

BE A PART OF THE MOVEMENT!

BMMA Giving *Toolkit*

This official toolkit contains key messaging, social shareables, and peer-to-peer fundraising material to support the Black Maternal Health, Rights, and Justice Movement.

Who Are We?

The Black Mamas Matter Alliance, Inc. (BMMA) is a national network of Black women-led organizations and multi-disciplinary professionals who work to ensure that all Black Mamas have the rights, respect, and resources to thrive before, during, and after pregnancy. BMMA honors the work and historical contributions of Black women's leadership within their communities and values the need to amplify this work on a national scale. For this reason, BMMA does not have chapters. The alliance is composed of existing organizations and individuals whose work is deeply rooted in reproductive justice, birth justice, and human rights frameworks.

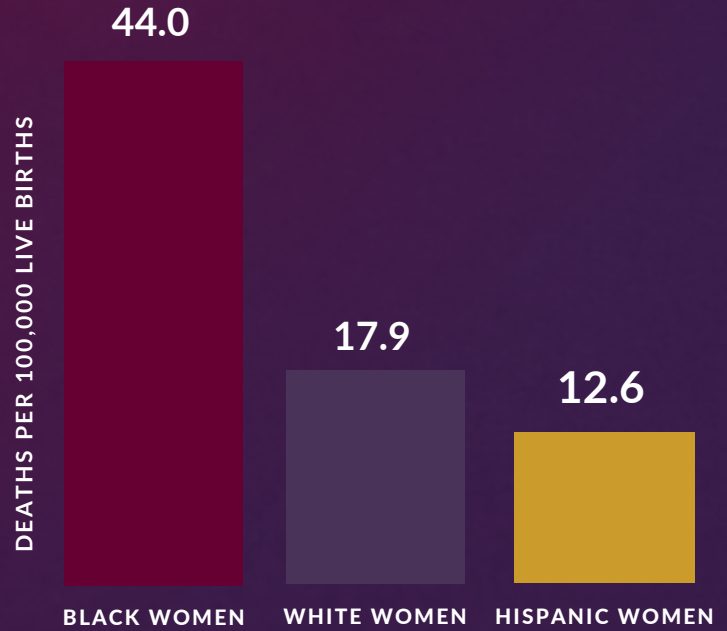
Why We Exist

As the premiere Black Maternal Health professional organization BMMA exists to champion the rights and well-being of Black Mamas and Birthing people, striving towards a future where their voices are heard, their needs are met, and their lives are valued. Together, we work towards a world where Black Maternal Health is no longer a question of survival, but a testament to resilience and empowerment.



The Issue

Despite advancements in medical technology and increased healthcare spending, the overall rate of maternal and infant mortality in the U.S. continues to rise with Black women and infants disproportionately dying at higher levels than any other group. The ongoing restrictions on abortion care access and the criminalization of pregnancy loss only deepen the maternal health care crisis, particularly in states with the most restrictive bans and the poorest maternal and child health outcomes.



The Purpose

This toolkit provides you with the resources you need to inspire others to support BMMA's mission. With this toolkit, you can effectively amplify our campaign and encourage your network to join us in supporting Black Maternal Health. Let's make a positive impact together!

INSIDE, YOU'LL FIND:

- Shareable graphics: Eye-catching visuals to enhance your posts.
- Messaging guidance: Clear and compelling messages on why giving to BMMA matters.
- Sample social media posts: Ready-to-share content to engage your audience.



