

2025 Black Philanthropy Month Informational Session



CENTRAL CAROLINA
COMMUNITY FOUNDATION



AFRICAN AMERICAN
**Philanthropy
Committee**

CENTRAL CAROLINA
COMMUNITY FOUNDATION



CCCF's mission is to connect and mobilize people and resource to strengthen our community.

By celebrating Black Philanthropy Month, we are focusing on connecting and mobilizing donors and nonprofits that are particularly interested in investing in the Black community.



Celebrating Black Philanthropy Month

Call to Action for Nonprofits



Media Interest Form



- **Submitting form does not guarantee an interview**
- **Make sure contact information is correct for spokesperson (cell phone)**
- **Please put what type of interview the spokesperson is comfortable doing**
- **Form closes August 8 at 11:59 PM**

Midlands Gives Profile Update

- **Primary Contact**
- **Phone Number**
- **Email Address**
- **Mailing Address**
- **Mission Statement (700 words max)**
- **About the Organization (700 words max)**
- **Testimonials (700 words max)**
- **What We'll Do with the Money (700 words max)**

July 31 is the last day to update profile



BPM Resources

Training

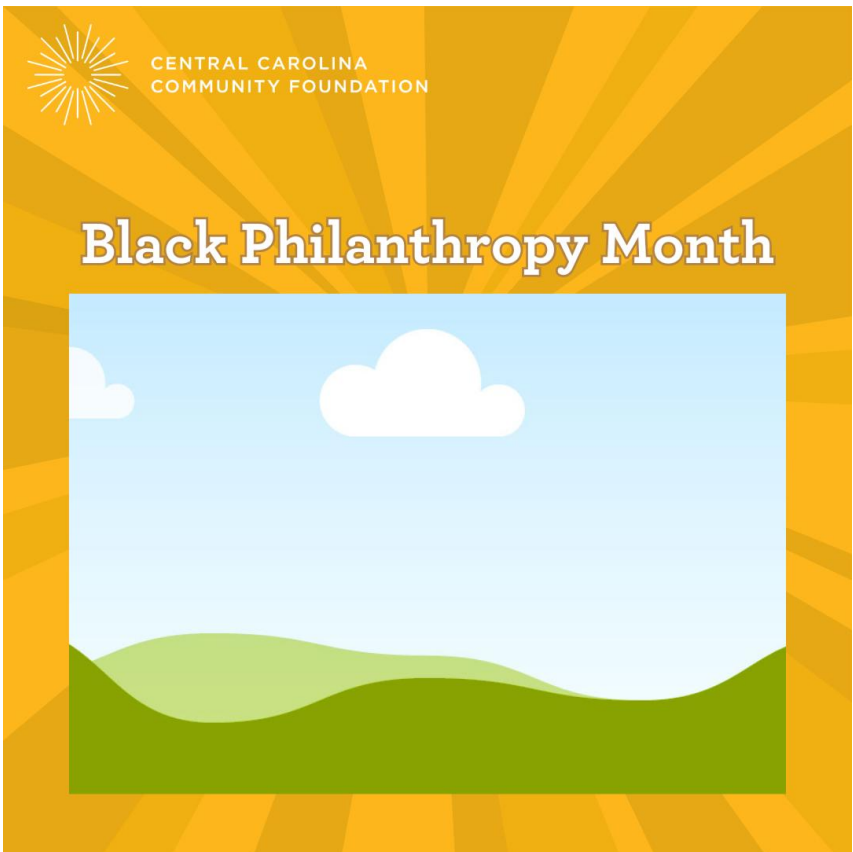
- **Recorded trainings on storytelling, board engagement, donor retention, and Midlands Gives site overview.**

Marketing

- **Canva Templates - Add and edit how you like**
 - **Instagram Story**
 - **Instagram Post**
 - **Facebook Post**
 - **X (Twitter Post)**
 - **Email Templates**
 - **Thank You Email**
 - **Happy BPM Email**



BPM Marketing Toolkit



Happy Black Philanthropy Month!

Today marks the beginning of Black Philanthropy Month—a powerful time to celebrate, uplift, and invest in philanthropy across the Midlands, but specifically the impact Black-led and Black-benefiting organizations are making in our communities.

We at {insert your organization here} are excited to be a part of this month-long initiative and coming alongside other nonprofits to promote impact all around.

Your support directly contributes to:

Empowerment: Fueling Black-led initiatives that foster lasting, community-driven change.

- Impact: Providing vital services, advocacy, and opportunities to those who need them most.

Be a part of the movement

This month, your generosity can help the {insert organization} provide {what is being provided through these dollars}

No gift is too small. Every dollar brings us closer to a more vibrant and connection Midlands.

Make your impact today at <https://www.midlandsgives.org>
Thank you for your continued support. Together, let's make this Black Philanthropy Month the most impactful one yet!

