

Black, Gifted and Whole PR PLAN

Situation Analysis:

Black, Gifted, and Whole is a 501(c)3 non-profit organization working to empower Black Queer men studying Science, Technology, Engineering, and Mathematics (STEM) through a collegiate Ambassador program. BGWhole provides eligible students with financial, emotional and healthcare support, as well as an advocacy toolkit and mentorship to help them build their own self-confidence, self-identification, and professional futures. The goal is to increase Ambassador applications, media coverage and corporate sponsors who can help build the organization's endowment and expand its capacity to support even more students. Students in CC 250, Introduction to Public Relations, at Emerson College will create a public relations plan to help BGWhole increase visibility and gain attention that will help build the organization's endowment and expand its capacity to acknowledge, celebrate and affirm even more Black Queer men throughout the nation.

PR Publics / Target Audiences

Internal

- BGWhole Team
 - CEO/President: Guy Anthony
 - Guy Anthony: responsible for managing the organization's overall operations. He is also in charge of the brand ambassador for Janssen Pharmaceuticals and has been a part of the company's "Positively Fearless" campaign since 2018.
 - VP of Strategic Partnerships: Remmington Belford
 - Director of communications responsible for strategic communications, multicultural marketing, content and reputation management, legislative and policy analysis, government and media relations, and crisis communications.
 - Creative Director Jay Lautner
 - Marketing manager and graphic designer focusing on digitally structuring and growing the organization.
 - Program Coordinator Deion Hawkins
 - responsible for empowering the program's opportunities for education with a direct connection with students across the nation.
 - Jauan Durbin, Ambassador Liaison
 - community organizer and activist who advocates youths to join the program.
 - Current Ambassadors
 - Brenton Brock, Ph.D. (English, Howard University)
 - Leslie Hall, Ph.D. (Higher ed. leadership and policy studies, Howard University)
 - Stephon Bradberry, M.A. (Political communications, American University)
 - Calvin Seino (Executive MBA, Howard University)

External (primary)

- **Black, Queer students in STEM & Pharma**
 - Directors of STEM programs
 - Their parents (support system)
- **HBCUs with Pharma & STEM Focus**
 - **Top 10 HBCU's with Pharma specialties**
See excel spreadsheet provided by BGWhole for details on each school
 1. Howard University
 2. Xavier University
 3. Hampton University
 4. Morehouse College
 5. Tuskegee University
 6. Florida A&M University
 7. North Carolina Agricultural & Technical State University
 8. Fisk University
 9. Claflin University
 10. Delaware State University
 11. Morgan State University
 12. North Carolina Central University
 13. Dillard University
 14. Tougaloo College
 15. Winston-Salem State University
 16. University of Maryland – Eastern Shore
 17. Clark Atlanta
 18. Jackson State University
 19. Norfolk State University
 20. Southern University A&M College
 - **Top 10 HBCU STEM schools**
See excel spreadsheet provided by BGWhole for details on each school
 1. Florida A&M University
 2. Howard University
 3. Hampton University
 4. Morgan State University
 5. North Carolina A&T State University
 6. Alabama A&M University
 7. Spelman College
 8. Prairie View A&M University
 9. Jackson State University
 10. Alabama State University
 11. Texas Southern University
 12. Norfolk State University
 13. Fort Valley State University

- **Top six HBCUs by size:**
(2021 ranking of top 25 HBCUs)
<https://www.collegeraptor.com/find-colleges/articles/2021-university-rankings/top-25-best-hbcus-in-the-us-2021-rankings/>
 - 1) Atlanta, Georgia – Spelman College
 - 2) Washington, DC - Howard University
 - 3) Tallahassee, FL – Florida A&M (Agricultural & Mechanical) University (FAMU)
 - 4) Hampton, VA – Hampton University
 - 5) New Orleans, LA – Xavier University
 - 6) Greensboro, NC – NC A&T State
- **HBCUs with focus on LGBTQ communities/safe spaces for LGBTQ individuals**
 - Spelman, Morehouse, North Carolina Central, Bowie
<https://universitybusiness.com/four-hbcus-set-positive-example-for-lgbtq-inclusion/>
 - HBCUs with Queer-appointed Spaces (<https://www.campuspride.org/HBCU>)
- **Diverse Orgs and Clubs on these various campuses**
 - NSBE – National Society of Black Engineers
 - National Black Student Union (NBSU)
 - Gay and Lesbian Alliance Against Defamation
 - The Trevor Project
 - A psychological support system for LGBTQ youth
 - Campus Pride Organizations
 - Undergraduate Medical Association
 - Beta Beta Beta Biological Honor Society
 - Greek Letter for each field – engineering, nursing, biology, etc.
 - Black pre-med; engineers
 - Alpha Phi Alpha; Kappa Alpha Psi; Omega Psi Phi; Phi Beta Sigma
 - Robotics teams
- **STEM High Schools in HBCU region**
 - The Early College at Guilford (Greensboro, NC)
 - Science and Engineering Magnet School (Dallas, TX)
 - HBCUs: Metro Academic and Classical High School, Sumner Academy of Arts and Science, Walnut Hills, MLK Magnet, Paxon School for Advanced Studies, DeBakey High School, Julia R. Mastermind, Loveless, Suncoast
 - STEM in south: High Technology High School, The Early College at Guilford, SEM, BASIS, schools, Thomas Jefferson High School for Science and Technology, The Davidson Academy of Nevada
- **Current Partners**
 - Corporate Donors/Sponsors
 - Ally Financial
 - Welthe NYC
 - The Blairisms
 - ADAP Advocacy Association
 - Lemon Pepper & Sazon