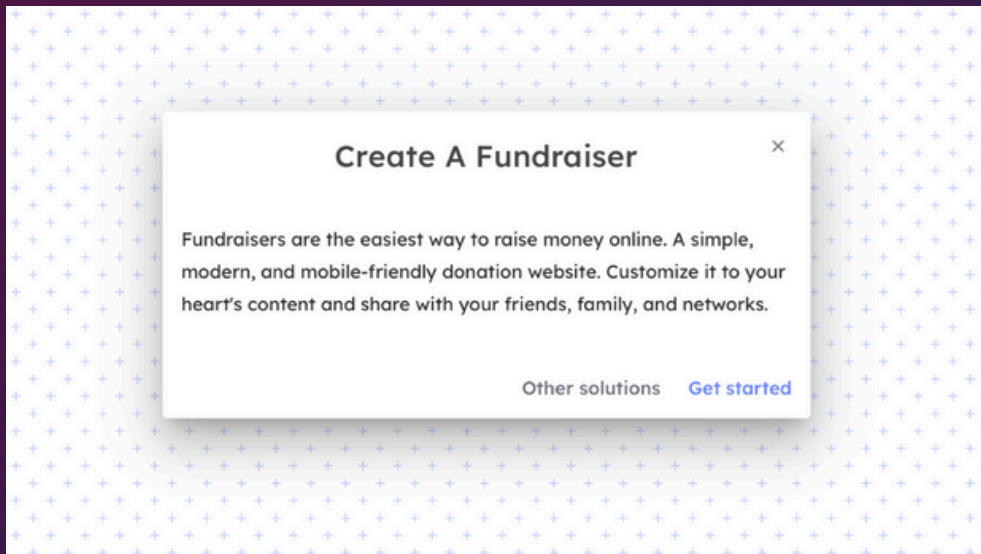
Start Your Own Campaign

1. Visit <https://www.mightycause.com/login>

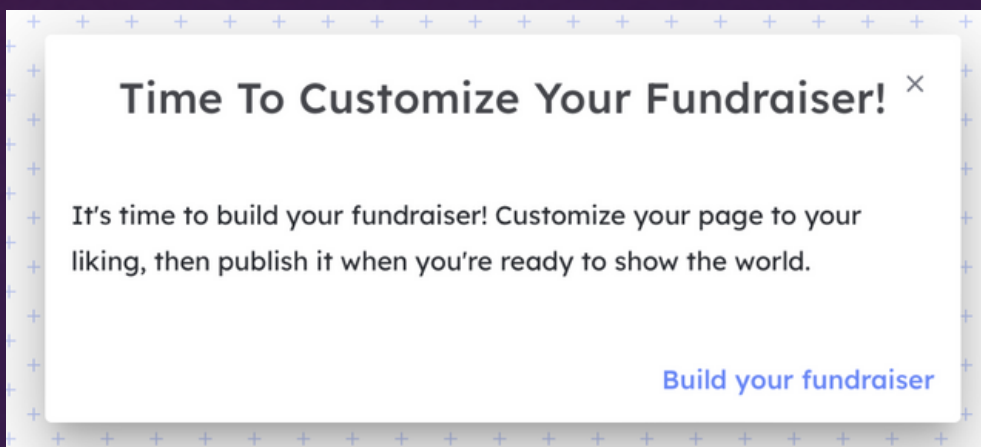
- If you have an account, log in.
- If not sign up or sign in using your google account or Facebook account credentials.

