

# BPM | 2015

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 (#BPM2015) 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 2015. By helping to spread the word about #BPM2015, you'll be supporting a national and global movement to promote and advance Black philanthropy. This year's theme is "A Season of Change."

## BPM 2015 CAMPAIGN ARCHITECTS

**BlackGivesBack.com (BGB)** / [www.blackgivesback.com](http://www.blackgivesback.com)

[www.facebook.com/blkgivesback](http://www.facebook.com/blkgivesback)

@BlkGivesBack

**Giving Back Project (GBP)** / [www.givingbackproject.org](http://www.givingbackproject.org)

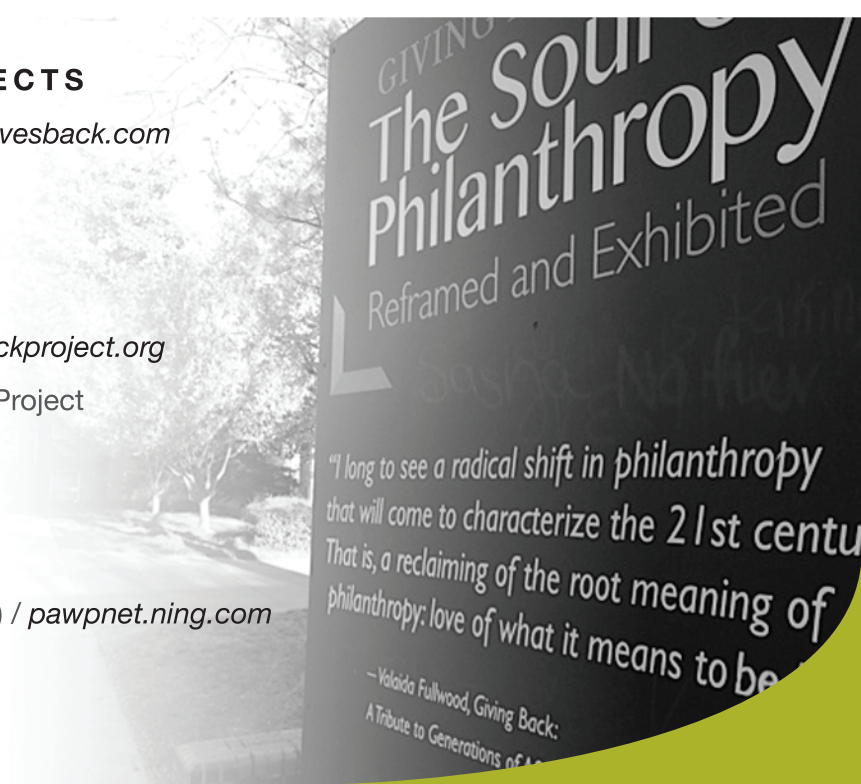
[www.facebook.com/groups/TheGivingBackProject](http://www.facebook.com/groups/TheGivingBackProject)

[www.facebook.com/GivingBack.book](http://www.facebook.com/GivingBack.book)

@ValaidaF

**Pan African Women's Network (PAWPNet)** / [pawpnet.ning.com](http://pawpnet.ning.com)

@PAWPNet



## CELEBRATING ONLINE

### FACEBOOK

[www.facebook.com/BlackPhilanthropyMonth](http://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 BGB, 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 2015 by [your text here]. To learn more, visit [www.blackphilanthropymonth.com](http://www.blackphilanthropymonth.com). #BPM2015

Join a national movement to inform, inspire and invest in Black philanthropic leadership by supporting @BlackPhilanthropyMonth 2015! Write an op-ed for your local newspaper, host a community event or volunteer. For more ways to get involved, visit [www.blackphilanthropymonth.com](http://www.blackphilanthropymonth.com). #BPM2015

### TWITTER

The main Twitter page for the #BPM2015 campaign is @BlkGivesBack. You can also follow @ValaidaF and @PAWPNet.

#### *Sample Tweets*

Did you know that August is Black Philanthropy Month? Learn more by visiting [www.blackphilanthropymonth.com](http://www.blackphilanthropymonth.com). #BPM2015!

I’m joining @BlkGivesBack @PAWPNet @ValaidaF to celebrate #BPM2015!  
[www.blackphilanthropymonth.com](http://www.blackphilanthropymonth.com).

### INSTAGRAM

Post a photo of yourself volunteering in your community, a quote about giving or a related image using the #BPM2015 hashtag.

### PINTEREST

Visit the board [www.pinterest.com/blackgivesback/black-philanthropy-month](http://www.pinterest.com/blackgivesback/black-philanthropy-month) and “repin” as new content is added.

## 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 #BPM2015 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: “A Season of 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 #BPM2015 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 2015. 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](http://www.youtube.com/watch?v=3bvg_wsa4xs)

Inaugural Changing the Face of Philanthropy Summit  
<http://bit.ly/13HGDB7>

“I Am A Philanthropist—Diverse Voices in Giving” by D5 Coalition  
[www.youtube.com/watch?v=t8LFgpeZV2s](http://www.youtube.com/watch?v=t8LFgpeZV2s)



#BPM2015