- Partner Foundations
 - AIDS Healthcare Foundation
 - Brian A. McCarthy Foundation
 - Brother Help Thyself
- Medical Helps
 - BEAM Wellness
 - BYOUNG
 - Janssen Pharmaceuticals
- Merchants
 - Deep Eddy Vodka
 - Lamda Vodka
- Similar Minded Organizations
 - Blairisms
 - Delta Phi Upsilon Fraternity Inc.
 - Gay Professional Men of Color
 - House of Comme Des Garcons
 - TruEvolution
- Medias
 - LifeWorks
 - SlayTV
 - SWERV Magazine
 - WELTHE Images
- **Businesses to target for partnerships/sponsorships**
 - Small, black, queer business owners
 - BLK Mkt Vintage / Coco and Breezy Eyewear (NYC)
 - Large organizations in NY, DC, South
 - Upper Middle Class
 - Within a tax bracket with the financial means to donate
 - Tax incentive to donate and save
 - Socially conscious
 - Mainly liberals
- **Media**
 - Top Newspapers / Magazines (mass media) in top 6 HBCU/STEM college towns
 - *Birmingham Times*
 - *The Quintessential Gentleman*
 - *Still working on*
 - Top six (6) HBCU / STEM University Media
 - Southern universities newspapers
 - Howard University – WHUR 96.3 radio; The Dig news outlet
 - Hampton University – HU News news outlet
 - *Still working on*
 - Radio in top six (6) HBCU / STEM college towns

- Radio at top six (6) HBCU / STEM colleges
 - Universities channels on campus (if applicable)
 - KTSU-FM - Houston (Texas Southern University)
 - WVST-FM – Washington DC (Virginia State University)
 - Local radio networks in the South
- TV in top six (6) HBCU / STEM college towns as well as key relevant stations
 - BNC (Black News Channel)
 - TV One
 - Aspire TV
 - Bounce TV
 - Universities channels on campus (if applicable)
 - Local networks in the South
- Blogs
 - Watch The Yard
 - Black Young Professionals Blog
 - Out Magazine
 - Out & Equal Blog
 - It Gets Better Project Blog
 - Them – LGBTQ community news/blogs/stories
www.them.us/story/queer-hbcu-student-experiences
 - @Anania00 on TikTok (Emerson College student, 2.1M followers)
 - @Joshomz on TikTok (1.5M followers)
 - @themrmilan; The Shaderoom (Instagram); @taksgoodnews (Instagram)
 - RaceBaitR (Twitter); GLAAD (YouTube)
 - 500queerscientists (Instagram)
 - Barstool
 - My Fabulous Disease (includes thoughts and stories relating to King’s life as an HIV positive, gay man)
 - Influencers/podcast hosts in target colleges
 - Black/queer YouTubers/Vloggers: (Larray, Luke Wale, Justin and Nick)
 - Chris Klemens (YouTuber) shouts out various charities, fundraisers, good causes every week:
https://docs.google.com/forms/d/e/1FAIpQLSd6zHojY_iB5yb474-ThvVh_bAEyZsSdr1eSIcg6lYxD957tA/viewform - submit info. about charitable cause/small business, etc.
- Past Placements
 - **Out.com:** www.out.com/out-exclusives/2017/4/21/meet-duo-providing-mentorship-scholarships-black-queer-men
 - **Detroit Free Press:**
www.freep.com/story/money/business/michigan/2022/01/07/black-gifted-whole-guy-anthony-glaad/9045053002/?gnt-cfr=1
 - **Huffington Post:**
www.huffpost.com/entry/black-gifted-and-whole-ce_b_8265404
 - **Newsone:** <https://newsone.com/3705170/black-gift-and-whole-nonprofit-helps-gay-hbcu-students-thrive/>

