



UNITY SOUTHCENTRAL REGION

Business Mastermind

Session Twelve – Social Action

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**“Everybody can be great because
everybody can serve.”**

– Martin Luther King, Jr.



Why social action?

- Because there's a need.
- Because it teaches better than anything we say.
- Because it empowers people who might otherwise feel helpless, apathetic, and without personal worth.

Serving inside and out

- Do you have a benevolence fund for your own people?
- What are your policies for how you can help, how much you will give and who decides who can be helped?
- Select an organization you can commit to, rather than taking a "shotgun approach."





VOLUNTEER

**Will this affect your volunteer program?
Yes - in a good way!**



Work with your community to create a tradition of service in specific areas and your service will become an important part of your story.



**Tell your story
after the service is done.**

Tell it again.

Tell it again.

And so on.

Discussion/ Questions