

NATIVE NONPROFIT DAY

SOCIAL MEDIA TOOLKIT



www.NativeNonprofit.Day



NATIVE NONPROFIT DAY

Native Ways Federation (NWF) is launching our first Native Nonprofit Day on May 20, 2022! Native Nonprofit Day is a giving initiative aimed at increasing support for Native-led organizations nationwide. We're inviting all Native-led nonprofits, foundations, individuals, and other allies to join us!

We define "Native-led" and "Native-controlled" nonprofits as organizations with at least 51% of the board of directors and leadership team identifying as American Indian, Alaska Native, or Native Hawaiian. We also advocate for Native-led organizations whose programs predominantly serve tribes, Native communities, and peoples in tribal and/or off-reservation communities.

Native-led nonprofits are systemically underfunded. According to the Investing in Native Communities project, large foundations have allocated less than half a percent of their total annual grantmaking to Native communities since 2006. The percentage allocated to Native-led and Native-serving organizations is likely much lower. NWF is working to change this through Native Nonprofit Day and other education and advocacy initiatives.

Native-controlled organizations are invited to dedicate May to raising awareness of the importance of supporting Native-led, culminating in Native Nonprofit Day! Individuals and foundations are also welcome to help advocate for Native nonprofits. This annual giving event seeks to reduce the funding inequities our organizations face. We encourage all Native-led nonprofits to use [#NativeNonprofitDay](#), [#GiveNative](#), & [#SupportNativeLed](#) in their fundraising efforts leading up to and on Native Nonprofit Day.

While we invite non-Native foundations and non-Native-controlled nonprofits to join us in uplifting Native-led nonprofits throughout May, we request that they refrain from fundraising for non-Native organizations using Native Nonprofit Day materials. Native Ways Federation will not be vetting organizations that participate in Native Nonprofit Day as this is a public campaign. We ask that our materials be used to ethically promote funding equity for Native-controlled nonprofits. We do not condone non-Native nonprofits utilizing our campaign posts and graphics to fundraise for their organizations.

Learn more at [NativeNonprofit.Day](#), our website domain in collaboration with Google!



KEY MESSAGING & HOW TO USE THIS TOOLKIT:

Native-led organizations have the solutions to the issues our communities are facing.

We know our strengths and are best positioned to help our people. There is important work happening every day, with much of it led by Native nonprofits.

Unfortunately, our organizations face systemic funding inequities, making it harder to implement Native-led solutions. This needs to change.

Native nonprofits are dedicated to addressing prominent issues like environmental protection, voting rights, health equity, reclaiming traditional agriculture, advancing Native education, and ending violence against women and children. Native Nonprofit Day is an opportunity for our organizations to raise awareness of the powerful work being done by Native-controlled nonprofits every day.

We encourage Native-led organizations to share as many (or as few) social media posts as they'd like. Native-controlled nonprofits are also welcome to adapt the posts' language to suit their unique needs while maintaining the spirit of supporting Native-led. We hope this toolkit can be used to help support and supplement Native-led nonprofits' ongoing fundraising efforts.

Non-Native-led foundations, philanthropic organizations, nonprofit advocates, and individuals are also encouraged to share our social media posts to uplift the Native-led nonprofit sector leading up to and on Native Nonprofit Day.

NATIVE NONPROFIT DAY CAMPAIGN

SOCIAL MEDIA POSTS

➤ Native Nonprofit Day is on May 20, 2022! The Native Nonprofit Day campaign aims to raise awareness of the importance of supporting Native-led organizations. We hope you'll consider contributing to our fundraising efforts leading up to and on Native Nonprofit Day!

Be sure to follow us throughout May and donate here: [link]

➤ We're dedicating May to uplifting Native-led nonprofits! We encourage our followers to learn more about Native-controlled organizations and consider contributing to their important work. Follow along throughout the month as we share posts regarding Native Nonprofit Day, a giving initiative aimed at increasing support for Native-led nonprofits.

