



I Be Black Girl
Building Fund Capital Campaign
Peer-to-Peer Fundraising Toolkit

**A For Us, By Us option that centers those
most impacted and is rooted within our
community**

<https://givebutter.com/IBBGCapital>

We are so thankful you are joining us to raise funds for the I Be Black Girl Building Fund! We are renovating space in the heart of North Omaha to house our offices and serve as a community space for our entrepreneurial and birth justice programming

We have an ambitious goal to raise \$1,000,000 by April 2023 so that we can begin operating this community resource center by October 2023 and need your help in order to actualize this vision!

While we are heavily relying on private funders to meaningfully invest in this capital campaign, we know the importance of community-based initiatives being funded through community-based dollars. This is why we have a goal of raising \$100,000 through community donations.

I Be Black Girl has faith in our work and in the philanthropic community in Omaha to show up for Black women, femmes, and girls to achieve this goal but we need community leaders like you to help spread the word about our Building Fund to ensure its success and longevity for our community. **We are so grateful to be in partnership with you as we mobilize towards our Building Fund capital campaign goal!**

Please reach out to our Executive Director, Ashlei, at ashlei@ibebblackgirl.org with any questions or ideas regarding funding partnerships and collaborations. Thank you!

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I Be Black Girl Offices & Programmatic Space

I Be Black Girl (IBBG) is embarking upon a capital campaign to renovate space in the heart of North Omaha to house our work! This space will enable IBBG to have a consistent, physical presence in North Omaha from which to conduct leadership development and entrepreneurial programming, scale our birth justice initiatives, and to disseminate information which addresses the comprehensive needs of Black women, femmes, and girls.

The Black Birthing Resource Center will house the full spectrum of birth workers and partners so that Black pregnant folks have more accessibility, choice, and autonomy in their birthing journey in one community-based location. IBBG's Catalyst will also be housed in the space and serve as a business accelerator as we understand that supporting Black women business owners spurs local economic growth and community sustainability.

This space is a For Us, By Us option that centers those most impacted and is rooted within our community. The leased space is located on 24th and Miami in the heart of North Omaha, centrally located in the urban core of the historic footprint of the Black community, on a bus line and close to major community resources. Black women, femmes, and girls deserve full, uninhibited access to comprehensive information and resources and IBBG is thrilled to bring this much-needed space to our communities.

IBBG Building Fund Capital Campaign

We need to raise \$1,000,000 to cover the costs of the capital developments for the renovated space, which is being managed by Blair Freeman Group. IBBG is thrilled to partner with the only Black woman-owned construction company in Omaha to develop this community resource for Black women, femmes, and girls in our community.

IBBG has a strong and aggressive fundraising strategy that includes private and corporate foundations, government agencies, and individual contributions. We are committed to not using any debt financing to achieve this space. While we are heavily relying on private funders to meaningfully invest in this capital campaign, we know the importance of community-based initiatives being funded through community-based dollars - Which is why we have a goal of raising \$100,000 through community donations.

Black women-led organizations experience incredible barriers to funding our work, because the overall societal investment in Black women, femmes, and girls is still astoundingly small. Our community has the opportunity to meaningfully support the IBBG Building Fund and contribute to the wellness and success of Black women, femmes, and girls in Nebraska - And we need your help to spread the word!

About I Be Black Girl

I Be Black Girl (IBBG) is embarking upon a capital campaign to renovate space in the heart of North Omaha to house our work! This space will enable IBBG to have a consistent, physical presence in North Omaha from which to conduct leadership development and entrepreneurial programming, scale our birth justice initiatives, and to disseminate information which addresses the comprehensive needs of Black women, femmes, and girls.

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IBBG Entrepreneurial Programming

IBBG's Catalyst program serves as a business accelerator as we understand that supporting Black women business owners spurs local economic growth and community sustainability. The Catalyst program's promise is to provide intentional space for Black women founders to actualize their entrepreneurial vision and gain economic liberation.

Black women founders are the fastest growing entrepreneur segment - But even given their high entrepreneurial drive, only 3% of Black women owned businesses survive past 5 years. This highlights the oppressive culmination of barriers which exist for Black women entrepreneurs along their paths to build, maintain, and grow their businesses. Knowing that Black women lead the majority of Black households, and that they experience the highest pay equity gap and the greatest number of barriers to building businesses, IBBG has created a lever for change through the Catalyst program to utilize entrepreneurship as a solution.

IBBG Birth Justice Programming

IBBG's Birth Justice Initiatives expand access to quality and culturally relevant maternal health services through policy, research, and advocacy while amplifying the voices and experiences of Black pregnant people. We collaborate with many partners across the full spectrum of maternal and reproductive health to advance Black maternal health and justice.

