

BPM | 2017

BLACK PHILANTHROPY MONTH

PARTICIPANT GUIDE

August is Black Philanthropy Month™ and this handy guide provides ways for you to get involved online and in your community.

CAMPAIGN DETAILS

Black Philanthropy Month (#BPM2017) is a multi-media campaign designed to inform the public about issues of concern and interest to people of African descent, inspire generosity and invest in Black philanthropic leadership. Activities will occur throughout August 2017. By helping to spread the word about #BPM2017, you'll be supporting a national and global movement to promote and advance Black philanthropy. This year's theme is "Giving Voice to Fuel Change."

BPM 2017 CAMPAIGN ARCHITECTS

**Dr. Jacqueline Copeland-Carson, Founder, Black Philanthropy Month
Co-Founder, Pan African Women's Network (PAWPNet)**

pawpnet.ning.com

@PAWPNet on Twitter

Valaida Fullwood, Giving Back Project (GBP)

www.givingbackproject.org

Facebook.com/GivingBack.book • Facebook.com/groups/TheGivingBackProject

@ValaidaF on Twitter

Tracey Webb, Founder, Black Benefactors

www.blackbenefactors.org

Facebook.com/BlackBenefactors

@BlkBenefactors on Twitter and Instagram; @BlkGivesBack on Twitter

of the root meaning of
CELEBRATING ONLINE
philanthropy: love of

You can visit and like the social media pages of the BPM 2017 Campaign Architects listed on page 1.

FACEBOOK

www.facebook.com/BlackPhilanthropyMonth

Please “like” the Facebook page and encourage others to do the same. You also can visit and “like” the Facebook pages of BlackBenefactors, GBP and PAWP Net, which are listed on page 1.

Sample Facebook Posts, tagging the FB page for Black Philanthropy Month

I’m joining the celebration to observe Black Philanthropy Month 2017 by [your text here]. To learn more, visit www.blackphilanthropymonth.com. #BPM2017

Join a national movement to inform, inspire and invest in Black philanthropic leadership by supporting @BlackPhilanthropyMonth 2017! Write an op-ed for your local newspaper, host a community event or volunteer. For more ways to get involved, visit www.blackphilanthropymonth.com. #BPM2017

TWITTER

Sample Tweets

Did you know that August is Black Philanthropy Month? Learn more by visiting www.blackphilanthropymonth.com. #BPM2017!

I’m joining @BlkGivesBack @PAWPNet @ValaidaF to celebrate #BPM2017!
www.blackphilanthropymonth.com.

INSTAGRAM

Post a photo of yourself volunteering in your community, a quote about giving or a related image using the #BPM2017 hashtag.

#BPM2017

CELEBRATING IN YOUR COMMUNITY

Below are some ideas to observe Black Philanthropy Month in your community.

Let us know what you're doing by using the #BPM2017 hashtag online.

- Attend a philanthropy or community related event
- Find local givers in your community and plan a meet up to celebrate Black philanthropy. Use meetup.com to connect with like-minded peers
- Write an op-ed piece for your local newspaper inspired by the theme: "Giving Voice to Fuel Change," especially those focused on philanthropy, community issues and African Americans
- Join or start a giving circle in your community
- Become a mentor
- Host a local civic engagement forum e.g., panel discussion, community conversation, etc. around topics/issues of local interest
- Engage in a community service project
- Amplify nationwide #BPM2017 efforts via social media
- Share news and stories with newcomers to the concept of philanthropy and traditions of Black giving
- Donate to a cause of interest

LINKS TO BLACK PHILANTHROPY MONTH RELATED MULTI-MEDIA CONTENT

Consider sharing articles, blog posts, videos, events and research in your social media posts to help promote Black Philanthropy Month 2017. For example, below are videos you can share.

