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## 50 ways to show your love for Detroit

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### REPRINTS

Dr. Rhoda Weiss, president, Rhoda Weiss Consulting Group Inc., Santa Monica, Calif., is a global speaker, consultant, author, UCLA Extension faculty member, past national PRSA chair/CEO; & U.S. Air Force chief of staff civic leader. She's a Detroit ex-pat who loves Detroit.

1. **Take action.** Tap your talents into reinventing, rebuilding and revitalizing the city. Spend time reflecting on the actions, activities and awareness you can create, participate in and sustain on behalf of our beloved Detroit.
2. **Change the narrative on Detroit.** Develop your own personal strategic marketing and promotional plan that identifies specific actions you will take throughout the year to increase the visibility, awareness, understanding, financial success, philanthropy and business in Detroit (many found here).
3. **Shine a spotlight on Detroit.** Never let a single day go by without passionately promoting, marketing and branding Detroit to friends, relatives, business associates, and yes, even strangers. The definition of marketing is the sum total of impressions, experiences and relationships an organization (or in this case, Detroit)

has with its current, potential and future target markets, stakeholders, businesses, decision-makers, elected officials and the general public. Make your marketing marvelous.

4. **Become a brand ambassador for Detroit and all it has to offer the world.** Our job as passionate expats is to promote, preserve and protect our hometown and demonstrate its importance to global economies, culture and history.
5. **Sign up for daily deliveries of *Crain's Detroit* online into your inbox each day (as well as the *Detroit News* and *Detroit Free Press*).** Track the latest on Detroit, its business, people and progress. Share and post stories your friend, relatives, colleagues and associates need to know.
6. **Engage with at least one Detroit charity.** Select a Detroit charity that piques your passion and donate at least \$1,000 each year to offer that extra measure of opportunity.
7. **Serve on the board of a Detroit organization.** Use your wisdom, experience, knowledge, know-how, contacts and ideas to advance its goals, objectives, dreams and desires.
8. **Get involved in a Detroit business by investing through [kickstarter.com](http://kickstarter.com).** Click onto Detroit to identify innovators and innovations you can invest in.
9. **Provide a college scholarship to a Detroit high schooler.** Offer it at your alma mater; school attended by your parent's, friend or relatives; or any high school in the City—every single one can use your support.
10. **Post at least one story on Detroit each month on your Facebook page.** The options are endless—item from a Facebook friend, article from a news outlet or something you've read in *Crain's* that others should know about.
11. **Proudly and boldly promote your Detroit background and connections.** Do it on your Facebook, LinkedIn, blog and other personal and work-related social media sites sharing what is great, interesting and a must-know about Detroit.
12. **Become a treasure trove of talking points of what's new, next and best about Detroit.** Memorize a dozen facts and figures about what's great, greater and greatest about Detroit. Share it with everyone who comes your way.
13. **Be realistic but avoid joining the negativity of the naysayers.** Turn challenges into opportunities and the great things happening in Detroit.
14. **Develop a Q&A of comebacks to negative comments about Detroit.** Yes, our challenges are enormous—high unemployment, public bankruptcy, low income, too much crime, plummeting population, vacant spaces, abandoned properties, shuttered and insufficient schools and more. But there's lots to be proud of that can turn around skeptics, pessimists and doomsday prophets, balancing the bad news

with optimistic opportunities (as well as our involvement and engaging others). There's exciting economic growth, remarkable rebirth of downtown and other areas, extraordinary entrepreneurship, auto company comebacks, memorable museums, increasing investments, migration of millennials and artists into the city and more. Our job is to not only promote but derail myths and untruths about our city (and do something to help fix the enormous challenges).

15. **Share stories of inspiration.** Talk about Tech Town, how Detroit Hustles Harder, rebirth of the Fox Theater, reinvention of old classic buildings and landmarks, the volunteer Mower Gang, Blight Busters, Roger Penske, Donna Jackson, Dan Gilbert, Dave Bing, Peter Karmanos, Wright Lassiter and Mike Ilitch—people who stayed home, came home or now call Detroit home.
16. **Promote Detroit as a great destination for meetings, conferences, conventions and gatherings.** Coordinate your efforts with VisitDetroit.com and Crain's to ensure a great RFP and can't-say-no-to rationale that brings events large and small to the Big D.
17. **Keep your sports loyalties with Detroit.** Proudly promote and become a walking billboard for the Lions, Tigers, Red Wings, Pistons and college sports teams.
18. **Personally brand Detroit.** Wear T-shirts and caps with Detroit logos and let everyone know why you are personally proud and zealous about Detroit.
19. **Write opinion/editorials for your local media.** Tell how as an expat "You can come home again" and why.
20. **Use your influence with the media.** Encourage your region's news media to do stories on the constant rebirth of Detroit.
21. **Showcase Detroit leaders, movers, shakers and young people at prominent programs.** Promote them as speakers and panelists at regional and national conferences outside of the city.
22. **Advance Detroit leaders, movers, shakers and up-and-comers on the regional and national scene.** Nominate them as board members and leaders of national and regional nonprofit, corporate and other boards.
23. **Determine how icons in your own industry can play a role in Detroit's future.** Host an executive and/or leader of business, finance, government, entertainment, sports, education, retail, media, IT and other sectors to do a leadership tour of Detroit with speaking opportunities, like at the Detroit Economic Club, a Crain's-sponsored program and other events.
24. **"Adopt" a Detroit entrepreneur and/or job seeker.** Serve as a mentor throughout their careers.