Learn more here: www.NativeNonprofit.Day

➤ Native-led nonprofits are systemically underfunded. According to the [Investing in Native Communities](#) project, large foundations have allocated less than half a percent of their total annual grantmaking to Native communities since 2006. Individual donors can help Native-led nonprofits continue their important work. Learn more about Native Nonprofit Day at www.NativeNonprofit.Day!

Donate here: [Link]

➤ Individual donors can help reduce funding disparities facing Native-led nonprofits. Join the equitable funding movement by using the hashtags **#GiveNative**, **#SupportNativeLed**, and **#NativeNonProfitDay**! Share our fundraising posts throughout the month and join us for Native Nonprofit Day on May 20.

Learn more here: NativeNonprofit.Day



NATIVE NONPROFIT DAY CAMPAIGN

SOCIAL MEDIA POSTS CONT.

- Individual donors can help reduce funding disparities facing Native-led nonprofits. Join the equitable funding movement by using the hashtags #GiveNative, #SupportNativeLed, and #NativeNonProfitDay! Share our fundraising posts throughout the month and join us for Native Nonprofit Day on May 20.

Learn more here: NativeNonprofit.Day

- Foundations can be great advocates for Native-led nonprofits! For too long, our organizations have been expected to learn the language of institutional philanthropy instead of foundations learning about Native communities. Developing relationships with Native-led nonprofits helps increase equity. Support Native-led solutions. Invest in Native-led nonprofits.

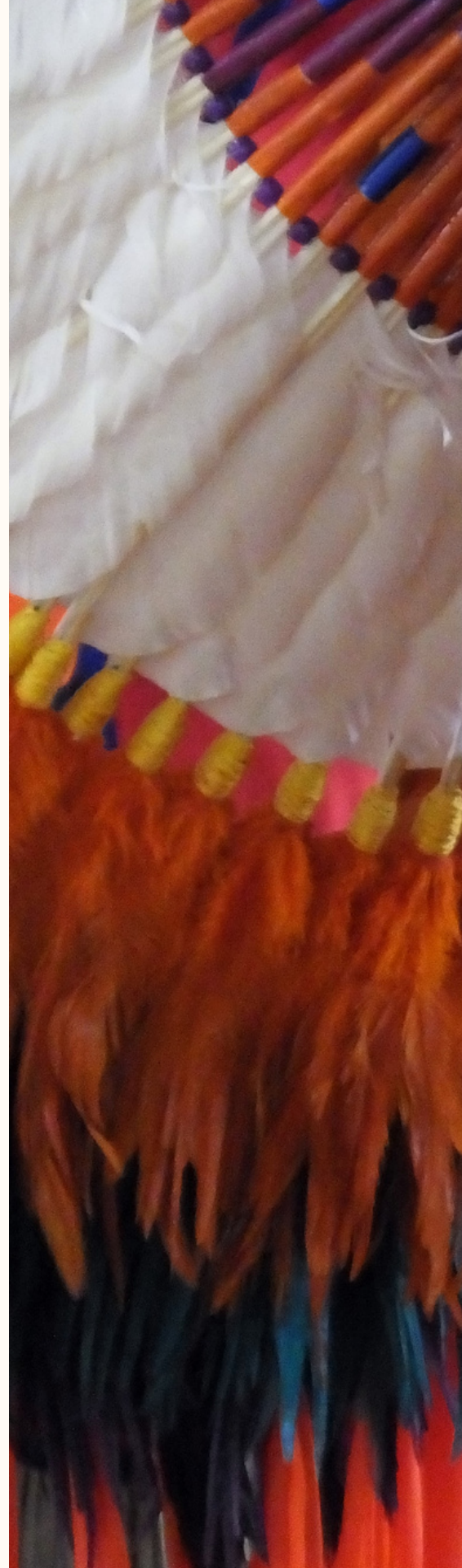
Learn more about our work here: [\[Link\]](#)

- Flexible, unrestricted funding is necessary to implement Native-led solutions. Our organization is participating in Native Nonprofit Day, an annual giving campaign that aims to increase support for Native-led nonprofits. You can help support our mission by sharing our posts and donating throughout May!