VIDEOS/FILM

[philanthropy reframed] a short video from the Giving Back Project

www.youtube.com/watch?v=3bvg_wsa4xs

The Soul of Philanthropy video from the Giving Back Project

<https://youtu.be/3C6VxB7mj7E>

"I Am A Philanthropist—Diverse Voices in Giving" by D5 Coalition

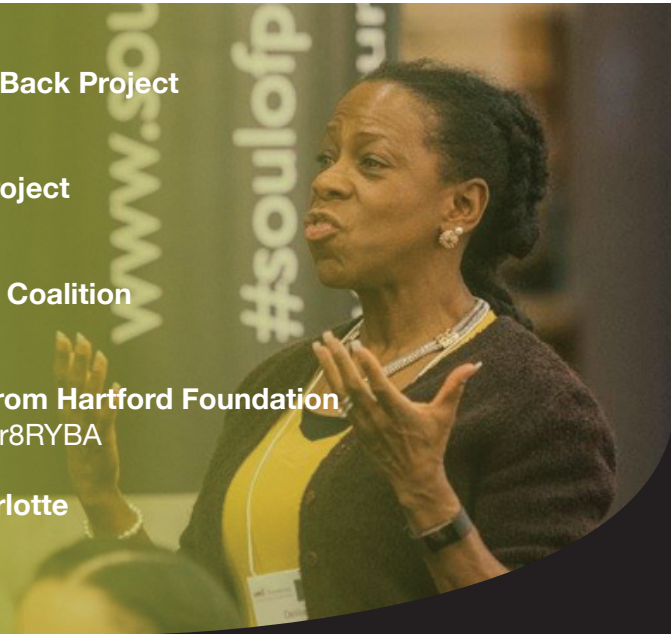
www.youtube.com/watch?v=t8LFgpeZV2s

Celebrating Black Philanthropy: Stories of Inspiration from Hartford Foundation

<https://youtu.be/z7ohHzWFSio?list=FLtJTwX4AfOo9qzGYlr8RYBA>

On Identity, Epiphany and Philanthropy from TEDx Charlotte

<https://youtu.be/CZ9k18BzDV8>



August is Black Philanthropy Month™ and it's never too early or too late to get involved.

Launched in 2011, Black Philanthropy Month is an annual campaign—online and in communities—to promote African-descent giving in all its forms. For social change and a more just world, your participation is important in expanding the global movement to inform, involve, inspire and invest in Black philanthropic leadership. *Giving Voice to Fuel Change!*

Whether you're an individual or part of a group, institution or community, here are some ways you can get started:

Three months before

- Determine why, how and to what end you'd like to engage in BPM 2017
- Reach out to prospective allies, collaborators and partners with shared interests (e.g., your nearest HBCU, social justice advocates, cultural arts institution, community foundation)
- Contact BPM Architects if you'd like to become a national sponsor of Black Philanthropy Month 2017

Two months before

- Check out last year's BPM year-end online report for ideas on what you can do
- Flesh out and plan your BPM happening(s)—e.g., networking reception, fundraiser, educational program, issue forum, media campaign, "party with a purpose," community service project

- Pursue a BPM Proclamation with your municipality or other agency

One month before

- Write a piece focused on philanthropy, community matters, a cause of personal interest, or your perspectives on Black life and giving (i.e., report, newspaper op-ed, magazine article, blog post, personal story, interview)
- Organize a "back-to-school" drive
- Announce and promote to your constituency that August is Black Philanthropy Month

Throughout August

- Carry out your plans for BPM
- Donate to your favorite organization or cause
- Attend a philanthropy or community-related event
- Engage in a community service project

After August

- Issue a report, op-ed or blog post that summarizes what occurred and your accomplishments in August and your future aspirations
- Support and sustain what's begun at your organization and/or in your community
- Begin planning a bigger, better and bolder celebration for August 2018

BlackPhilanthropyMonth.com

Giving augustly, year-round



31 Ways to Give over the 31 Days of August and over a lifetime

1. Giving a hand
2. Giving time
3. Giving advice
4. Giving a chance
5. Giving grace
6. Giving talent
7. Giving two cents
8. Giving credit
9. Giving testimony
10. Giving a second look
11. Giving a pat on the back
12. Giving a heads-up
13. Giving a try
14. Giving benefit of doubt
15. Giving a leg up
- 16. Giving voice**
17. Giving treasure
18. Giving a damn
19. Giving a little
20. Giving a lot
21. Giving back
22. Giving love
23. Giving credence
24. Giving a go
25. Giving thought
26. Giving a green light
27. Giving your word
28. Giving inspiration
29. Giving shelter
30. Giving a break
31. Giving joy

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#BPM2017