- **Rollingout (2020):** <https://rollingout.com/2020/10/02/black-gifted-whole-supporting-hbcu-students-through-school-and-pandemic/>
- **Kontrol Magazine (2016)** – ADD
- **Benzinga:** www.benzinga.com/pressreleases/20/08/ab17222636/black-gifted-whole-foundation-announces-2020-2021-cohort-and-introduces-black-box-care-package-pr
- **POZ I AM radio:** <https://podtail.com/podcast/poz-i-am-radio/guy-anthony-black-gifted-whole/>
- **“Changemaker” Episode 3** (YouTube interview): www.youtube.com/watch?v=YgXQNpxrEPo
- **Slayfest** (Facebook): www.facebook.com/blackgiftedwhole/videos/slayfest/162925770380942/
- **Guyanthony.com:** <http://www.iamguyanthony.com/mylife/afropunk>

Geographic Market(s)

Primary Towns/Regions & HBCUs - <https://hbcufirst.com/resources/hbcu-list-map>

See full state breakdown of schools in Addendum

Full State breakdown

- Alabama
- Arkansas
- Florida
- Georgia (Athens, Atlanta, Fort Valley)
- Kentucky
- Louisiana (New Orleans)
- Maryland
- Mississippi (Jackson)
- Missouri
- New York
- North Carolina (Durham, Chapel Hill)
- Ohio (non-southern)
- Oklahoma
- Pennsylvania
- South Carolina
- Tennessee (Nashville)
- Texas
- Virginia (Harrisonburg, Blacksburg, Hampton)
- West Virginia
- Washington, DC
- ***Virgin Islands*** - *University of the Virgin Islands*

Objectives – to be attained by Dec. 2023

Informational

- To increase awareness among all audiences about BGWhole and its mission to empower, educate, and mobilize Black Queer men by acknowledging, celebrating, and affirming their whole selves among 3% of the total regional, prominent HBCU population (360,000).
 - 4% of the primary audience geographic population.
 - Primary audience population = over 2.7 million (3 million)
(Huntsville, AL proper =491,723) (Athens, GA proper =215,415)
(Fort Valley, GA proper =8,990) (New Orleans, LA proper =1.27mil)
(Jackson, MI =594,806) (Prairie, TX =17,964) (Harrisonburg, VA =51,814)
(Chapel Hill, NC=64,051)
 - NOTE: Total population of Washington & NY are alone = 12 million
- To increase awareness of BGWhole's Ambassador Program and the need for applicants among regional, prominent HBCU / STEM audiences by 25% (30,000)
 - 20% of the primary audience (Southern Historically Black Colleges students) and STEM Programs - population
 - **Primary Audience College Students Enrollment =117,502**
(Alabama A&M =5,903) (Georgia Institute of Technology=26,839)
(Fort Valley State University=2,542) (Tulane University= 13,602)
(Jackson State University= 9,811) (Prairie View A&M University= 8,109)
(James Madison University=21,227)
(University of North Carolina at Chapel Hill=29,469)
 - Top 5 HBCUs – total population of colleges = 44,000
 - 6 main colleges + young black within the colleges...
 - HBCU students in the top 6 colleges = 21,600
- To increase awareness of BGWhole's needs for corporate sponsors to help support its scholarship program and support systems among all large businesses and like-minded orgs. In all target markets to reach \$100,000 (*to make a viable entity for grant funds*)

Motivational

- To increase website traffic by 20%
 - – do you have the actual numbers?
 - (1/3 of all HBCU black students in top 6 colleges)
- To increase the number of social media connections to 4,500.
 - FB = 1,100 followers; increase to 1,600 (*not a popular platform for audience*)
 - Twitter = 720 followers; increase to 1,000 (*mostly a media platform*)
 - Instagram= 2,027 followers; increase to 3,000 followers
- To create a steady flow of ambassador applications of at least 20 per year
- To increase business sponsorships to \$100,000.
 - Average of 10 businesses at approx. \$10,000 ea. Or 20 businesses at \$5,000 each
- To increase sales of merchandise by 20??%
 - - how much do you sell now?
- To increase engagement of Ambassadors on their own/personal social media to 30 posts throughout the year (*Promote on SM, sales of merch., etc.*)
- To increase participation in 3-5 existing events
 - (in the public forum or at HBCU/STEM schools, PRIDE events, Kick-off events)
- To increase direct engagement by hosting 2 annual, online events (webinars/promotions)

Key Messages

HBCU Students

Would you like to get paid to be an Ambassador to represent, support and lift up Black Queer men in the STEM field? Black, Gifted and Whole is a non profit organization that works to empower, educate and mobilize Black Queer men in Science, Technology, Engineering and Math (STEM) as well as Pharma majors. BGWhole offers access to scholarships and emotional resources. As a BGWhole Ambassador, you will have access to a wider network and take part in an amazing mentorship program while helping to acknowledge, celebrate and affirm Black Queer men. **Learn more about our Ambassador program, our resources and our mission or apply today at <https://blackgiftedwhole.org>.**

