

ORGANIZING TOOLKIT

B L A C K

MOTHERS

MARCH ON THE WHITE HOUSE

**THE BLACK
MOTHERS
MARCH IS
NOT JUST
A MARCH.**

THE BLACK MOTHERS MARCH

is a powerful weekend of resistance, solidarity, and education. Rooted in the **COLLECTIVE STRUGGLE** against the Family Policing System, the march brings together families, organizers, and co-conspirators to **DEMAND JUSTICE** accountability, and an end to systems that separate families. The weekend is dedicated to uniting and strengthening the movement.



**ANOTHER BLACK
CHILD WAS
KIDNAPPED TODAY**

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This toolkit serves as a step-by-step guide for grassroots organizers who want to **BRING YOUR BASE** to the Black Mothers March, ensure their participation, and maximize the impact of their collective efforts. Whether you're **ORGANIZING** locally or statewide, the following steps will help you mobilize, educate, and create a sustainable plan of action for your community.

STEP ONE:

UNDERSTAND THE HISTORY & SIGNIFICANCE OF THE MARCH

Before you can effectively mobilize, it's crucial to understand the historical context of the Black Mothers March and why it is vital in the fight against the Family Policing System.

THE HISTORY

The Black Mother's March was created by Amanda Wallace, Founder of Operation Stop CPS and Yejide Orunmila, President of the African National Women's Organization (ANWO) after meeting in 2021. Through their individual organizational advocacy, working with families who have been fighting the state-sponsored kidnapping of their children, they saw the need to raise the alarm about these attacks coming from Family Policing agencies under the guise of child protection. In 2022 they began connecting with organizations and individuals to form the Black Mother's March, a coalition of Black women-led organizations that included Movement for Family Power, ANWO, Family Justice Tribe, Operation Stop CPS, and Jmac for Families. This led to the very first Black Mother's March on the White House on May 8, 2022 which brought people to Washington DC from over five states.

OUR POLITICAL FRAMEWORK

Since Europe's colonization of Africa, Black people have been robbed of self-determination, with our labor and resources exploited for the benefit of the white world. Colonial violence and policies have perpetuated this system, leaving Black communities in constant struggle. As long as colonial capitalism exists, Black people will continue to fight for equity within a system that is inherently unjust.

Colonial institutions—like the police, schools, and healthcare—were designed to enforce the subjugation of our people. This is why police act as an occupying force in Black communities and why child welfare systems work to separate and destroy Black families. The child protection system, in particular, continues a legacy of kidnapping and exploiting Black children, echoing the horrors of slavery and colonialism.

The fight against the child protection system is part of a broader anti-colonial struggle. The system was created to prevent Black self-determination, especially targeting Black mothers and families. In 1974, the U.S. government codified this system through the Child Abuse Prevention and Treatment Act (CAPTA). This was at a time when the Black revolution of the 60's had all but been militarily defeated through assassinations and imprisonments. This system has since become a tool of counterinsurgency, diverting our focus from the larger struggle for the total liberation of our people.

ACTION ITEMS

1. **Read** BMM Political Framework
2. **Research the work** of the founding BMM Organizations



3. **Visit the Black Mothers website** to familiarize yourself with the March.

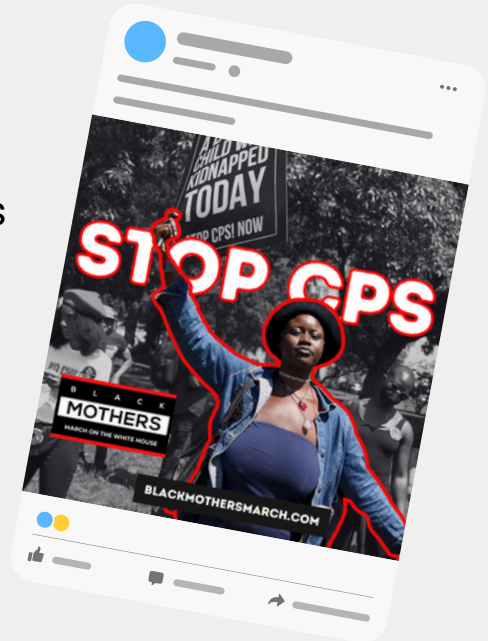
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STEP TWO:

SPREAD THE WORD ON SOCIAL MEDIA

Social media is not the only tool in our organizing toolbox, but it's an important one for spreading the word. We suggest starting to post as early as possible to ensure folks can save the date well in advance.

