



Giving Toolkit
**BE A PART OF
THE MOVEMENT!**

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



THE **WORK** YOU'RE POWERING!

WHO ARE WE?

BMMA, Inc. (Black Mamas Matter Alliance) is *a network of Black women-led and Black-led organizations* who work to ensure that all Black Mamas have the rights, respect, and resources to thrive before, during, and after pregnancy. 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.

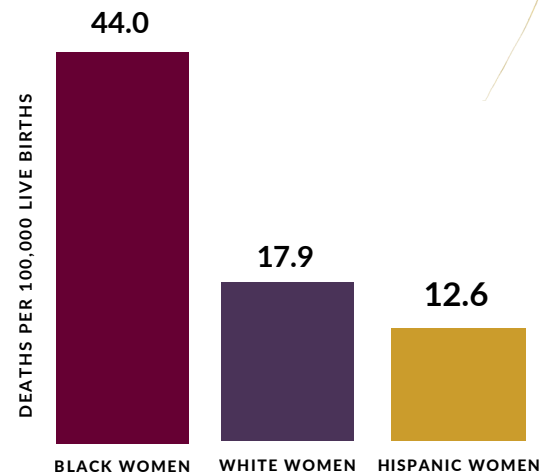




WHY THIS **WORK** MATTERS!

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 WILL 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.



I LOVE BLACK
MAMAS

START YOUR OWN CAMPAIGN!

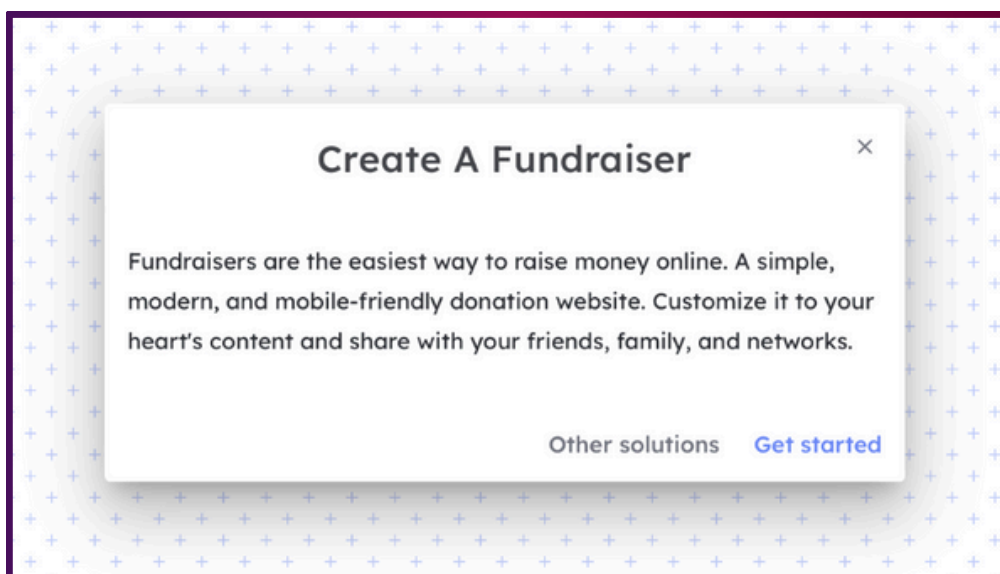
Step 1: Log In or Create an Account

- Visit the [BMMA MightyCause page](#).
- If you already have a MightyCause account, click **Log In**.
- If you're new to MightyCause, click **Sign Up**.
 - You can sign up using your **email address**, or choose to connect through your **Google** or **Facebook** account.
 - If you sign up with email, you'll simply create a password and verify your email before continuing.

Step 2: Access the BMMA MightyCause Page

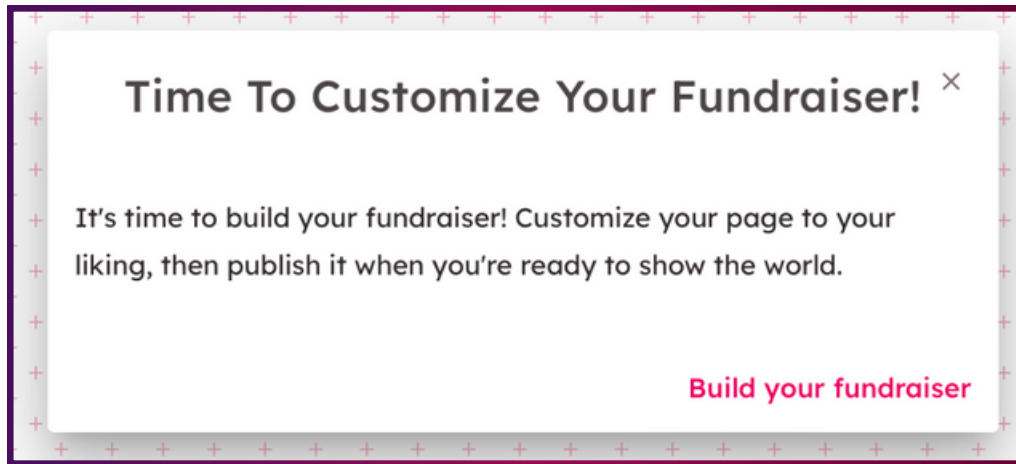
- Once logged in, return to our [BMMA MightyCause page](#).

