arts & Humanities Month

National Arts & Humanities Month (NAHM) is an excellent opportunity to be more inclusive across your community and engage organizations and populations you may not interact with on a regular basis. Make sure you share information and resources with large and small organizations, BIPOC (Black, Indigenous, People of Color) and ALAANA (African, Latinx, Asian, Arab, Native American) identifying people and organizations, organizations and people who may have accessibility needs, and other marginalized communities. Include those groups in planning celebrations, promote their events through your networks, and encourage representation of their cultures and traditions as part of uplifting the arts and humanities in October.

Here are some tips on how you can thoughtfully and intentionally engage across cultures in your community:

- **If you're unfamiliar, seek knowledge about a community before reaching out**—it's essential to learn as many aspects of the community culture as possible. Here are some considerations on where to start your research: language; traditional practices, holidays, and festivals; social networks; values; politics, economic conditions, and history; community trends; and current experiences and voices.
- **Make it easy for diverse communities to engage with NAHM.** Be thoughtful about the location, timing, and cost of your organization's events to include folks who may not be able to travel far, who may earn lower incomes, or may have a non-traditional daily schedule.
- **Build out on existing networks** and find community leaders whose strengths and networks can expand the reach of NAHM celebrations even further. Consider individual artists you know and work with who may be part of diverse communities and ask them if they would be comfortable supporting an introduction to other artists and organizations.
- **Your local Chamber of Commerce can be an invaluable resource**, especially if your community has a chamber that focuses on BIPOC or ALAANA businesses. They can help promote events to these communities and connect you with existing events to include as part of NAHM celebrations.
- **Remember that arts & culture events aren't always connected to traditional arts venues**, so reach out to places such as community centers, restaurants, faith-based organizations, libraries, colleges/universities, and more to find and promote cultural events during NAHM.
- **Don't end the engagement when October is over!** Real, meaningful connections are based on trust and cannot be achieved if only made when there is a need or agenda attached to the outreach. NAHM can be the first step in an ongoing relationship with diverse folks in your community.