Keep the momentum going by posting regularly, engaging with others, and encouraging your network to do the same.



**CHECK OUT THE SOCIAL MEDIA TOOLKIT
[BIT.LY/BMM-SOCIALS](https://bit.ly/BMM-SOCIALS)**



Inside the social media toolkit, you will find social media graphics and sample language for posts. This resource makes sharing easy—whether it's through Instagram stories, tweets, Facebook posts, or other platforms.

USE THE HASHTAG #BLACKMOTHERSMARCH

STEP THREE:

IDENTIFY YOUR BASE

The next step in organizing for the Black Mothers March is identifying who is already involved and committed to ending Family Policing in your local community.

WHO ARE THE KEY MEMBERS OF YOUR BASE?

These could be local grassroots organizations, impacted individuals, or community leaders who are already committed to ending family policing.

WHAT IS THE STRENGTH OF YOUR BASE?

How many people do you have, and what is their level of engagement? This will help you determine how much you need to mobilize to reach your goals.

ACTION ITEMS

1. **Hold an initial meeting** to assess the current state of your base.
2. **Identify leaders** within your group who can help with outreach, fundraising, and logistics.
3. **Create a list** of people or organizations to reach out to for support.

STEP FOUR:

EDUCATE YOUR BASE

To ensure full buy-in, your base needs to understand the significance of the march and the events surrounding it.

HOST INFORMATIONAL SESSIONS

Share the history of the Black Mothers March, the goals of the weekend, and what attendees can expect.

HIGHLIGHT THE IMPORTANCE

Emphasize that this march is not just a symbolic protest but a critical part of the fight against family policing.

SHARE TESTIMONIALS

Bring in people who have attended previous marches or have been directly impacted by family policing to share their stories.

BUILD EXCITEMENT

Encourage attendees to view this as a collective action, a pivotal moment to make their voices heard, and an opportunity to educate themselves and each other.



ACTION ITEMS

1. **Organize at least one info session** or community meeting to discuss the march.
2. **Create and share flyers** or social media posts to get people excited about attending.
3. **Secure commitments** from participants, ensuring they understand the significance and importance of their participation.



STEP FIVE:

FUNDRAISE FOR RESOURCES

To ensure that everyone in your base can attend, fundraising is critical. Your goal should be to raise funds to cover transportation costs, housing, food, and incidentals.

KEY EXPENSES

- **Transportation:** Travel costs to and from the march, including buses, carpooling, or airfare.
- **Housing:** Lodging for the weekend.
- **Food:** Meals for attendees during the march weekend.
- **Incidentals:** Miscellaneous costs like march supplies, childcare, and emergency funds.

BUILD SOLIDARITY THROUGH FUNDRAISING

Solidarity demands action! Co-Conspirators must use their power and privilege to fight back against these colonial systems, amplify the voices of those directly impacted, and demand reparations from the state. This march calls on all supporters to confront the systemic roots of family separation and commit to dismantling the institutions that perpetuate harm. As part of fundraising, think about organizing white people to fundraise to support the Black Mothers March.



ACTION ITEMS

1. **Start a fundraising campaign:** Use platforms like GoFundMe, social media, or local events to raise money. Be clear about how the funds will be used.
2. **Seek sponsorships:** Look for local businesses, organizations, or activists who can sponsor participants or donate resources.
3. **Apply for grants:** Reach out to organizations that fund social justice and grassroots movements to apply for travel and event grants.
4. **Host fundraisers:** Organize local events like dinners, community yard sales, or virtual fundraisers to raise funds.



**ARE YOU JOINING US SOLO? ARE YOU
UNABLE TO ATTEND? YOU CAN STILL
SUPPORT WITH FUNDRAISING!**

**DONATE DIRECTLY:
[BLACKMOTHERSMARCH.COM/DONATE](https://blackmothersmarch.com/donate)**

Donations to the Black Mothers March will help bring impacted Mamas to the march, cover costs for protest signs, art activations, teach-ins, and other essential organizing expenses.

**CHECK OUT THE FUNDRAISING TOOLKIT:
[BIT.LY/BMM-FUNDS](https://bit.ly/bmm-funds)**

Inside the **Black Mothers March Fundraising Toolkit**, you will find donation tools and ready-to-use text and email templates.