The state of Black maternal health is unacceptable. Black women and people with the capacity for pregnancy in the US experience unacceptably poor maternal health outcomes, including disproportionately high rates of death related to pregnancy or childbirth. Black women younger than 30 are 2-3 times more likely to die from pregnancy related causes than white women, and for Black women over 30 years old this figure increases to 4-5 times higher than white women. The top leading causes of death for Black women while pregnant or giving birth are all preventable. Nebraska ranks 19th in maternal mortality rates - It is imperative for our healthcare systems to address why Black mamas and pregnant folks are dying during and after birth.

Using a Collective Action Framework, IBBG is catalyzing a movement to disrupt the systems that perpetuate incidences of maternal morbidity and mortality using strategies that center the voices, experiences, and leadership of Black women and people with the capacity for pregnancy.

The Anarcha Center: IBBG's Black Birthing Resource Center

Anarcha Wescott is one of the mothers of gynecology. She was an enslaved 17 year old in the early 1800s who had just given birth for the first time when she was forcibly separated from her stillborn baby and subjected to brutal experimental gynecological surgeries without any anesthetic. Anarcha was the first documented, named enslaved girl who underwent these atrocities, followed by many other enslaved girls and women, including Betsey Harris and Lucy Zimmerman. Anarcha's story, along with Betsey's and Lucy's and the other unnamed enslaved girls and women who were subjected to torture at the hands of Dr J Marion Sims, represents the terrifying inception of the gynecological field which has lasting affects on Black maternal health today.

IBBG has named our Black Birthing Resource Center the Anarcha Center, after Anarcha Wescott and in honor of all girls and women who were robbed of their bodily autonomy and freedom, to remind us of the lasting legacy of medical racism on Black women, femmes, and girls, and to serve as a guidepost to ensure that Black women and folks with the capacity for pregnancy receive dignified care and support rooted in their humanity and in justice.

The Anarcha Center will house the full spectrum of birth workers and partners so that Black pregnant folks have more accessibility, choice, and autonomy in their birthing journey in one community-based location. The center will work with partners to house traditional medical practitioners who will support their clients' comprehensive needs, including midwives, lactation consultants, and mental health practitioners. In this space, we will offer drop in work spaces for birth workers, drop in spaces for appointments with pregnant people, rooms for children to play, and a multipurpose space for prenatal yoga and massages, community meetings, and trainings.

Why peer-to-peer fundraising?

Peer-to-peer fundraising is an incredible way to organize your community to redistribute their dollars to support initiatives which are important to you. This community fundraising strategy allows you to share with your loved ones the issues you are passionate about, and then provides them an opportunity to show up for you and support your passion.

This fundraising approach utilizes communications tools (i.e. emails, texts, phone calls) and social media (i.e. posts and videos on social networking sites) to engage your networks of friends, family, coworkers, faith groups, and other communities to spread the word and raise dollars. Fundraising like this is a fun and easy way to engage your community, cultivate awareness, and deepen relationships to support the development of such important initiatives like those of IBBG's.

In addition to raising money online, you can fundraise by having one-on-one conversations with people you love about your vision for a society which truly invests in the real needs of Black women, femmes, and girls. Time after time, these one-on-one conversations have proven to be the most effective way to fundraise - emails, texts, and phone calls will result in more donations than social media posts.



Setting up your personal fundraising page!

Setting up your personal fundraising page is easy and quick! After creating your own peer-to-peer fundraising page, you'll be able to easily share your personal fundraising page with your loved ones and track your donors. You'll be able to set your own fundraising goal, share why the IBBG Building Fund is important to you, and invite your loved ones to contribute to your page.

Step-by-step instructions for setting up your personal fundraising page:

- Visit the IBBG Building Fund donation page.
- Scroll to the section labeled “Team Members” - Click on the “Fundraise” button.
- Either Sign In to your already existing Givebutter account, or Sign Up to create your account.
- Create your fundraising page! You can personalize your Display Name, Fundraising Goal, and add Your Story to share why you're raising funds for the IBBG Building Fund.
 - A note on setting your fundraising goal: This amount is specific to each fundraiser, we just encourage you to choose a fundraising goal that feels meaningful and achievable to you!
 - Example text that can be used as Your Story, to tell people why you're raising funds:
Join me in donating to the I Be Black Girl Building Fund! I Be Black Girl is a Reproductive Justice organization that leads with boldness, innovation, and inspiration, actively creating a radical change-making culture that centers Black women, femmes, and girls. I'm inspired by the work I Be Black Girl is leading and building, and I'm excited for this opportunity to support them - Please join me!
- You'll receive a specific link to your fundraising page - From this page, your loved ones can use the “Donate” button to contribute directly to your peer-to-peer fundraising campaign.