With gratitude,

[Your Name]
[Your Organization Name]
[Contact Information]

[Give today!](#)



<https://www.midlandsgives.org/bpm-marketing-templates>

BPM Prizes

2025 Black Philanthropy Month Prizes



First Citizens Foundation
Builder Prize

\$1000

Awarded to one small budget organization with the most unique donors during Black Philanthropy Month (August 1 - August 31).



First Citizens Community
Builder Prize

\$1000

Awarded to one medium budget organization with the most unique donors during Black Philanthropy Month (August 1 - August 31).



Optus Bank Investing for
Impact Prize

\$1000

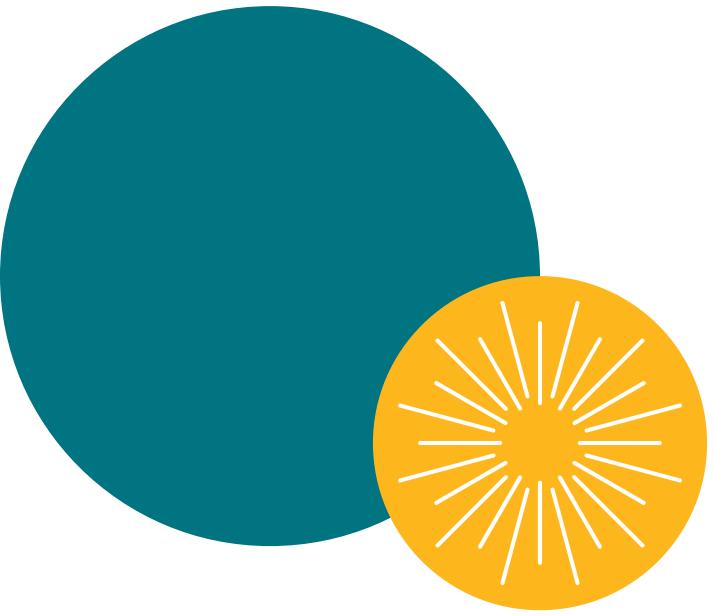
Awarded to one large budget organization with the most unique donors during Black Philanthropy Month (August 1 - August 31).



AAPC County Champion Prize

\$1000

Awarded to one organization in each county with the most unique donors during Black Philanthropy Month (August 1 - August 31).



Repeat Your Donation Email

- **August 1 – 8 a.m.**
- **August 28 – 8 a.m.**

Sent to all 2023 & 2024 August donors who have not yet given in August 2025.



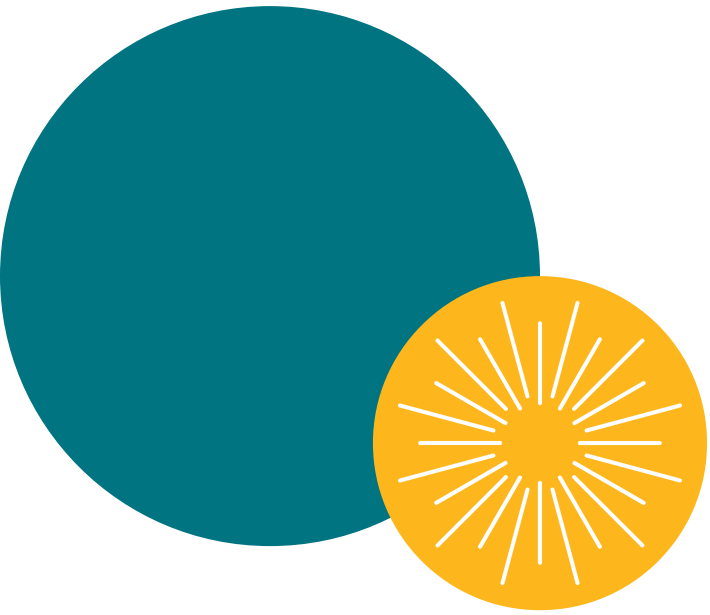
Create a fundraiser on MidlandsGives.org

<https://www.midlandsgives.org/fundraisers>

- 1. Choose an organization to support under “Find your Cause”**
- 2. Submit & Create your Fundraiser Login**
- 3. Personalize your Fundraiser**
- 4. Share your Fundraiser to help your cause!**

Tip: Create a fundraiser page for each of your board members that they can customize and post.

<https://www.midlandsgives.org/fundraisers>



Follow us on our Media Channels

Instagram - @cccf_midlands

Facebook - @centralcarolinacommunityfoundation

LinkedIn - @centralcarolinacommunityfoundation

Websites - yourfoundation.org/impact-initiatives/bpm

midlandsgives.org/black-philanthropy-month0c753a46



Black Philanthropy Month Media Plan



Social Media/Newsletters



**Month long video
campaign for social
media, newsletters,
and our website.**

Georgia Mjartan and Dr. Nancy Tolson

Local community donor

Black nonprofit leader

Craig King from our African American Philanthropy Committee

***Possibly* a Black fundholder**



Be on the Lookout For

- **Digital advertisements**
- **Print advertisements**
- **Email blasts**
- **Press Release**
- **Radio Spots**

Questions?





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yourfoundation.org/impact-initiatives/bpm/

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