Corp. Sponsors

Help us to empower, educate, and support young, Black Queer men by becoming a sponsor of Black, Gifted, & Whole (BGWhole) today. Help BGWhole provide vital scholarships and resources in its revolutionary attempt to change the collective narrative. Your thoughtful, tax-deductible donation to this 501(c)3 organization will present your company as a progressive supporter of the LGBTQ+ community and Black Queer men on the Science, Technology, Engineering and Math (STEM) and Pharma education path. You will be supporting these men in their ambassadorship helping to provide them with both emotional, financial and professional support for their own self-identification and professional futures. **Show to your client or consumer-base that your company is an active ally by contacting Remmington Belford, VP of Strategic Partnerships at remmington@blackgiftedwhole.org.**

Media:

Did you know that over 22% of LGBTQ+ workers face employment, pay and promotion disparities in the STEM and Pharma industries? Black, Gifted & Whole is a revolutionary 501(c)3 non-profit organization that empowers Black Queer men. Through an annual Ambassador scholarship and mentorship program, BGWhole provides students in the STEM and Pharma fields with financial and emotional support for their own self-identification and professional futures. By highlighting Black, Gifted & Whole and its revolutionary mission to change the collective narrative, you can be on the forefront of change. **Visit our [website](#) to learn more about our mission or contact CEO Guy Antony via guy@blackgiftedwhole.org to set up an interview today!**

General Public

Do you know a Black Queer college student in the STEM major who needs financial, emotional or professional support? You can make a tangible difference in the lives of these students. Black, Gifted & Whole is a 501(c)3 nonprofit organization that supports Black Queer students in STEM and Pharma majors by providing them with the resources and support they need to succeed in higher education and in their professional futures. Assist our organization's growth by supporting our cause, connecting with us on [social media](#) or by donating to our Ambassador program, which directly distributes funds to hand-picked scholars. Check out our [website](#) to learn more about the ways you can get involved!

Strategies / Tactics

- Utilize **Public Relations** to increase awareness of BGWhole, its mission and its call for Ambassadors and corporate sponsors
 - **Press Releases – local releases**
 - 1) **Announcing the Scholarship/Ambassadorship program**
 - Highlighting one of the previous scholarship winner / Ambassador.
 - Where they studied, or where they are working, and how becoming an ambassador or getting a scholarship has helped them or changed their life.
 - 2) **Announcing New Corporate Sponsors** – local if small; national if a large org.
 - Donator Press Release
 - Include the mission statement
 - Include an ambassador success story
 - Stress that this is an important non-profit organization because it serves a niche group (include statistics on the increased difficulty of getting a college education)
 - Direct readers to the website and donate link
 - Promote social media (so that people can participate in new social media fundraising events)
 - This should be promoted on broader platforms, with a diverse audience reading them, particularly upper-middle-class people with the ability to donate continuously in the future
 - This should be promoted on social media
 - Key messages on all press releases (feature stories?)... cross promote each item including go to website, SM, merchandise sales, etc.
 - Write a series of **Feature Stories**
 - 1) **Tell the stories of current and past ambassadors**
 - Having these stories told in full will help show the positive impact that BG&W has, and bring attention to the Ambassador program
 - These should be linked to on the website, social media & in the e-newsletter
 - In addition, reach out to past news contacts for more press coverage
 - 2) **Feature Story on the Founding of BGWhole and how it's grown**
 - Focus on founders, employees and partners/consultants they've added over the years
 - **Build Media List with variety of TYPES of media**
 - Big name National papers
 - Local – related to Ambassadors & Corp. sponsors
 - Magazines / News / Online media
 - School operated magazines
 - Geared toward Gay...
 - Specific for black, colored,