You can customize your settings to receive an email each time someone donates to your personal fundraising page. You'll also be able to view donor information for people who gave to your fundraiser - Make sure to send thank you messages to the people who give to your fundraiser (sample text below)!

Make sure to include the link to your personal fundraising page in all social media, email, and text asks for donations. You can also include this link in your social media profiles so people can easily access it!

How to start fundraising!

The best way to get started is to identify everyone in your network who might support the mission and vision of IBBG and then just ask! The majority of community donors respond best to direct asks via email, text, or phone call. We know it can feel uncomfortable to ask for donations, but it will pay off, we promise! Social media is a great way to spread the word and get donations from individuals who are outside your immediate network, but the most effective way to raise funds is to personally ask for support. It's easy for friends to ignore social media posts, but much harder to ignore a personalized email or text.

How many times to ask for a donation

It is best practice to personally ask someone 3-5 times for a donation. If they don't respond to you after the third try, it's best to let it go. However, if they expressed interest in supporting you but haven't done it, it's okay to reach out one more time with a soft reminder. For example, an email or text asking them how they're doing or how a particular work project went, and in the PS including your donation link and saying something like, "Also, here's the link to donate when you have a chance" is a gentle and helpful nudge.

People give when they are asked. Whenever you can and however you can, ask people to support you. Let everyone know you are fundraising for the IBBG Building Fund! When they ask why, the conversation door has been opened. Take this opportunity to tell them why you support the vision of IBBG!

Creating social media asks

While it can feel strange to continue posting and making fundraising requests, we really are relying on the passion of our community to support these fundraising efforts to secure offices and programmatic space to support Black women, femmes, and girls in Omaha. We recommend posting and making fundraising requests as often as you're comfortable, and mixing up your messaging to effectively engage your network.

- Post about why you're raising funds for the IBBG Building Fund and include your donation link!
- Regardless of how you ask people to donate, make sure to tell them why you're raising funds for the IBBG Building Fund - Without the personal connection, people won't donate.
- Cater your donation ask to your community - If you know your community generally has the ability to give \$5, ask for \$5; if you know your community has access to more wealth, suggest a larger donation amount.
- Check out this folder to view and download graphics to accompany your social media posts!

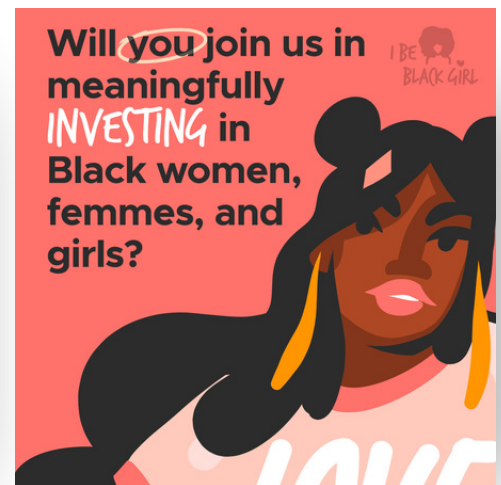
Some more tips about creating your social media posts

- Make it personal! Share why you're passionate about IBBG's mission and vision.
- Add details about your community to amplify the impact IBBG's offices and programmatic space will have on all of our communities! This helps create unity and a sense of comradery.
- Add photos, videos, memes, and gifs!
- Sometimes Facebook will give lesser priority to your posts if you keep using the word "donate" - Other great words to use instead are: Contribute, Give, Take Action, Chip In, Make a Gift, and Support.
- Tag your friends in your posts! This will ensure they see it, and it's more likely that your mutual friends will see it too.
- Live Video on Facebook and Instagram Live are great tools! Even if it's short, your community will be excited to see your face, and those view counts, hearts, and donations will add up!
- As you work toward your fundraising goal, give your friends updates! Let them know when you've reached 25%, 50%, and 75% of your goal. While it may be counter intuitive, the closer you get to your goal the more likely people are to donate.

Sample social media posts

Check out this folder to view and download graphics to accompany your social media posts!

https://drive.google.com/drive/folders/1-B_rExNF_I10n0ql5T1pnBY1LkJMeJ0t



Did you know that Black women founders are the fastest growing entrepreneur segment, but only 3% of Black women owned businesses survive past 5 years? Black women founders deserve more support when starting and maintaining their businesses, which is why entrepreneurship programming like I Be Black Girl's Catalyst program are so important. Please contribute to my fundraiser to support the success of Black women founders today! [YOUR FUNDRAISING LINK]