Step 3: Create Your Fundraiser

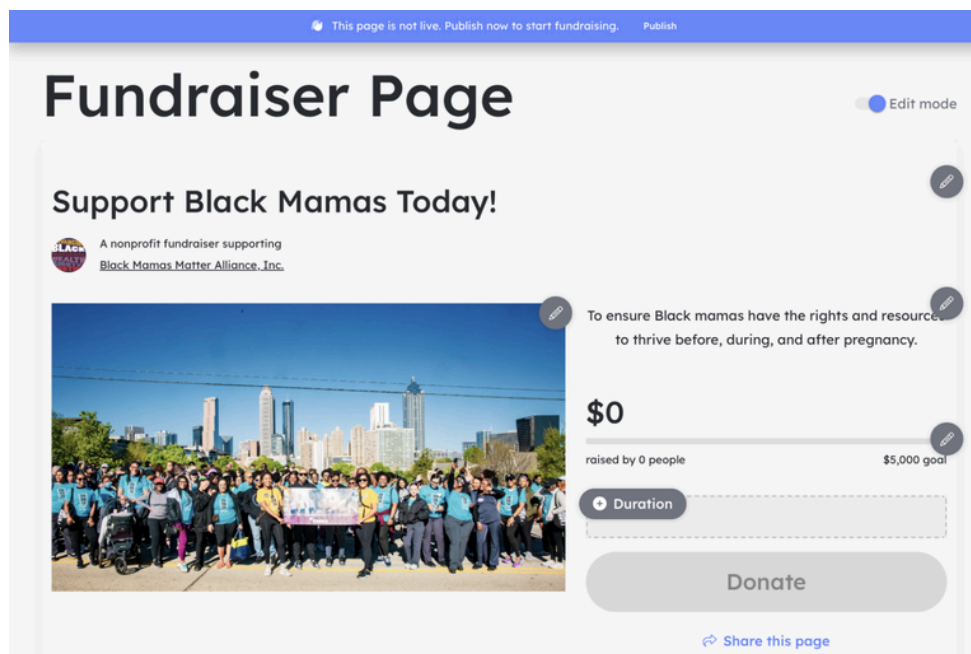


START YOUR OWN CAMPAIGN! cont.

- Click “Build your fundraiser”



- Click “Build your fundraiser”
- 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.
- Click “Publish” at the top of the page.



- 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.

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!

BLUESKY/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.

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
- #FundBlackMamas
- #ReproductiveJustice
- #BodilyAutonomy



SOCIAL SHAREABLES

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

BLACK MAMAS MATTER ALLIANCE

EVERY GIFT TELLS A STORY.
EVERY STORY **STRENGTHENS** THE
Black Maternal Health
MOVEMENT!

Join us this giving season as we celebrate **generosity, community, and impact.** Together, we're raising \$50,000 to fuel the movement.



BMMA

VISIT bit.ly/bmmagive TO LEARN MORE!

BLACK MAMAS MATTER ALLIANCE



**CHANGE POLICY
CULTIVATE
RESEARCH
SHIFT CULTURE
ADVANCE CARE**
For Black Mamas

VISIT bit.ly/bmmagiving TO LEARN MORE!

BMMA
BLACK MAMAS MATTER ALLIANCE

My **BLACK
MAMA
MATTERS**

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

VISIT bit.ly/bmmagiving TO LEARN MORE!

BLACK MAMAS MATTER ALLIANCE

**THE PERINATAL
WORKFORCE IS OUR
DOULAS, CLINICIANS, MIDWIVES,
AND ADVOCATES.**
Caring for us in the
**MOMENT & SHAPING
THE FUTURE
THROUGH
THEIR WORK.**



BMMA
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VISIT bit.ly/bmmagiving TO LEARN MORE!



BMMA
BLACK MATTER ALLIANCE

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Black M
Health
an
WWW.BLACKMA

Thank You!

Your support funds the backbone organization of the Black maternal health movement, working to build and sustain the workforce through training, capacity building and advocacy! Together, we can and are making a difference! Thank you.

QUESTIONS? GIVING@BMMAINC.ORG

VISIT OUR WEBSITE: BLACKMAMASMATTER.ORG



@BLACKMAMASMATTER |



BLACK MAMAS MATTER |



@BLACKMAMASMATTER