Contribute to our organization here: [\[Link\]](#)

- A [recent report](#) by the Center for Effective Philanthropy highlighted that while Native communities have been disproportionately affected by the COVID-19 pandemic, Native-serving nonprofits have not seen an increase in foundation funding. With one in every 168 Native children having lost a caregiver between April 2020 and June 2021, supporting Native nonprofits is more important than ever.

Join the equitable funding movement. Donate here: [\[Link\]](#)
#SupportNativeLed #GiveNative



NATIVE NONPROFIT DAY CAMPAIGN

SOCIAL MEDIA POSTS CONT.

- Native-led organizations have the solutions to the issues our communities are facing. We know what our strengths are and have the knowledge and wisdom to utilize them. Unfortunately, our organizations face systemic funding inequities, making it harder to implement Native-led solutions. This needs to change.

Support funding equity. Support Native-led nonprofits. Donate here: [Link]

- Native-led nonprofits are dedicated to addressing prominent issues like combatting climate change, protecting voting rights, increasing health equity, food sovereignty, promoting Native rights, advancing Indigenous education, and ending violence against women and children. There is a Native nonprofit for nearly every major issue.

Learn more about what we're doing to improve our communities by visiting our website: [Link]
#NativeNonprofitDay #GiveNative #SupportNativeLed

- Native-led nonprofits are leading change in our communities despite systemic underfunding. Individuals and foundations can help improve funding disparities by engaging directly with Native-controlled nonprofits. Work with our organizations to support systemic change efforts that are led and guided by Native people.

Invest in Native-led solutions. Donate here: [Link]

- Native-controlled nonprofits are best positioned to serve our communities. Join the equitable funding movement. Support Native-led nonprofits! Learn more about our work here: [Link]



NATIVE NONPROFIT DAY CAMPAIGN

SOCIAL MEDIA POSTS CONT.



How can individuals address Native-led nonprofit funding disparities?

- Individual donors help immensely! Every dollar donated makes our work possible
- Contributing to Native nonprofits on Giving Tuesday, Native Nonprofit Day (May 20, 2022), other special occasions, and EVERY DAY all make an enormous difference
- Hosting online and social media fundraisers helps spread the word about the work our organizations are doing
- Remembering Native nonprofits year-round also helps in addressing funding inequities



How can foundations address Native-led nonprofit funding disparities?

- Make flexible, multi-year unrestricted funding to Native-led nonprofits the norm
- Institute trust-based giving policies
- Learn about our tribes, communities, and organizations
- Approach Native-led nonprofits with funding opportunities
- Hire Native people in the philanthropic sector and appoint us to boards of directors
- Remember Native nonprofits year-round and build relationships with our organizations



It's Native Nonprofit Day! We're celebrating our Native-led organizations while also raising awareness of the systemic funding inequities Native nonprofits face. Be part of the equitable funding movement! Donate here: [Link]

NATIVE NONPROFIT DAY GRAPHICS

Download Native Nonprofit Day graphics to share on your social media platforms:

<https://bit.ly/NNDGraphics>



DISCLAIMER

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ABOUT NWF

The Native Ways Federation was founded in 2006 by a group of seven national Native-led nonprofit organizations to activate and expand informed giving to nonprofits in Indian Country through donor education and advocacy:

- American Indian College Fund (College Fund)
- American Indian Science and Engineering Society (AISES)
- Association on American Indian Affairs (AAIA)
- First Nations Development Institute (FNDI)
- National Indian Child Welfare Association (NICWA)
- Native American Rights Fund (NARF)
- Running Strong for American Indian Youth (Running Strong)

We strengthen the circle of giving by uniting the Native nonprofit sector, advocating for Native nonprofits, and influencing philanthropy.