2. Once you are logged in, visit our Mightycause Page [here](#).

3. Click “Get Started” in the pop up box titled “Create a Fundraiser”



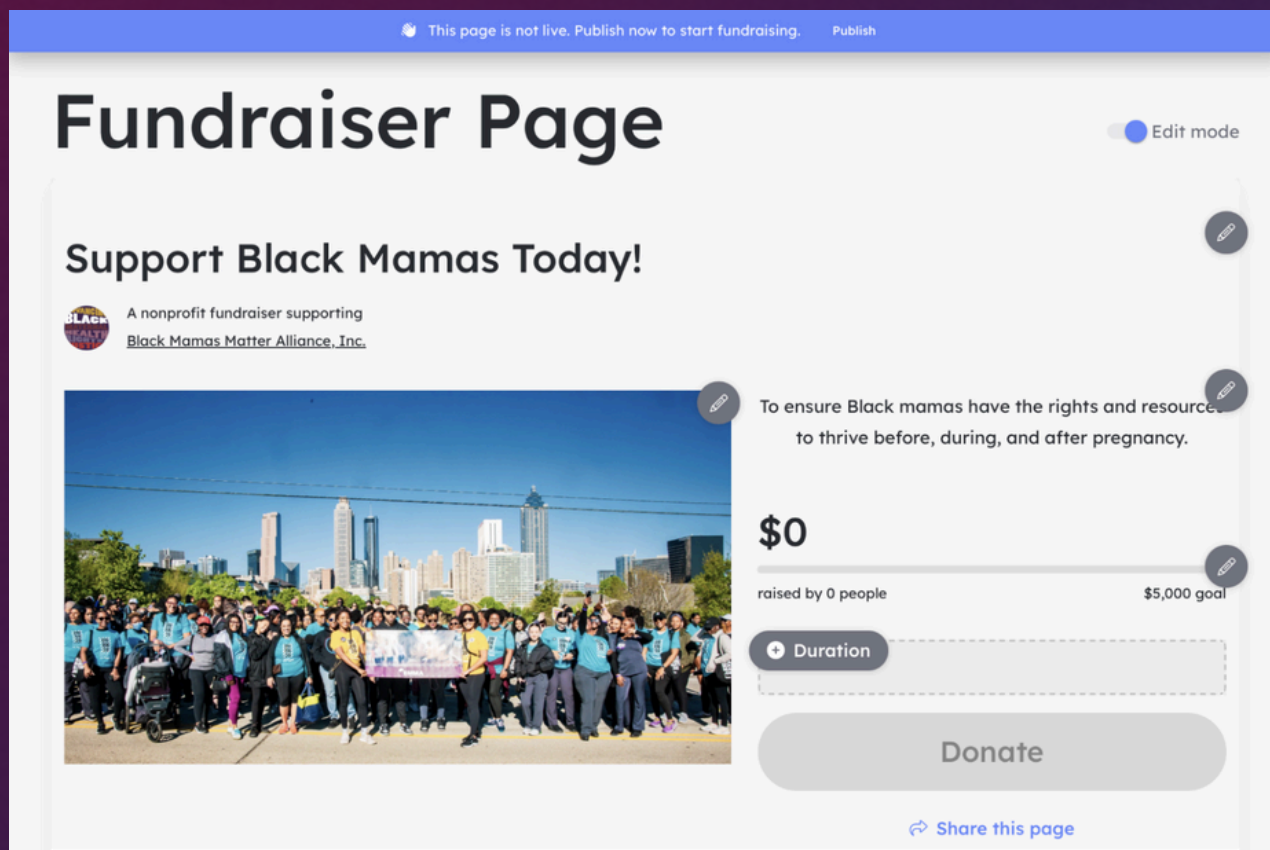
4. Click “Build your fundraiser”



Start Your Own Campaign

5. A Fundraiser Page Template will pop up. We have provided an image and basic information. Feel free to edit the fundraising goal and image as you see fit.

6. Click “Publish” at the top of the page.



The screenshot shows a Facebook Fundraiser Page in 'Edit mode'. At the top, a blue banner reads 'This page is not live. Publish now to start fundraising.' with a 'Publish' button. The main title is 'Fundraiser Page' with an 'Edit mode' toggle. Below the title is the campaign title 'Support Black Mamas Today!' and a description: 'A nonprofit fundraiser supporting Black Mamas Matter Alliance, Inc.' with a logo. A large photo shows a group of people in blue shirts holding a banner in front of a city skyline. To the right of the photo is the mission statement: 'To ensure Black mamas have the rights and resources to thrive before, during, and after pregnancy.' Below this is the fundraising progress: '\$0 raised by 0 people' and '\$5,000 goal'. There is a 'Duration' dropdown menu and a 'Donate' button. At the bottom, there is a 'Share this page' link.

