

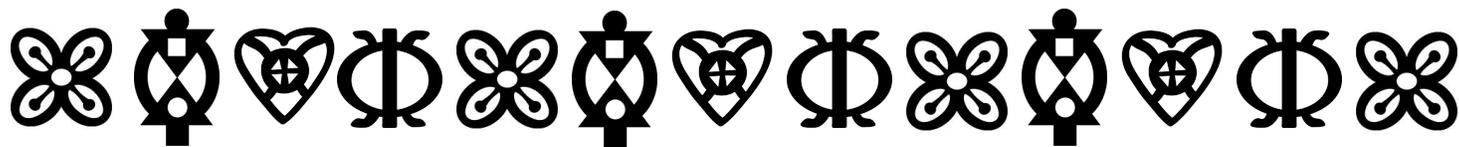
# Giving Black Day

## 2018 Toolkit

Created for you by  
Young, Black & Giving Back Institute

[GivingBlackDay.org](http://GivingBlackDay.org)

AUGUST 28 • #GIVINGBLACKDAY • 8AM - 11PM



# Welcome to #GivingBlackDay 2018

*Powered by the Young Black & Giving Back Institute!*

**August 28 is #GivingBlackDay** – a celebration of giving for black-led and black-benefitting organizations to uplift giving by and for black communities! #GivingBlackDay takes place during Black Philanthropy Month, a global celebration of African-descendant giving held annually in August and founded in 2011 by Dr. Jackie Copeland-Carson and the Pan-African Women's Philanthropy Network (PAWPNet).

#GivingBlackDay builds on the momentum created by Black Philanthropy Month with one concentrated day of giving, which leverages online fundraising tools in order to tap into the enthusiasm of the 21st Century philanthropist.

August 28 was chosen as the perfect day of action for black giving, due to the day's significance in history. **Did you know that on:**

- **August 28, 1955:** 14-year-old Emmett Till was brutally murdered by three white men, which became a "flashpoint in the civil rights movement."
- **August 28, 1963:** Dr. Martin Luther King, Jr. delivered his iconic "I Have A Dream" speech in Washington, D.C.
- **August 28, 2005:** Hurricane Katrina made landfall in Louisiana. The storm, which devastated New Orleans, inordinately impacted many of the city's black residents.
- **August 28, 2008:** Then-Senator Barack Obama accepted the Democratic nomination for president, becoming the first black man to ever win the nomination and bid for the presidency.
- **And...on August 28, 2018:** YOU joined #GivingBlackDay in support of black self-empowerment through philanthropy!



# How Can You Get Involved in #GivingBlackDay?

(Hint: It's free and easy!)

- Host your own online giving campaign and/or live fundraising event
- Organize a fundraiser for your favorite cause
- Donate to an organization and share your support online to encourage others to follow your lead
- Help #GivingBlackDay trend online by sharing key hashtags and messages on August 28

## Here's How:

### So You Want to Host a #GivingBlackDay Campaign?

Hosting a day of giving is a great way to get a boost of donor support and raise awareness of your organization's great work. You can do this by creating an online campaign and promote it on your digital platforms (e.g. website, social media, email lists), by organizing a live fundraising event or both! Below, we've outlined steps for a successful campaign.

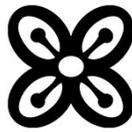
- **Steps for a Successful Live Fundraising Event**
- **Steps for a Successful Online Campaign**
- **Ideas for #GivingBlackDay Activities or Events**

### Steps for a Successful Online Campaign

- 1. Make a plan:** Designate a team to work on your online campaign and have a meeting to discuss your goals for the day, assign roles and set tasks with deadlines for completion. Sample roles include:
  - Project Manager – responsible for keeping tabs on everyone's roles and assignments and sending out reminders for deadlines.



