



Black Philanthropy Month and Give 8/28 – Nonprofit Planning

[Black Philanthropy Month](#) (BPM) is a global celebration and concerted campaign to elevate African-descent giving and funding equity. This year's theme is "Fierce Equity of Now! From Dream to Action." BPM officially launches on August 1 each year.

[Give 8/28](#) promotes financial giving for Black-led and Black-benefiting nonprofits from August 28 to August 31. Give 8/28 builds on the momentum created by Black Philanthropy Month with one concentrated day of giving for Black nonprofits.

Central Carolina Community Foundation is proud to support BPM and Give 8/28, including activation of the Midlands Gives platform, awarding nonprofit prizes, communicating and recruiting donors, and marketing and public relations efforts. Black-led and Black-benefiting nonprofits with an active profile on Midlands Gives will be eligible for prizes and be promoted by CCCF during August.

Nonprofit Call to Action

Is your organization Black-led and Black-benefiting? Do you work closely with donors who are committed to giving to Black-benefiting nonprofits? If so, here's what your organization can do to partner with CCCF and participate in Black Philanthropy Month!

- Update your Midlands Gives profile. If your organization is already active on [Midlands Gives](#), update your profile. *Note: please do not update your profile until after July 27.* Updates include:
 - Reviewing your primary contact and bank information
 - Confirming whether your organization is Black-led and Black-benefiting
 - Entering your Give 8/28 Goals
- Engage your board. Encourage your board to donate through Midlands Gives and indicate they are a board member at check out. This could help your organization win a prize!
- Engage your donors early and often. Early giving opens August 1 on Midlands Gives. Encourage your donors to visit the site and start giving!
- Set up a [fundraising page](#). Encourage your supporters to set up a peer-to-peer fundraising page. They can share this page through their social media accounts and help raise funds through their contacts. This could also help your organization win a prize!
- Develop a strategy to win a prize. CCCF is offering up to \$10,000 in prize money for Black-led and Black-benefiting nonprofits. Check out the prizes and develop an action plan now!
- Volunteer to be interviewed. If you interested in your organization participating in interviews with local media or being highlighted on CCCF's website and social media channels, please complete the [Interview Interest Form](#) no later than August 5.
- Social Media
 - Post your organization's BPM and Give 8/28 events and messages. Be sure to tag CCCF on Facebook, Twitter, and Instagram.
 - Throughout August, you can follow happenings via social media with the hashtags **#BPM2022**. For the rest of the year, follow **#BPM365**.