



HOLY CULTURE
R A D I O

ARTIST AMBASSADOR



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((SiriusXM))

ABOUT HOLY CULTURE RADIO

Founded in 2003, Holy Culture promotes Christ, Christian values, and lifestyle through Christian Hip Hop media while empowering individuals to reach their potential. As part of The Corelink Solution, a non-profit focused on community revitalization, Holy Culture embraces the FAVE (Faith, Arts, Vocation, and Education) movement. This initiative creates a safe space for people to discover their purpose, connect authentically, and work towards positive change, fostering a future of equity and self-actualization through creative expression and shared aspirations.

FAVE

Rather than a project, Faith, Arts, Vocation and Education (FAVE) is a movement where together we find our superpowers and learn how to activate them in order to live with great intention. FAVE is a safe space for people to connect and authentically work toward their purpose through sharing and believing. We come together to rally around the greatness within us and connect with others who are on a similar mission. Together, we can change the future and make it more equitable. Create your masterpiece to bring your vision to life – one of authenticity, self-actualization and reverence. Together, we will make our mark, one aspiration, one masterpiece at a time.



Our “connect, collab, and inspire” tagline represents all we endeavor. **Connect:** To create systems and infrastructure that increase the efficacy of Christian Hip Hop (CHH) and Kingdom Advancement. **Collab:** To create a community where iron sharpens iron **Inspire:** To create a space to edify believers and share the gospel with non-believers.

GIVING TUESDAY

GivingTuesday 2024: Join Holy Culture Radio and The Corelink Solution in Spreading Generosity

TUESDAY DECEMBER 3, 2024

Created in 2012 as a day to do good, GivingTuesday has blossomed into a year-round global generosity movement. On December 3, 2024, people from all walks of life—from global brands to small businesses, from celebrities to everyday individuals—will unite to celebrate generosity, give back, and show kindness.

This year, Holy Culture Radio and The Corelink Solution invite you to become GivingTuesday Artist Ambassadors, helping us inspire a wave of good by using your voice to spread generosity.

Your sponsorship will help us continue to change lives through FAVE, support urban missionaries (our on-air hosts and DJs), and evolve our content and technology.



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HOW TO PARTICIPATE

We believe that all acts of generosity help shape the world we want to live in, so there are no rules for how to participate in Giving Tuesday. Every single act of generosity counts, and we encourage you to be creative! Pick an issue and give back in any way that's meaningful to you. Here are some ideas aligned with Holy Culture Radio and The Corelink Solution's mission:

GIVING TUESDAY



Create content that inspires and helps your fans get ready for Giving Tuesday, or post our ready-made content.

- **Run a fundraiser for us using Instagram & Facebook's fundraising tools, or our donation portal**
- **Go live on Instagram and collect donations**
- **Match your followers' donations to our organization.**



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EXAMPLES

Here are some ideas for what to post on your channels to help get your fans excited and inspired to give on GivingTuesday. We also encourage you to create your own content and tell your giving story. You know what will inspire your fans to take action and give. We'd love for you to post across channels to reach as many people as possible.

Social Media Prompts

- Make a video that speaks from the heart about how important our mission is to you.
- Kick off a challenge: for everyone of your followers who posts using the hashtag #GivingTuesday #HolyCultureRadio, give a certain amount of money to a our mission
- Add a link to our donation on an Instagram Story post.
- Share how you're giving and ask your followers to do the same
- I'm showing my support for @HolyCulture this Dec 3rd for #GivingTuesday. Let's come together to promote Christ through Christian Hip Hop and revitalize our communities!
- I'm proud to stand with people around the world in raising awareness & support for the FAVE (Faith, Arts, Vocation, and Education) movement. Join me in giving to @HolyCulture for #GivingTuesday and help spread the message of Christ through music!
- Join me and millions around the world in giving back, spreading kindness, and showing how together we can be a force for good on #GivingTuesday. Support @HolyCulture to empower individuals and foster positive change through Christian media!
- This #GivingTuesday, I'm supporting @HolyCulture in their mission to promote Christian values through hip hop. Let's connect, collab, and inspire change in our communities!