- o Communications Lead – responsible for creating communications assets (like emails, social media posts, graphics etc.) you'll use to promote your day of giving.
  - o Social Media Guru – This might fall under your communications lead, but it might also be helpful to designate a separate person to monitor social media since it plays a big role in a successful online giving campaign. You'll need to have someone who has the time to monitor social media all day and engage with donors to keep the momentum going.
  - o Financial Monitor – responsible for tallying donations, sending donor acknowledgement letters, sending final financial reports and other financial responsibilities.
- 2. Set a fundraising goal:** It's always easier to work towards a goal. Set a realistic intention for how much money you'd like to raise on #GivingBlackDay so that everyone has the same expectation.
- 3. Reach out to your networks:** The phrase “Your network is your net worth” couldn't be truer! Reach out to your personal contacts (friends, family, colleagues) and let them know about your campaign and ask them for their support. Offer them specific ways they can help you such as: forwarding your campaign emails to five people, reposting your campaign promotions on social media, and of course making a donation if they can.
- 4. Create communications assets:** An online day of giving relies heavily on communications materials to get your word out. During step #1, you assigned a communications lead and, perhaps, a separate social media guru. Take the time to tee up your campaign by preparing your materials in advance and plan to promote the campaign several weeks before the actual day of giving.



### **Materials you'll need to create include:**

- o Email blast/newsletter introducing your #GivingBlackDay campaign to your regular list of supporters. Plan to send 2-3 emails leading up to the day.
  - o Internal emails to send to personal contacts inviting them to support your campaign. One template can be shared with your team and personalized before sending.
  - o Social media posts to promote several weeks leading up to #GivingBlackDay and posts to use the day of.
  - o Thank you emails and social media posts thanking your donors after #GivingBlackDay.
5. Set a timeline: Everything goes faster than you think it will! Set a timeline for when emails, notices and posts will go out leading up to #GivingBlackDay and when things will go out the day of.
  6. Execute with your team: This is where preparation pays off! Keep your antennae raised to troubleshoot problems if they arise, like fixing donation links, or communications issues that arise.
  7. Thank your supporters: Don't forget to thank your donors individually with donor acknowledgment and collectively with public posts on your digital platforms.

### **Steps for a Successful Live Fundraising Event**

1. **Define your goal:** Plan the activities around the goal of your event (outside of raising funds). For instance, if you are using your event to get to know prospective donors, care out time to explain your organization's goals and mission.
2. **Define your audience:** Certain activities may play better to certain audiences.



Think about your target audience and what they would enjoy (e.g. happy hour, game night, etc.).

- 3. Create a fundraising goal and budget:** Think outside of the box to find creative ways to cut back costs and increase your fundraising revenue. Space and food should never bust your budget! Seek donated food and venue spaces by:
  - o Reaching out to local organizations looking to gain partnership in the black community.
  - o Collaborating with local colleges, institutions and businesses for potential space.
  - o Working closely with local restaurants to receive discounted (and sometimes, free!) food for the event.
- 4. Find a venue:** This allows for some fun and creativity! Look for up-and-coming black-owned restaurants and venues, and connect with black-owned staples in the community to collaborate.
- 5. Market your event:** Social media, personal phone calls, texts or any other forms of outreach are beneficial. Reach out to fraternities, sororities, social groups or other black-focused organizations in your town to build interest.
- 6. Communicate with attendees:** Whether it's a personalized phone call or email with details of the event, communicating with guests prior to the event is imperative.
  - o Reach out to ticket purchasers to personally thank them for their purchase and answer any questions they may have about your organization or event.
  - o Send out emails bi-weekly to remind them of the event and encourage them to invite others.
  - o Create an email template for them to send to colleagues and friends for outreach.



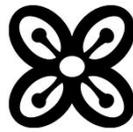
7. **Assemble a squad:** Coordinate a group of volunteers to handle day of tasks such as set-up, breakdown, guest check-in and donation management.
  
8. **Decide the best donation method:** At many events, the easiest way to take donations is via [Square](#) (mobile credit card processing), [PayPal](#) or cash. Have change available for those who decide to give via cash, and have a station set for donations. This will allow the money to stay in one place throughout the event.
  
9. **GO LIVE!** Allow someone to present live coverage of the event on social media. This will allow those who cannot make it to feel involved. If possible, have a link available for those who cannot make it to donate online DURING the event.