The state of Black maternal health in this country is terrifying. Black women younger than 30 are 2-3 times more likely to die from pregnancy related causes than white women, and for Black women over 30 years old this figure increases to 4-5 times higher than white women. Black women and folks with the capacity for pregnancy deserve specific investment in their pregnancy and birthing journeys which support their sustained health and livelihood - Which is why I'm fundraising for I Be Black Girl's Black Birthing Resource Center. Please join me and invest in Black maternal health today! [YOUR FUNDRAISING LINK]

Supporting Black women business owners spurs local economic growth, creates vibrant and sustainable communities, and combats talent loss and brain drain. Black women and femmes launch new, innovative businesses which bring further access, and creativity and beauty to our communities. I'm proud to be raising funds to invest in the leadership and success of Black women founders, and I would love for you to join me! [YOUR FUNDRAISING LINK]

When we empower Black women, femmes, and girls and provide the resources they need to succeed, we're building towards a healthier, safer, more sustainable community. I Be Black Girl is doing just that, and I'm excited to be supporting their fundraising efforts for their Building Fund. Will you please join me? [YOUR FUNDRAISING LINK]

Black women-led organizations experience incredible barriers to funding their work, as the overall societal investment in Black women, femmes, and girls is still astoundingly small. Black women and femmes are pillars across our communities, and deserve to receive true investment in their needs and leadership - Which is why my personal fundraiser for I Be Black Girl's Building Fund is so important to me. Please join me today in meaningfully investing in Black woman leadership! [YOUR FUNDRAISING LINK]

Did you know that less than 1% of philanthropic giving reaches Black women and girls? Black women and femmes hold the answers for the ways our society needs to be transformed to support everyone's true safety and wellness, and they deserve to receive true, meaningful investment in their leadership. I'm raising funds for I Be Black Girl because I believe in the leadership and vision of Black women and femmes - Will you join me? [YOUR FUNDRAISING LINK]

Creating email asks

- Share your story - Why are you passionate about fundraising for the IBBG Building Fund? How will IBBG offices and programmatic space in North Omaha impact your community?
- We strongly recommend that you personalize each individual email by adding their name in the subject line and a personal note at the start of the email. This way, your friends, family, colleagues, and neighbors feel extra special that you thought of them!
- Add a funny gif or meme, a short video explaining you are passionate about fundraising for the IBBG Building Fund, or any of the shareable graphics to your email.
- Feel free to reuse content, but mix it up a bit to include different information and wording.
- Adjust the amount you reference in your email based on how much you are hoping each individual might donate.

Email template

Hi [NAME],

I hope you're doing well! [PERSONAL GREETING]

I'm writing with a personal request - I'm currently fundraising for I Be Black Girl's Building Fund capital campaign, and I would love for you to join me in contributing to this initiative!

I Be Black Girl's Building Fund is raising funds to renovate office and programmatic space in the heart of North Omaha to house their work, which addresses the comprehensive needs of Black women, femmes, and girls. Black women, femmes, and girls deserve full, uninhibited access to comprehensive information and support, and I'm thrilled to be supporting such an important initiative for our community!

[This is a good space to write about your personal connection to IBBG and the Building Fund - For instance, how would your career have been different if you had had culturally relevant resources like those that IBBG provides? How will your community be impacted by expanding access to meaningful resources for Black women, femmes, and girls?]

Could I count on you to contribute to my personal fundraiser for I Be Black Girl's Building Fund? Your donation will help I Be Black Girl make capital renovations to the space, and open this crucial community resource by October 2023! You can contribute to my fundraiser here: [LINK].

Your support would mean so much to me!

With gratitude,
[YOUR NAME]

Sending fundraising texts

- Keep it brief! Long text messages can be overwhelming.
- Never underestimate the power of emojis and memes!
- Avoid group text messages if you can; that way, your friends and family won't have to see everyone respond and they'll feel more special with a personalized ask.

Text template

Hi [NAME]! I'm raising funds to support I Be Black Girl's Building Fund, which will bring entrepreneurial and birth justice programming to Black women, femmes, and girls in North Omaha! Will you please chip in to invest in the wellness and success of Black women and femmes? [LINK]

Thank your donors!

Always personally thank your donors! Thanking donors is important because it shows how much you appreciate their support. It will also go a long way towards turning them from a one-time supporter to a long-term donor. It's best practice to thank your donors as quickly as possible. You can thank them by email, text, phone call, snail mail, etc.

Email/text thank you template

Hi [NAME]! Thank you so much for making a donation to my personal fundraiser for I Be Black Girl's Building Fund! Your dollars help invest in the leadership and comprehensive needs of Black women, femmes, and girls in Nebraska. Your support means a lot to me!

From all of us at I Be Black Girl, thank you for joining us in raising these funds to support Black women, femmes, and girls and provide the resources they need to succeed! We cannot do this without the support of our community, and we are so grateful to be able to rely on community members who support our vision of a world where Black women, femmes, and girls live in wholeness.

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