25. **Never visit Michigan without leaving dollars in Detroit.** Spend nights at a Detroit hotel and visit some of the world's greatest venues—Detroit Institute of Art, Motown Museum, Fisher and Fox Theaters, Comerica Park, Greektown, Charles Wright Museum of African American History, Detroit Historical Museum, Detroit Symphony, Ford Field, Old St. Mary's Church, Ren Center, Opera House and more.
26. **Make your visits memorable, visual and "postable."** Shop and stroll Eastern market, picnic and boat on Belle Isle, stroll through Elmwood Cemetery, savor a Coney Island hot dog, take a D:Hive bus tour, ride the People Mover and celebrate Thanksgiving with the downtown Parade. Eat at a Detroit restaurant, get tickets to a movie or play in Detroit, attend a sporting event, and walk around the beautiful Riverwalk, Midtown, Greek Town and Corktown.
27. **Post and share ad campaigns on the City on your social media sites.** Pick one that move and motivate others to spend time thinking about Detroit.
28. **Buy Detroit.** It could be a Shinola watch, holiday and personal gifts from one of Detroit's great museums or Detroit memorabilia.
29. **Invest in Detroit.** Persuade a company, business or nonprofit—large or small—to add Detroit to its list of consideration for a new location, franchise or movement of their organization to the Big D.
30. **Start a satellite Detroit Homecoming in your own city.** Identify native Detroiters and ex pats to meet regularly and identify ways to help Detroit.
31. **Begin a Detroit alumni association.** Start an alumni group where you live (a la college alumni associations) and turn it into a real alumni group that supports Detroit.
32. **Lead a Detroit e-community.** Use it to share ideas on how to give back to Detroit.
33. **Engrave your name or memorialize a loved one and keep Detroit beautiful.** Make a donation for engraving on a brick, paver or bench through Detroit River Conservancy, paver through Belle Isle Conservancy, brick at the magnificent Opera or other opportunity.
34. **Use your influence to advance funding.** If you oversee, serve on a board or have connections with a Foundation or grant-making entity, consider supporting Detroit-based organizations.
35. **Join the public affairs team in Michigan.** Advocate for Detroit to Michigan lawmakers and elected officials outside of the city to support legislation that helps Detroit.
36. **Advocate for Detroit to members of Congress outside of Detroit and Michigan.** Ensure when help and support is needed for the City that members of the House of

Representatives and Senate are aware of the importance of supporting this great city.

37. **Create or join activities or organizations that help Detroiters.** Sponsor boot camps for entrepreneurs, work development programs, after-school mentoring and activities, baby showers for single mothers, etc.
38. **Beautify Detroit.** Donate and help plant trees through the organization, Greening of Detroit and the Green Infrastructure, which calls trees “community builders that help us have safe streets, lower crime and reduce summer temperatures by producing shade and whenever there’s a large canopy area, the value of those houses increase.”
39. **Make every gift a gift to Detroit.** Everyone we know likely has enough of what he or she needs. So instead of giving anniversary, birthday, wedding, shower or other life event gifts of something we already have, make a donation to a Detroit charity in the name of that family member, friend, associate or someone else you admire.
40. **Make Detroit part of your legacy.** Include Detroit organizations in your will and trust.
41. **Pass on your love of Detroit to the next generation.** Ensure your passion for and support of Detroit continues for decades to come by sharing stories, encouraging support and persuading the next generation to continue the good works you and other expats have started.
42. **Make Detroit Homecoming last.** These few days of Homecoming are full of remembrances, excitement, enthusiasm, passion and determination. But once the loud and crowded hours are still and we return to the comfort of our homes, families and businesses, the glow of Detroit must continue to shine even brighter. And so must our commitment.
43. **Start or serve on a Detroit Homecoming Council or task force that focuses on your industry or your profession.** Use your skills, experience, contact and leadership to make a difference. Make the experience more than a once-a-year memory and keep it surviving and thriving throughout the year.
44. **Support the youth of Detroit.** Offer funding to attend a summer camp, access tutoring, for college scholarships, after-school programs, internships, paid after-school and summer jobs, musical instruments, computers, books, clothing or other necessities or opportunities for growth, health, healing and hope.
45. **Commit a week’s vacation to serving Detroit.** Identify organizations within the city that can use your in-person help for a week on a variety of economic, business, community-based, health-related or assistance program or helping remotely throughout the year.

46. **Adopt an organization in Detroit.** Opportunities abound: Adopt a public school, participate or support a crew to be part of a clean-up, help the homeless, fund critical adult education and job training and ESL classes for immigrants, renovate homes, engage in urban farming or scores of other activities.
47. **Give cash to help others.** Consider helping Detroiters pay their utility—water (Detroit Water Project), electricity, gas—bills, subsidize their rent, fund daycare, etc.
48. **Show your love of Detroit.** Put “I Love Detroit,” “Detroit Rocks,” “Detroit Hustles Harder” or other powerful bumper stickers on your vehicles.
49. **Take advantage of every opportunity possible.** Every chance you get—whether it’s attending or leading a meeting, giving a talk or presentation, writing an article or contributing to one, participating in a program or any other opportunity where there are a handful, tens, hundreds or thousands attending, pass on your passion, pride and dedication to Detroit.
50. **For more ideas,** go to <http://www.crainsdetroit.com/article/20140917/NEWS/140919730/the-detroit-prospectus-5-ways-to-support-detroit>

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