

2025 Black Mothers March

Fundraising Toolkit

The Black Mothers March is an annual event that brings together families, organizers, and co-conspirators in solidarity against the family policing system. Please use this fundraising toolkit to help spread the word about the **fourth annual Black Mothers March**. Inside, you will find donation tools and ready-to-use text and email templates.

Want to share this toolkit with others? Pass along the link to trusted comrades:
bit.ly/BMM-FUNDS

1. **DONATE** – Make a one-time donation to BMM: www.blackmothersmarch.com/donate

No amount is too small! Every dollar you donate will help bring impacted Mamas to the march, cover costs for protest signs, art activations, teach-ins, and other essential organizing expenses.

2. **SHOP** – Purchase BMM merch: www.blackmothersmarch.com/shop

Support the movement by purchasing and wearing our staple BMM designs!

3. **SPREAD THE WORD** – Text & email your community!

You don't have to donate directly to make an impact! By spreading the word, you can introduce folks to the Black Mothers March to help drive donations.

Copy & paste sample captions and email and text templates below.

Email

Dear friend,

I would like to invite you to support an event close to my heart: [the fourth annual Black Mothers March](#).

The Black Mothers March is a march and weekend of events organized by a national coalition of Black women-led organizations working to dismantle the family policing system—or the so-called “child welfare” system. This year marks the fourth annual Black Mothers March, which continues to bring together families, organizers, and co-conspirators to fight back against systems that target, surveil, and separate Black

families.

Here's how you can support the 2025 Black Mothers March:

- **Donate:** blackmothersmarch.com/donate
- **Shop:** blackmothersmarch.com/shop
- **Join us:** blackmothersmarch.com/registration

Every dollar you donate will bring impacted mamas to the march, cover expenses for protest signs, art activations, teach-ins, and other organizing costs. Thank you for your solidarity and support!

Text

Hi friend! I would like to invite you to support [**the fourth annual Black Mothers March**](https://blackmothersmarch.com/donate). The Black Mothers March is a weekend of resistance, solidarity, and education that brings together families, organizers, and co-conspirators to fight back against the family policing system. Check out their website and make a donation: [www.blackmothersmarch.com/donate](https://blackmothersmarch.com/donate). No amount is too small! Thanks for your solidarity!

4. POST ON SOCIAL MEDIA – Share about the march online: bit.ly/BMM-SOCIALS

Check out the Black Mothers March Social Media Toolkit for social media graphics and sample language to post online.