



ACLU of Louisiana Black Donor Network – GiveNOLA Day Outreach Toolkit

ACLU OF LA SOCIAL MEDIA HANDLES:

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Twitter: [@ACLUofLouisiana](https://twitter.com/ACLUofLouisiana)

SAMPLE SOCIAL POST:

Photo: Photo of yourself, your family, or a photo from the BDN event. [All event photos linked here.](#)

Caption: As a member of the @aclu.louisiana Black Donor Network, I've been thinking deeply about Black giving as movement work. As Black philanthropists, GiveNOLA Day is a wonderful opportunity to support the organizations that matter to us. Here's where I'm giving: [TAG ORGANIZATIONS]. Share the groups you're supporting in the comments. #GiveNOLADay #BlackDonorsMatter #BlackPhilanthropy

Did you know Black people give 25% more of their income per year than white counterparts? Two-thirds of Black households donate to community-based organizations and causes, and our collective giving in this country amounts to 11 billion per year. Black Philanthropy is Movement Work, and I'm honored to support [TAG ORGANIZATIONS] this GiveNOLA Day. Together, we will create the future we imagine in Louisiana and beyond. #BlackPhilanthropy #BlackDonorsMatter #GiveNOLADay

SAMPLE EMAIL OUTREACH:

Dear X,

As a member of the ACLU of Louisiana's Black Donor Network, I've been thinking deeply about Black giving as movement work. We have supported and sustained our own communities from the time of slavery to Reconstruction, through the Civil Rights Movement and today's racial justice movement. Did

you know Black people give 25% more of their income per year than white counterparts? Two-thirds of Black households donate to community-based organizations and causes, and our collective giving in this country amounts to \$11 billion per year.

Today is GiveNOLA Day, and as Black philanthropists, this annual campaign provides a wonderful opportunity for us to support the organizations that matter to us. I'm supporting [LIST ORGANIZATIONS].

I hope you'll consider joining me in donating to the issues and organizations you care about, and I look forward to hearing about your philanthropy on this important day for our community.

In gratitude,

X