- **Service Sheets / Fliers**
 - 1) **Ambassador Program**
 - The most important information
 - The application requirements and benefits.
 - Audience = students, parents and professors.
 - It would include the key messages for HBCU & STEM students.
 - The fliers would be distributed on campuses of HBCUs and their social media.
 - 2) **BGWhole as an organization**
 - **For those looking to support or partner with the organization**
 - It is important to have a concise document that shows what we are about, who we support, why we are important, and who to reach out to.
 - Having a service sheet readily available for those people makes it as easy as possible for people to support, and shows that we have an organized, clear vision.
 - To have this tool ready also shows professionalism, and goes a long way to validate the organization.
 - Also given the work we have already done, we have a lot of the pieces we need for a service sheet already in place.
 - The organization has a clear vision, we have laid out goals, we have specific metrics for what we have and what we need.
 - So consolidating all of this into one document should be effective and straightforward
- **Radio PSA's**
 - Reach out to one of the 2020 ambassadors to speak on how BGWhole helped them or why they choose to stand alongside the organization
 - Mention both the emotional and financial support they were given
 - Why it is a good opportunity for others to apply for ambassadorship
 - About 30-45 seconds long
- **Calendar Listings – *Before an event***
 - Promote College Keynote speaker event at a college
 - Promote Zoom meeting
 - Panel Discussion (Zoom or In-Person)
 - BGWhole Go Live SM event
- **Photo Releases - *After an event***
 - A photo release should include: an image that could represent the mission of BGWhole (an example could be this part on their press kit, consisting of their values and some live pictures.); an introduction of the event, date, time, and location; a brief introduction of the BGWhole executive team (names and their professions); most importantly advocating people to attend the event which might provide some gifts (such as stickers with the organization logo on).

- **Brochure**

- Create a brochure about the ambassador program to hand out at college fairs, high schools with large LGBTQ + and Black students, HBCU colleges, and at high schools near HBCU schools.
- Statistics on the success of the ambassador program
- Quotes from past ambassadors
- Provide a way for people to apply directly with a QR code.
- The target audience for this will be prospective ambassadors or parents of prospective ambassadors.
 - High School Examples: Metro Academic and Classical High School, Sumner Academy of Arts and Science, Walnut Hills, MLK Magnet, Paxon School for Advanced Studies, DeBakey High School, Julia R. Mastermind, Loveless, Suncoast, High Technology High School, The Early College at Guilford, SEM, BASIS schools, Thomas Jefferson High School for Science and Technology, The Davidson Academy of Nevada b. 101+ HBCU Schools (<https://hbcufirst.com/resources/hbcu-list-m>)

- **Utilize Event Planning**

- **At an HBCU/STEM college** (*where they don't have an Ambassador but would like to*)

- 1) **Keynote Speaker Event(s) – at specific school**

with a current African American Queer man in STEM/Pharma.

- BGWhole has resources to be able to find someone who could fill this role.
- Either during Pride Month or during Black History Month.
- Both of these times celebrate members of BGWhole and would hopefully help in attracting a wide variety of people to hear them speak on the importance of accepting yourself and the workforce needing to do that as well.
- Film – put it on social, website, enews,...

- 2) **Free Zoom meeting for students – Founders (Black History Month)**

- Founders of BGWhole speak on their personal experience in the academic world as being both Black and a part of the LGBTQ+ community. –
- Information included in the advisory would be the who, what, where, how
- This would be a free Zoom meeting for students on a specific day (ex.: during Black History Month).
- The media advisory would also include some basic details on the backgrounds of the founders and why they are deemed ‘important’.
- This event would be beneficial for the organization because it will familiarize college students with the faces of BGWhole in addition to overall ‘brand’ recognition for the target audience.

- 3) **Free 5 Person Panel discussion** (Zoom or in person) – (Pride Month)

- Current Ambassadors, founders, Queer Black men in STEM

- 4) **BGWhole “Go Live” Social Media Events**

- Do ambassador social media page take over
- Have embers of BG Whole team “go live”

- Utilize **Direct Marketing**

- 1) **Corporations/companies/businesses** to request for corporate sponsorship
 - **Pitch letter** – Corp. Sponsorships
 - **Sponsor Sheet / Flier** - Might want to consider creating different levels of sponsorships:
 - Gold sponsor - \$10k; silver - \$5k; \$2,500, \$1000, Friend - \$500
- 2) **Like-minded groups** to partner with and ask for help promoting BGwhole, its mission and the call for Ambassadors
 - HIV Medical Centers
- 3) **Groups on campuses** to partner with and ask for help promoting BGwhole, its mission and the call for Ambassadors – LETTER/ FLIER
 - Include a brief introduction, mission statement, the needs
 - Why we choose each of them as our partner (Ex: Broad the service scope we could provide to the
 - Students receiving our scholarship from being partner with HIV health center/ Providing more kinds of social
 - Activities those students by being partner with community services and social services, etc)
 - Include what will they get from this partnership (Ex: Putting more care to a niche social group/ we will also
 - Promote those organizations on our website and social medias/ the mass medias we corporate with will also be
 - Able to help us to promote which will bring them more awareness from the public at the same time)
 - Include what do we want them to do in this partnership (Holding some special events for us/ Promoting
 - BGWhole among the social groups they are working for/ Providing HIV or other health related services