SPECIAL REQUESTS

As an artist ambassador for Holy Culture Radio and The Corelink Solution, your voice has the power to inspire and motivate others. We invite you to consider making a matching donation post for #GivingTuesday. Here's how you can make an even bigger impact:

- ✔ **Announce your participation:** Let your followers know that you're partnering with @HolyCulture for #GivingTuesday.
- ✔ **Set a matching goal:** Decide on an amount you're comfortable matching (e.g., up to \$500, \$1000, or \$5000)
- ✔ **Create your matching post:** "This #GivingTuesday, I'm matching donations to @HolyCulture up to \$XXXX! Join me in supporting the Christian Hip Hop community. Every dollar you give will be doubled, making twice the impact. Let's spread the message of Christ through music and empower our communities together!
<https://holyculture.net/donations>
- ✔ **Engage with your audience:** Encourage your followers to participate and share their own giving stories
- ✔ **Update on progress:** Keep your followers informed about how close you are to reaching the matching goal.



Remember, your participation as an artist ambassador can significantly amplify our message and increase support for our mission. Thank you for considering this impactful way to contribute to #GivingTuesday!

THE PERKS

As a Holy Culture Artist Ambassador you will help us continue to change lives through FAVE, support urban missionaries (our on-air hosts and DJs), and evolve our content and technology.

- Artist will be highlighted on our Holy Culture Website Artist Ambassador Page



- One-two times per hour, an artist will be exclusively announced “This message is brought to you from a Holy Culture Radio Ambassador [ARTIST NAME]” and a personal message pre-recorded by the artist.



- One song of the artist's choice will be played following artist message
- Live exclusive artist in-studio interview to share their message and personal story



THE AUDIENCE

- 5 Million+ Sirius XM Listeners
- 283,000+ Listeners On App
- 12,000+ Facebook followers
- 17,500+ Instagram followers
- 8,751+ TikTok followers
- 8,751+ X-Twitter followers
- 7,000+ Newsletter recipients
- 178,000+ UVPM on website



Holy Culture
@HolyCulture
3.56K subscribers · 2K videos
All About the Name Jesus! >
holyculture.net/hcr140 and 5 more links

Subscribe

Home Videos Shorts Live Podcasts Play

32:39

Holy Culture
Connect · Collaborate · Inspire

Holy Culture
9.4K likes · 12K followers
Holy Culture Radio - SiriusXM CH 140.
<https://www.siriusxm.com/channels/holy-culture-radi>

Like View Shop

Holy Culture
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4,153 posts 17.5K followers 2,006 following

Nonprofit organization
Holy Culture Radio @siriusxm 140
Christian Hip-Hop and R&P
linktr.ee/HolyCulture

Following Message Shop

Radio ArtistStories Flavor Fest... About Store

Holy Culture
holyculture.net

225 Following 8,751 Followers 159.3K Likes

Follow Message

SiriusXM Channel 140 - www.Holyculture.net
www.Holyculture.net

Email Instagram



OCTOBER 1st

Record an artist testimonial (:30 or less) sharing the impact Holy Culture has had on your life or artistic journey through faith, arts, vocation, and/or education.

NOVEMBER 5th

Share that you are participating, and build excitement around what's to come with sneak peaks.

NOVEMBER 26th

Share your goal for the global day of giving and showcase the impact it could have to help people envision their “why” for getting involved with our mission. You can also share a “save the date” or use the countdown features on various channels to remind people when to tune back in and give.

DECEMBER 2nd

Share links to give directly, and discuss your inspired story “why” you are supporting our mission. Your posts should help people take action directly and feature graphics or messaging they can share with their family and friends to increase participation.

DECEMBER 3rd

Maximize your reach by posting several times throughout the day. Think about building excitement, sharing progress updates, recognizing supporters, and interacting with your community in real-time

WEBSITE LINK

www.HolyCulture.net/donations

HASHTAGS

#holycultureradio
#givingtuesday