



BlackFacts for Churches

Background: (summary of Training Session Meeting on 1/31/25)

Introduction and Purpose: Renee Young, Dale Dowdie, and Ken Granderson initiated the meeting to introduce a pilot program by the Adlay Sanford Institute's Black History Initiative. This program offers six months of complimentary access to Blackfacts.com's educational resources for churches. The objective, as stated by Renee Young, is to enhance Black history education in communities through church involvement. After the trial period, unlimited access is available for an annual fee of \$500.

Blackfacts.com Overview: Ken Granderson provided an overview of Blackfacts.com's history and technological capabilities, highlighting their 30-year dedication to leveraging technology for the benefit of Black communities. They detailed previous projects, including the creation of digital archives and websites for various communities and organizations. Dale Dowdie elaborated on Blackfacts.com's educational platform, Diversity Schoolhouse, which aims to equip educators with accessible Black history resources.

Blackfacts for Churches Pilot Program: Dale Dowdie presented the Blackfacts for Churches platform, a simplified version of Diversity Schoolhouse tailored for church use. Key features include a "Black Fact of the Day" video and curated playlists for each month. The platform provides videos of varying lengths along with supplementary materials such as writing prompts, talking points, and quizzes. The pilot program focuses on four main topics: African Empires, the Middle Passage, the Underground Railroad, and the Civil War and Emancipation.

Program Flexibility and Future Vision: Participants discussed the flexibility of the program's structure. Renee Young suggested integrating the videos into Sunday service announcements, while Dale Dowdie confirmed the platform's adaptability to different preferences and schedules. Dale Dowdie also described the long-term vision for Blackfacts for Churches, including potential Blackfacts for Parents subscriptions and a revenue-sharing model for churches. The goal of the pilot program is to provide a user-friendly experience and gather feedback for improvement.

Project Launch and Implementation: The discussion focused on launching the Black history education initiative, tentatively starting on Sunday. Various implementation strategies were considered for different settings, such as churches, schools, and community organizations. The emphasis was on intergenerational engagement and continuous, year-round education, not limited to February. The importance of reaching diverse audiences, including both Black and white communities, was highlighted.

Technology and Outreach: Ken Granderson proposed utilizing their tech expertise and networks to support the initiative, suggesting potential collaborations with Black tech communities and MIT alumni.

The group also discussed using technology, such as videos and online platforms, to disseminate information.

Addressing Past Trauma and Misconceptions: Greg Jones, Sr. emphasized the historical context and the need for this initiative, referencing the breakdown of family traditions and the lack of Black history education. Dale Dowdie connected the project to challenging negative stereotypes about Black communities and empowering youth by showcasing successful Black figures across various fields. The significance of the initiative in addressing historical underrepresentation and promoting understanding across racial groups was underscored.

Church Involvement and Ongoing Education: Renee Young proposed a future Black history contest to encourage church participation. Participants shared details of their existing programs and plans to integrate this initiative, including incorporating the materials into men's Bible study and adding "Maafa moments" to services. There was consensus on the importance of continued education beyond February and overcoming resistance to teaching Black history within some churches.

Partnerships and Future Development: Greg Jones, Sr. mentioned a potential partnership with Merrick Academy in Queens, and Dale Dowdie noted other schools already using their content to address racial issues. Ken Granderson outlined plans to develop an HBCU video series as part of a broader vision to be the primary resource for Black history content and HBCU information. Dale Dowdie confirmed that they would send login information to participants.



Outreach Strategy: Black Facts for Churches

1. Program Overview

- **Program Name:** Black Facts for Churches (also available to community-based organizations)
 - **Duration:** 6-month free pilot program
 - **Target Audience:**
 - Churches (Protestant, Baptist, Catholic, etc.)
 - Community Centers
 - Faith-based youth groups, e.g., Boys & Girls Clubs, Scouting Organizations
 - **Program Offering:**
 - Access to Black Facts Minute videos and curated monthly collections
 - Includes:
 - Talking points
 - Quizzes
 - Writing exercises
 - Classroom activities
 - No formal lesson plans (lighter than full Diversity Schoolhouse offering)
 - Subscription available after 6-month period: \$500/year
 - Affiliate Incentive: 10% affiliate fee for sponsoring organizations through referrals
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2. Messaging for Outreach

Core Messaging

- **Main Headline:** *Empowering Communities Through Black History and Education*
- **Subheadline:** *A special free 6-month offering for churches, community organizations, and youth groups to explore curated Black history content.*

Key Benefits:

- Educate and inspire with curated, accessible content.
- Engage youth and adults alike with quizzes, writing prompts, and group discussions.
- No cost or commitment during the 6-month pilot program.
- Easy onboarding through regular support and guidance.

3. Marketing Collateral

a. Outreach Documents

- **Brochure/Program Overview PDF:**
 - Cover: Eye-catching imagery, program title, and summary
 - Inside: Details of program benefits, 6-month free access, and how it works
 - Contact information and next steps for sign-up
- **Flyer Template:** For church bulletins, community events, or online sharing
 - Simple, visual design highlighting key program features
 - QR code leading to sign-up form
- **Email Templates:**
 - **Initial Outreach Email:** Introduce the program, benefits, and free 6-month access
 - **Follow-up/Reminder Emails:** Gentle reminders leading up to key deadlines

b. Sign-Up Forms

- **Digital Form (Google Forms or similar):**
 - Organization name, type (church, nonprofit, etc.)
 - Contact details
 - Agreement to participate in the pilot
- **Embedded Web Sign-Up Page:** Integrate into BlackFacts.com or a dedicated campaign page

4. Outreach Channels

- **Church Groups and Associations:** Leverage existing connections to large church organizations and denominational leadership.
 - **Faith-Based Community Events:** Attend or sponsor events where churches or youth programs gather.
 - **Community Centers:** Collaborate with organizations like YMCA or local nonprofits.
 - **Local Partnerships:** Partner with key community leaders and existing church networks to amplify outreach.
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5. Support System

Weekly Tech Sessions

- **Format:** Weekly Zoom calls to cover the following:
 - Logging into the system
 - Password resets
 - Navigating content collections
 - Integrating videos into sermons, youth programs, or other activities
 - **Time and Duration:** One-hour weekly sessions (e.g., Wednesday evenings)
 - **Session Materials:** Recorded sessions, user guides, and FAQs
 - **Sign-Up:** Allow organizations to register in advance to receive session links and reminders
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6. Social Media and Online Campaign

- **Platforms:** Facebook, Instagram, Twitter, LinkedIn
 - **Content:**
 - Video clips from Black Facts Minute series to spark interest
 - Testimonials or quotes from early adopters
 - “Did You Know?” Black history facts for engagement
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7. Timeline

Task	Start Date	End Date
Finalize outreach documents	Week 1	Week 2
Design and publish sign-up forms	Week 2	Week 2
Launch initial outreach	Week 3	Week 4
Weekly Zoom support sessions begin	Week 4	Ongoing
Social media and email campaigns	Week 3	Ongoing
End of pilot program check-in	Month 6	Month 6

8. Post-Pilot Options

- After 6 months, participants will have the option to continue access for \$500/year.
 - Sponsoring organizations (churches, centers) will receive a 10% affiliate commission for any subscriptions from their constituents.
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9. Additional Outreach Opportunities

- Expand partnerships beyond churches and faith-based groups to cultural centers, libraries, and local historical societies.
- Leverage local news outlets to highlight the program.

Let me know if this draft aligns with your vision or needs refinement.