- **Enewsletter**

- Create an e-newsletter to keep benefactors of the organization updated and aware
 - This e-newsletter would be released monthly
 - Would update the publics on the organization's progress and achievements over the course of the past month
 - Could include details on new ambassadors accepted, their accomplishments, and any upcoming events or opportunities

- **Website**

- Utilize **Official Website** to inform all audiences of mission, events, how to help, donation, etc.
 - **Reconstruct the design of the home page** to make it easier for the audience to understand that they can scroll down and get more information
 - A small arrow could be added to symbolize the scrolling direction
 - Words could be added at the bottom of the home page to inform people that this page can be scrolled down example: “Scroll down for more”
 - Create a Calendar of events participating in
 - Create a page for the links to the organization’s social media account
 - Create a blog page
 - Posts blogs once per month for updating new information
 - Create a page that lists out the sponsors and partners
 - Put the sponsors and partner’s names on the page and included them with their official site link
 - **Create partnerships with other websites** to help improve the organization’s website traffic by creating a link from <https://blacklivesmatter.com> to the following social media listed below:
 - <https://m4bl.org>, a website that impacts the millions of Black people looking for direction and leadership at this moment
 - <https://baji.org>, a website that educates and engages African American and black immigrant communities to organize and advocate for racial, social, and economic justice
 - <https://colorofchange.org>, a website that design campaigns powerful enough to end practices that unfairly hold Black people back
 - <https://undocublack.org>, a website that fosters community, facilitates access resources and contributes to transforming the realities of our people

- Utilize **Social Media** to connect and engage with audiences on a regular basis while keeping them up-to-date on ongoing promotions and events

- **Instagram**

- Create at least one post and a story a week
- Post facts about the organization
 - Stats, etc.
- Photos of ambassadors receiving help from the organization
 - Having past ambassadors talk about experiences with BG&W
- Posts about sponsors and partners
- Marketing posts about products the organization sold
- Ask questions about academic problems, health problems, mental health problems, other problems, reply with recommendations to the problems, and encourage people to apply for the ambassador program
- Create links to the official website which convenience people to directly find the ambassador program applying page, and the donation page
- One question a week just to make your account active and keep followers engaged

- Increase followers from 2,027 to 3,000 followers
 - Target HBCU and STEM students
 - Have ambassadors share their experiences to get more engagement and traffic to the pages
- Ambassador takeovers
- Q & A's on Instagram story
- Highlight contributions made by Black artists/creators to popular culture
 - (ex. Song releases)
- Influencer partnerships - Lil Nas X?
- May 17 - International Day Against Homophobia, Transphobia and Biphobia
- **Facebook** recommendations:
 - Be more specific to target audiences
 - Investors
 - Potential partners
 - Parents of qualified kids
 - Donors
 - Create targeted content that engages/interacts with different audiences
 - Content geared towards parents that care about family values, financial needs, and child's future
 - Content geared toward businesses asking for sponsorships, highlighting benefits
 - Easy layout with posts reading clear separately with indiv. photos
 - Monthly news/updates about the organization for target audiences
 - Joining FB communities and Post with hashtags
 - Videos of Family stories that were helped by BGWhole
- **Twitter - [Twitter for a Business](#)**
 - Twitter can be a powerful tool to **raise awareness** about your business, **engage with customers** and **develop leads**.
 - Started posting again in Feb 2022, announcing their team and then the scholarship application.
 - **Why they should be focusing on this platform:**
 - Good to have a following on different platforms because it brings in different audiences/ groups/ ages of people
 - **What's going well:**
 - A good starting following
 - Many verified followers including GLAAD + UNCF + Ebony Magazine
 - Cohesive and clear in messaging
 - **Suggestions for improvement:**
 - Consistent posting
 - Give BGWhole a personality - less professional, fewer "official" announcements
 - Focus on being approachable and starting conversation
 - Merchandise posts should be fun, indirect sell posts that encourage conversation or engagement.
 - **Information to provide:**
 - Information about the ambassador program
 - Possibly create a video about who they are, what their goals are, etc
 - That way people would retweet
 - People are more apt to watch a video read through a website
 - Interact more with similar companies or posts they like/agree with.