STEP SIX:

BUILD MOMENTUM AND EXCITEMENT

To ensure that the people you're organizing with are not just attending the march but are also excited and ready to engage, you'll want to plan events leading up to the march.

PRE-MARCH SOCIAL EVENTS

Host social gatherings, dinners, or potlucks to allow your base to connect and bond.

EDUCATIONAL WORKSHOPS

Hold workshops on topics like the Family Policing System, family preservation, and how to advocate for policy change.

CREATE A MARCH VISION

Develop a shared vision for the march. What do you want to achieve? What are your core messages? How will you be making an impact?



ACTION ITEMS

1. **Organize** at least two pre-march events to foster excitement and camaraderie.
2. **Host workshops** or discussions on family policing and what the march represents.
3. **Plan logistics** for group travel, ensuring that everyone knows how to get to the event and what to bring.



STEP SEVEN:

PLAN EVENTS ON THE GROUND

Once on the ground, it's important to keep the momentum going. Be sure that everyone knows the events happening during Black Mothers Weekend and decide if your group wants to plan any events while in DC.

SOCIAL EVENTS

Plan a dinner, or other social events that allow people to relax, network, and share their experiences.

MARCH ACTIVITIES

Be sure everyone knows of the weekend events.

COMMUNICATION

Start a group chat on Signal, WhatsApp, or other provider to ensure everyone stays connected during the march.

ACTION ITEMS

1. **Plan a group dinner** or other social event to debrief and celebrate after the march.
2. **Start BMM group chat** for your group
3. **Ensure everyone is registered** for the events they want to attend during the weekend

STEP EIGHT:

FOLLOW-UP AND STAY ENGAGED

The march is a crucial event, but it's only one part of the work. After the march, your base should continue to be active in pushing for systemic change.

HOST A DEBRIEF MEETING

After returning home, gather your base to reflect on the march and the impact of the weekend. What worked well? What can be improved? What are the next steps?

CONTINUE THE ADVOCACY WORK

Leverage the momentum from the march to push for policy changes or further activism. Consider ongoing campaigns or local organizing efforts.

ACTION ITEMS

1. **Organize a post-march follow-up** to assess the event's impact and plan next steps.
2. **Start a new campaign** or advocacy effort based on the issues raised during the march.
3. **Keep your base connected** through newsletters, social media, or community events.

MORE ORGANIZING TIPS!

COMMUNICATION IS KEY

Be sure that there is clear communication in your group about the vision for the march and how people can engage during the march.

CREATE A STRONG LEADERSHIP TEAM

Make sure you have a diverse and empowered group of leaders who can help with decision-making and managing logistics.

BUILD COMMUNITY

Foster relationships and build trust within your base through ongoing support, follow-ups, and shared experiences.

STAY FOCUSED ON THE LONG-TERM GOAL

The Black Mothers March is part of a broader movement. Ensure that the momentum created by the march carries forward into sustained action.



By following this toolkit, you'll be well on your way to organizing a successful and impactful presence at the Black Mothers March. This event is an opportunity to educate, empower, and build solidarity—let's make it count!

LEARN MORE

 [@BLACKMOTHERSMARCH](#)
[BLACKMOTHERSMARCH.COM](#)

QUESTIONS?

INFO@BLACKMOTHERSMARCH.COM

DONATE

[BLACKMOTHERSMARCH.COM/DONATE](#)

CANT ATTEND?

YOU CAN STILL SUPPORT THE MOVEMENT!

This toolkit is designed for organizers aiming to mobilize their bases for the Black Mothers March. However, if you're unable to attend or plan to join solo, there are tons of meaningful ways to support the movement!

DONATE: [BLACKMOTHERSMARCH.COM/DONATE](https://blackmothersmarch.com/donate)

Donations will bring impacted mamas to the march, cover expenses for protest signs, art activations, teach-ins, and other organizing costs.

SHOP: [BLACKMOTHERSMARCH.COM/SHOP](https://blackmothersmarch.com/shop)

FUNDRAISE: [BIT.LY/BMM-FUNDS](https://bit.ly/BMM-FUNDS)

Use the BMM Fundraising Toolkit, which includes ready-to-use templates for text messages and emails, to invite your community to donate.

POST & AMPLIFY: [BIT.LY/BMM-SOCIALS](https://bit.ly/BMM-SOCIALS)

Check out the BMM Social Media Toolkit for social media graphics and sample language to spread the word.



GIVE US
BACK
OUR
KIDS