## Ideas for #GivingBlackDay Activities or Events

A complement to your fundraising campaign is offering an opportunity for supporters to engage with you and others in the community who are committed to black giving. Here are some ideas for activities and events that celebrate #GivingBlackDay.

- o Host a happy hour or luncheon fundraiser or “friend” raiser with donors and prospective donors.
- o Plan a day of service in your community.
- o Organize black philanthropy roundtable with leaders in your community.
- o Engage on social media with a Twitter chat or live stream on Instagram discussing black philanthropy.



# Communications Tools

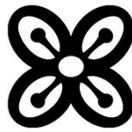
Your successful #GivingBlackDay will rely heavily on creating an engaging communications outreach plan that gets your donor base excited about the day. Here are some communications tools to get you started, but remember these should reflect your voice, your tone and your story! Make them your own.

## Tips

- Insert links to your website or blog showcasing your work
- Include links to your social media
- Put donate links on the top and bottom of your emails
- Use images of your organization in action
- Tweak your basic email and send multiple times leading up to #GivingBlackDay, including on the day of to remind people to donate.

## Next you'll find:

- *Sample E-Blast/Email Newsletter*
- Social Media Posts



## **Sample E-Blast/Email Newsletter**

Dear [Supporter]

On August 28, 2018, [Insert Organization Name] will be joining #GivingBlackDay, a national day of giving focused specifically on supporting black-led and black-benefitting organizations.

#GivingBlackDay isn't like other fundraising campaigns. This day takes place during Black Philanthropy Month, and is uniquely dedicated to supporting organizations doing vital work to uplift black communities, which is why we are so excited to be a part of this movement!

[INSERT INFORMATION ON WHY YOUR ORGANIZATION HAS JOINED #GIVINGBLACKDAY, WHY A DAY OF GIVING FOCUSED ON BLACK PHILANTHROPY IS IMPORTANT TO YOU, AND HOW YOUR ORGANIZATION UNIQUELY SERVES AND IS LED BY BLACK COMMUNITIES].

#GivingBlack Day is also unique in that it falls on August 28, a day chosen due to its historical significance. Did you know that on:

August 28, 1955: 14-year-old Emmett Till was brutally murdered by three white men, which became a "flashpoint in the civil rights movement."

August 28, 1963: Dr. Martin Luther King, Jr. delivered his iconic "I Have A Dream" speech in Washington, D.C.

August 28, 2005: Hurricane Katrina made landfall in Louisiana. The storm, which devastated New Orleans, inordinately impacted many of the city's black residents.

August 28, 2008: Then-Senator Barack Obama accepted the Democratic nomination for president, becoming the first black man to ever win the nomination and bid for the presidency.

And on August 28, 2018:

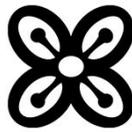
[INSERT ORGANIZATION NAME] will host an entire day dedicated to giving in support of our community!

[OPTIONAL] Will you help us? See how your gift will impact the community.



[INSERT KEY WAYS FUNDS WILL SUPPORT YOUR ORGANIZATION'S PROGRAMS AND SERVICES].

Supporting our #GivingBlackDay campaign just takes two steps: Donate + Share! Donate to us on August 28 and share your support on social media. Tag us in your posts with [INSERT SOCIAL MEDIA HANDLES OR HASHTAGS UNIQUE TO YOUR ORGANIZATION] and #GivingBlackDay to join the national black giving community.