- **LinkedIn** - Create a LinkedIn profile for BGWhole
Make sure to make URL <https://www.linkedin.com/in/blackgiftedwhole/>
 - Link LinkedIn to BGWhole Website
 - Make connections with founders/leaders of BGWhole and **ambassadors**
 - Use LinkedIn to promote events at school campuses
 - Use LinkedIn to connect with potential corporate sponsors and partners
 - Connect with other organizations that support similar needs (healthcare, queer, education, STEM)
 - Create 'casting call' for potential ambassadors to advertise the scholarship program
 - Sample posts
 - Information to include on LinkedIn profile
 - Target audience description for the platform:
 - Potential Donors and sponsors from larger organizations and corporations
 - Targets potential ambassadors (STEM, Black and part of LGBTQ+ community)
 - Post jobs for internships (SOCIAL MEDIA INTERN NEEDED!)
 - When it was founded
 - Leaders (they will link into organization's profile)
 - Mission
 - Ambassador program
 - Scholarship program
 - Affiliations with on campus orgs
 - Affiliations with corporate partners
 - Resources that are relevant to potential members/beneficiaries of BGWhole
 - Goals:
 - Publicity for organization
 - Connect with potential sponsors, ambassadors, other people interested in org or that could help with networking or filling a position within the company
 - Get the attention of students and college students looking for scholarship
 - Show legitimacy of the organization as a non-profit
 - Curate a collection of BGWholes network so that people know who is involved
 - Donor networking
 - Connecting with potential future partnerships
 - Create relationships with similar organizations to cross-contaminate networks
 - Key Messaging:
 - Focus on Business and Networking
 - Uplifting black, queer men in all aspects of life, with a focus on professional opportunities.
 - Highlighting issues specific to black, queer men and offering resources
- **Tik Tok** - Create a TikTok for BGWhole
 - Ensure username matches closely to that of other social media platforms for accessibility
 - Use handle – BlackGiftedWhole
 - Set up link to the account of main website
 - Link website (and other social media platforms) in TikTok bio
 - Start with 3-5 TikToks with basic information about
 - the organization
 - its mission
 - the ambassador program
 - Use popular/trending sounds and songs based on current trends (for whenever they choose to start the account) for background noise

- **Tik Tok** – *cont.*
 - Move to ambassador takeovers talking about their identities, majors, and/or personal experiences
 - Details about the ambassador program and how being an ambassador has helped them
 - Answer questions people ask in the comments
 - . Q&A video/live
 - Make sure they're wearing BGWhole Merch
 - Fit BGWhole messages into popular TikTok trends to gain more attention
 - Constantly monitor new trends!
 - Trends are constantly changing and must be chosen based on when videos are produced
 - <https://www.businessofapps.com/data/tik-tok-statistics/>
- **YouTube** - Create a YouTube page for BGWhole
 - Make sure to make URL: www.YouTube.com/BlackGiftedWhole
 - YouTube allows for a lot of informational spread and broad reach
 - It increases literacy as it's in video format and is easily shareable
 - The goal of the YouTube channel would not be focused on YouTube growth and content creation but rather as a digital resource in which everything done can be consumed through alternative formats.
 - Use of a YouTube channel can serve as a visual archive of all necessary information
 - This would involve the creation of channels to:
 - Show results of BGWhole
 - What the ambassadors have done after graduating the program
 - General information on events - upcoming and past
 - All events posted on other platforms, whether radio, interview or panels can be uploaded to their own playlists for ease of convenience from a consumer perspective.
 - The addition of content on the “About” page about what BGWhole is, the ambassador program, and links to other social media platforms

Addendum

Full State breakdown

- Alabama
 - Alabama A&M University (Huntsville)
 - Alabama A&M University
 - Alabama State University
 - Bishop State Community College
 - Gadsden State Community College
 - J. F. Drake State Technical College
 - Lawson State Community College
 - Miles College
 - Oakwood University
 - Selma University
 - Shelton State Community College
 - Stillman College
 - Talladega College
 - Trenholm State Community College
 - Tuskegee University
- Arkansas
 - University of Arkansas at Pine Bluff
 - Arkansas Baptist College
 - Philander Smith College
 - Shorter College
 - Delaware
 - Delaware State University
 - District of Colombia
 - University of the District of Colombia
 - Howard University
- Florida
 - Bethune Cookman University
 - Edward Waters College
 - Florida A&M University
 - Florida Memorial University
 - Florida Agricultural and Mechanical University (Tallahassee)
 - Jackson State University
 - University of Florida
- Georgia (Athens, Atlanta, Fort Valley)
 - Albany State University
 - Clark Atlanta University
 - Fort Valley State University
 - Interdenominational Theological Center
 - Morehouse College
 - Morehouse School of Medicine
 - Morris Brown College
 - Paine College
 - Savannah State University
 - Spelman College - *historically Women's College*

