

## Shop consciously this Black Friday



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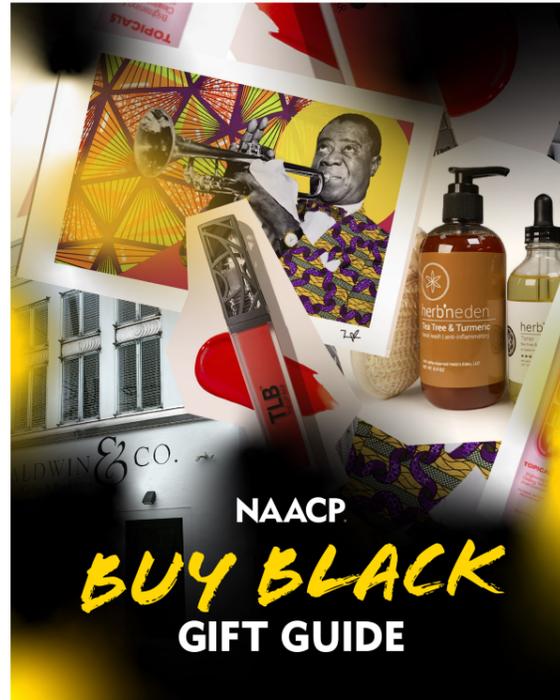


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Friend,

This holiday season, we have an opportunity to turn our collective spending power into a powerful statement. As you plan your Black Friday shopping, we invite you to make conscious choices that build a stronger, more equitable economy for everyone. We're committed to creating lasting change that uplifts Black communities, entrepreneurs, and professionals.

**Here's how you can get involved:**



### Buy Black

We're encouraging our community to shop with intention. Our [latest blog post](#) explores how you can support Black-owned businesses this holiday season and beyond, creating a ripple effect of economic empowerment. Check out our list of handpicked selections by NAACP staffers.

Explore



### Sign Our Black Consumer Pledge

Are you ready to commit to economic justice? Sign our [Black Consumer Pledge](#) and join a movement dedicated to building an economy that benefits everyone. By signing, you are committing to:

- Spending intentionally
- Demanding accountability
- Supporting Black-Owned businesses
- Advocating for change
- Staying informed

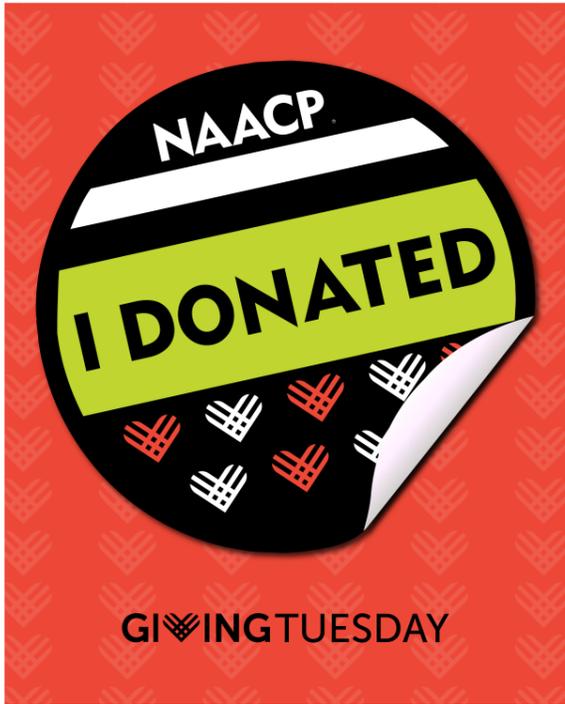
Sign



**Shop the NAACP Store**

Looking for meaningful gifts to show off your advocacy? The [NAACP Store](#) has a selection of items that celebrate our history and mission. Every purchase helps fund our work to fight for civil rights and social justice.

Shop



**Donate This Giving Tuesday**

As we move from a weekend of consumption to a day of generosity on December 2, remember that your support is crucial. This [Giving Tuesday](#), consider making a gift to help us continue our vital work into the new year.

Give

Keep Advancing,

[NAACP](#)

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NAACP.

Please pass this email on to someone you know who needs to be part of this movement for justice and equality.

Was this email forwarded to you?  
**Add your name here to make sure you receive all the important NAACP updates.**

Purchase NAACP merchandise from the **NAACP store.**

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