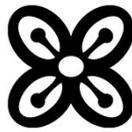
## Social Media Posts

### Tweets:

- 8/28 is not only an important day in Black History, it's also #GivingBlackDay. Mark your calendars for the ONLY national day of giving focused specifically on supporting black-led and black-benefitting organizations. #BPM2018
- #GivingBlackDay isn't like any other #fundraising campaign, it is uniquely dedicated to supporting organizations doing vital work to uplift black communities. We are so excited to be a part of this movement, but will you join us? #BPM2018
- This year, (NAME OF ORGANIZATION) is participating in #GivingBlackDay and we would love your support! Visit (website) for more information on the importance of 8/28 and how to give. #BPM2018
- Because #GivingBlackDay is about supporting black-led and black-benefitting organizations, any way you give will have an impact on this movement and us. Visit (WEBSITE) for more info. #BPM2018
- There is exactly one week until #GivingBlackDay! How are you planning to show your support of black-led and black-benefitting organizations? #BPM2018 #Donation #BlackPhilanthropy #Philanthropy #Organizations #Community
- Today is the big day and we need your help! A gift from you today, will not only have a huge impact on us and our cause but this movement as well! Give any way you can! Here's where to give: (WEBSITE) #BPM2018 #GivingBlackDay

### Facebook:

- Be sure to save the date: #GivingBlackDay is August 28th and we would love your support during the the only giving day uniquely dedicated to supporting organizations doing vital work to uplift black communities.
- #GivingBlackDay isn't like any other #fundraising campaign. Not only does it happen during #BlackPhilanthropyMonth, but it also happens to land on a day full of Black historical significance. #GivingBlackDay is also the only giving day uniquely dedicated to supporting organizations doing vital work to uplift black communities. That's why we are so excited to be a part of this movement. Learn more about #GivingBlackDay and how you can support us at (WEBSITE)



- #GivingBlackDay is about supporting black-led and black-benefiting organizations like us. That means, anyway you give will have an impact on this movement and (NAME OF ORGANIZATION). Visit (WEBSITE) for more info on what exactly your gift will mean. #BPM2018 #Donation #BlackPhilanthropy #Philanthropy #Organizations #Community
- Are you ready for #GivingBlackDay? We are just one week out. But we want to know, how are you planning to show your support of black-led and black-benefiting organizations? #BPM2018 #BlackGivingDay #GivingBlack #BlackGiving #Donation #BlackPhilanthropy #Philanthropy #BlackLed #Organizations #Community
- Today is #GivingBlackDay and we are so excited to be apart of this movement! A gift from you, in any way, shape or form, will not only have a huge impact on us and our cause but this movement as well! How are you planning to give? Here's where to give: (WEBSITE) #BPM2018 #GivingBlackDay

#### Instagram:

- #SaveTheDate: On 8/28/18, (NAME OF ORGANIZATION) is participating in #GivingBlackDay, the only giving day uniquely dedicated to supporting organizations doing vital work to uplift black communities! So, join us in the movement to support black-led and black-benefiting organizations. We can't do it without you (WEBSITE) #BPM2018 #BlackGivingDay #GivingBlack #BlackGiving #Donation #BlackPhilanthropy #Philanthropy #BlackLed #Organizations #Community
- On 8/28/1955, 14-year-old Emmett Till was brutally murdered by three white men, on 8/28/1963, Dr. Martin Luther King, Jr. delivered his iconic "I Have A Dream" speech in Washington, D.C., and on August 28, 2018, (Insert Organization Name) will be joining #GivingBlackDay! We are so excited to be apart of the national day of giving focused specifically on supporting black-led and black-benefiting organizations. Do we have your support? Learn more about #GivingBlackDay and what it means for us at (WEBSITE) #BPM2018 #BlackGivingDay #GivingBlack #BlackGiving #Donation #BlackPhilanthropy #Philanthropy #BlackLed #Organizations #Community
- We are one week away from #GivingBlackDay! Are you ready to support and uplift black-led and black-benefiting organizations? We know we are. How do you plan to give? #BPM2018 #BlackGivingDay #GivingBlack #BlackGiving #Donation #BlackPhilanthropy #Philanthropy #BlackLed #Organizations #Community
- Calling all (NAME OF ORGANIZATION) Family: Today is the big day, #GivingBlackDay ! Your support and gift, in any way, shape or form, means a



lot to our cause and the overall movement! Be apart of history by giving today! Here's how: [\(Website\)](#) #BPM2018 #BlackGivingDay #GivingBlack #BlackGiving #Donation #BlackPhilanthropy #Philanthropy #BlackLed #Organizations #Community