



5 Things About Rosetta

COURTESY ROSETTA THURMAN

Social Media's World-Changer

BY NICK CHILES

Rosetta Thurman is a blogger, author, consultant, speaker and coach who says her purpose in life is helping nonprofit leaders and entrepreneurs transform the planet into "the world as it should be."

She's also a perfect illustration of how young people are using Twitter, Facebook and blogs to create thriving businesses and careers.

Three years ago, Thurman, 28, was settled and happy as a development director at a nonprofit in Washington, DC. In her spare time she started a blog — rosettathurman.com — about the nonprofit world. Soon after, she began receiving requests to give speeches and conduct workshops about diversity, leadership and Generation Y's impact in the nonprofit sector. Thurman was in such high demand that she was able to become a full-time consultant.

1 She's a poet. The Virginia Commonwealth University graduate originally wanted to be the next Nikki Giovanni, whose work often involved issues of social justice. Giovanni's words drew Thurman to the nonprofit sector. She occasionally performs at coffee houses around D.C.

2 She grew up in the projects of Painesville, Ohio, outside of Cleveland. Before her mother married a Navy man who moved them around the world. A nonprofit group in Painesville stepped in when her mom couldn't afford school clothes. They sent a representative to take her shopping. Feeling the bite of poverty motivated her to start volunteering during college.

3 Last year, she co-wrote a book called *How to Become a Nonprofit Rock Star: 50 Ways to Accelerate Your Career*. It's a do-it-yourself map on how to build a nonprofit career and change the world.

4 Thurman is a "huge foodie" who loves to cook. When she was 10, her grandmother taught her how to make fried chicken, saying it was "the one thing everybody should be able to make, cause you'll never starve." Grandma was right. Thurman never starved, and in college, friends flocked to her apartment for her fried chicken.

5 Thurman has built her entire business through social media. Most of her clients come via her blog and Twitter (@rosettathurman). She tweets about 20 times a day and has 13,000 followers. "It's where the new generation of leaders is going to connect with each other."

Nick Chiles is an author and journalist based in Snellville, GA