



*"Because everyone deserves to  
live out their aspirations."*

COMMUNITY

COMPASSION

PURPOSE

# STARSHINE SUMMIT:

## Strategy in Narrative Through Values, Engagement & Community.

FOUNDER / DIRECTOR:  
MAXIMILIANO DOMINGUEZ

A Creative Collective of Compassion  
& Purpose.

Fostering Community & Supporting  
Creatives, Entrepreneurs, and  
Future Dreamers.





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# OUR WORK:

La Rosa Collective is an interconnected ecosystem of businesses, initiatives, and projects designed to promote sustainable practices in fashion, empower artists and creative communities, and promote social equity, diversity, and economic prosperity in the state. Our immediate ambition is to provide reliable space, resources, and tailored services for creative entrepreneurs and community members; over the course of the next 5 - 10 years, we will foster and support the growth and success of a generation of artists through an innovative framework encompassing events, marketplaces, storefronts, creative services, networking opportunities, and varied educational programming.

AWARENESS -> EDUCATION -> OPPORTUNITY -> SUSTAINABILITY

[www.larosacollective.com](http://www.larosacollective.com)

## AGENDA:

- **1 ABOUT LA ROSA COLLECTIVE**

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- **2 VALUES IN MARKETING**

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- **3 TARGET AUDIENCE VS BRIDGING COMMUNITY**

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- **4 ENABLING ENGAGEMENT FOR COMMUNITY EMPOWERMENT & EVOLUTION**

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- **FINAL NOTE**

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VALUE-DRIVEN MARKETING

# GUIDING PILLARS

- Commit to your organization's values as both your big-picture foundation and your day-to-day operating guide
- Branding and Marketing are tools, not the end goal; they allow us to create a clear and consistent image and voice as an organization
- Social impact & change are not curated, rather co-developed in collaboration with those who we share space with
- Community and representation are what make marketing truly successful, sustainable, and effective
- Our community enables our efforts

## LA ROSA'S VALUES

Sustainability  
Social Empowerment  
Compassion  
Purpose

Community  
Accessibility  
Diversity  
Creativity





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REACHING COMMUNITY

# ENGAGING AUDIENCES

- Look for practical and personal impact over data and metrics
- Approach marketing as relationship-building and nurturing to achieve sustainability
- Prioritize building perspective and these relationships over identifying the perfect "target audience"
- Explore the interests, priorities, and realities of the audience you're addressing with true curiosity, empathy, and openness



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EMPOWERING AUDIENCES

# EMPOWERING COMMUNITY

- Narrative is the catalyst for widespread change
- Engagement is essential for social change and evolution
- Representation evolves into leadership, which enables equity
- Create space for community representation and advocates to share their values and self expression, building into energy and action.
- Use branding and marketing as a tool to expand awareness, capacity, resources, and impact
- Center your audience as key stakeholders, innovators, and change-makers





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***Community, narrative, and action  
anchored in human-centric values and  
purpose are the only way in which we can  
push Arkansas forward in an effort to  
realize an equitable and just future.***