- Kentucky
 - Kentucky State University
 - Simmons College of Kentucky
- Louisiana (New Orleans)
 - Dillard University
 - Grambling State University
 - Southern University of New Orleans
 - Southern University at Shreveport
 - Southern University and A&M College
 - Xavier University of Louisiana
 - Tulane University (*New Orleans*)
- Maryland
 - Bowie State University
 - Coppin State University
 - University of Maryland Eastern Shore
 - Morgan State University
- Mississippi (Jackson)
 - Alcorn State University
 - Coahoma Community College
 - Hinds Community College
 - Jackson State University
 - Mississippi Valley State University
 - Rust College
 - Tougaloo College
- Missouri
 - Harris-Stowe State University
 - Lincoln University
- New York
 - Audre Lorde Project – NYC (organization)
- North Carolina (Durham, Chapel Hill)
 - Duke University
 - Bennett College - *historically Women's College*
 - Elizabeth City State University
 - Fayetteville State University
 - Johnson C. Smith University
 - Livingstone College
 - North Carolina A&T University
 - North Carolina Central University
 - Shaw University
 - Saint Augustine's University
 - University of North Carolina at Chapel Hill
 - Winston-Salem State University
- Ohio (non-southern)
 - Xavier University
 - Black Queer & Intersectional Collective (Central Ohio)
 - Central State University
 - Wilberforce University

- Oklahoma
 - Langston University
- Pennsylvania
 - Cheyney University of Pennsylvania
 - Lincoln University
- South Carolina
 - Allen University
 - Benedict College
 - Claflin University
 - Clemson University
 - Clinton College
 - Denmark Technical College
 - Morris College
 - South Carolina State University
 - Voorhees College
- Tennessee (Nashville)
 - American Baptist College
 - Fisk University
 - Lane College
 - LeMoyne-Owen College
 - Meharry College
 - Tennessee State University
 - Vanderbilt University
- Texas
 - Huston-Tillotson University
 - Jarvis Christian College
 - Paul Quinn College
 - Prairie View A&M University
 - Southwestern Christian College
 - St. Philip's College
 - Texas College
 - Texas Southern University
 - Wiley College
- Virginia (Harrisonburg, Blacksburg, Hampton)
 - Virginia Tech
 - Hampton University
 - James Madison University
 - Norfolk State University
 - Virginia State University
 - Virginia Union University
 - Virginia University of Lynchburg
- West Virginia
 - Bluefield State College
 - West Virginia State College
- Washington, DC
 - Howard University
- ***Virgin Islands - University of the Virgin Islands***

ADDENDUM - SWOT

- **Strengths**

- Reputable leaders/board members (all have credibility and relevant personal experience)
 - Guy Anthony, President/CEO
 - award-winning
 - brand ambassador
 - constantly working with HIV efforts
 - Remington Belford, VP of strategic partnerships
 - George Washington University grad
 - worked/works in legislation
 - Digital Director and Senior Legislative Assistant for Congresswoman Sheila Jackson Lee
 - Deion Hawkins, PhD., Program Coordinator
 - understands higher education/professor audience
 - broad knowledge about advocacy
- Successful launch (gained a lot of publicity at the beginning)
- Forbes and Huffington wrote about BGW (big name publications)
- Local press coverage (Detroit Free Press, Washington Blade)
- Social media exposures (GLAAD on YouTube)
- Niche demographic / audience
- Brand identity
- Social Media (themed, informative, consistent)
- Website aesthetic matches press kit and social media (purple and black and white)
- Good reputation in Washington D.C. and New York City
- Have a decent size list of current partners and sponsors
- Selling Merch
 - Builds brand awareness
 - Raises money
- Scholarships awarded every year (consistent exposure)
- Success with past ambassadors

- **Weakness**

- It is a niche demographic/audience
- Lack of posting frequency and consistency
- No engagement on social media
- Lack of promotion of previous sponsorships
- Mentorship programs could be strengthened
- Not connected with many HBCUs (focus is on a small group of specific schools thus far)
- Need more specifics / clarification on who can apply
- Website can be confusing to navigate

- **Opportunities**
 - Take advantage of Ambassador Program
 - Zoom/In-person events
 - Raise awareness through grassroots
 - Raise awareness on current campuses
 - Clubs on campuses
 - Talks on campus
 - Sponsors
 - Ability to gain more business sponsors if focus in key geographic markets
 - Partners
 - Collaborative events
 - Work with similar organizations to boost awareness
 - Take advantage of partnerships for cross-communication
 - High School Awareness
 - Partner with similar organizations that target high school students
 - EX. CFK Foundation
 - Promote to families looking for scholarships
 - Social Media
 - Possibility to obtain interns to help promote
 - Ambassadors “taking over the social media”
 - General upkeep
 - Increasing credibility
 - Reach out to bigger news sources
 - Updating their website to function properly
 - Giving talks on college campuses and in the media
- **Threats**
 - Competing for media coverage / space (competition for space/stories)
 - Covid-19 news overpowers their news
 - Already been in the news cycle / media coverage- organization hasn’t drastically changed
 - Struggle to stay relevant
 - Other existing scholarships (competition)
 - Limited sponsor opportunity due to niche demographic
 - Prejudice and general clashing

- END -