7. Share with your networks and invite people to donate to your campaign.

Captions and Talking Points

INSTAGRAM

Black Mamas and birthing people deserve to thrive before, during, and after pregnancy. 🙌
In a world where their reproductive rights and health are under constant threat, BMMA (@blackmamasmatter) is dedicated to centering Black mamas and birthing people through advocacy, driving research, building power, and shifting culture to ensure Black Maternal Health, rights, and justice.

Donate today to blackmamasmatter.org/donate and be a part of the movement for equitable perinatal health care for ALL. Let's work together to create a brighter future.

This #GivingTuesday, join me in supporting BMMA (@blackmamasmatter)!

Together, we can:

- Raise awareness about the challenges Black birthing people face.
- Celebrate innovative, Black-led models of care.
- Amplify Black Mamas' voices & shift the narrative.

Donate today: blackmamasmatter.org/donate

Let's create a future where Black Mamas not only survive but thrive!

TWITTER/X

Black Mamas deserve better! @BlkMamasMatter is on the front lines, advocating, driving research, and building power for Black maternal health, rights, and justice. Donate today and be part of the movement. Together, we can achieve equitable perinatal health care for ALL.

This #GivingTuesday, join me in supporting @BlkMamasMatter!

Together, we can raise awareness, celebrate, and Amplify Black Mamas' voices & shift the narrative.

Let's create a future where Black Mamas not only survive but thrive!

Donate today: blackmamasmatter.org/donate

Captions and Talking Points

FACEBOOK

Join me in supporting @BlackMamasMatterAlliance by helping them reach their #GivingTuesday fundraising goal at blackmamasmatter.org/donate. With your investment, we will be able to share the challenges impacting Black birthing people, celebrate the innovation of Black-led models of holistic maternal and reproductive health care, and amplify the voices of Black Mamas to shift the narrative to center our joy, activism, and creativity.

KEY HASHTAGS

- #BMMA
- #GivingTuesday
- #GratitudeWeek
- #FundBlackMamas



Social Shareables

All shareables can be found [HERE](#):

BLACK MAMAS MATTER ALLIANCE

Black Mama

/blak/ /'māmə/
noun

The term Black Mamas represents the full diversity of our lived experiences that includes birthing persons (**cis women, trans folks, and gender expansive individuals**) that are people of African descent across the diaspora.

[BIT.LY/BMMAGIVE24](https://bit.ly/BMMAGIVE24)

BLACK MAMAS MATTER ALLIANCE

Ways to Give For GIVING TUESDAY

DONATE TO OUR MOVEMENT

DOWNLOAD OUR TOOLKIT

VOLUNTEER WITH US

SHOP AT OUR BMMA STORE

[BIT.LY/BMMAGIVE24](https://bit.ly/BMMAGIVE24)



BLACK MAMAS MATTER ALLIANCE

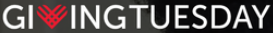


CHANGE POLICY CULTIVATE RESEARCH SHIFT CULTURE ADVANCE CARE

For Black Mamas


[BIT.LY/BMMAGIVE24](https://bit.ly/BMMAGIVE24)






We seek a world where **Black Mamas** have the **rights, respect, and resources** to thrive before, during, and after pregnancy.

That is not the case today. Our work aims to make this a reality. That is what your gift supports.

 [BIT.LY/BMMAGIVE24](https://bit.ly/BMMAGIVE24)





My BLACK MAMA MATTERS

Donate Black Mamas Matter Alliance, Inc. and support our mission of advancing Black Maternal Health, Rights, and Justice!

[BIT.LY/BMMAGIVE24](https://bit.ly/BMMAGIVE24)





Thank You!

Your support funds essential programs that educate, advocate, and deliver community-driven solutions to save lives. Together, we can make a difference



@blackmamasmatter



@blkmamasmatter



@BlackMamasMatterAlliance