



April 26, 2022

PR  
Campaign:  
National Black  
Doll Museum  
of History &  
Culture

# Description:

## National Black Doll Museum of History & Culture (NBDMHC)

The NBDMHC is a non-profit organization which has always run on a very tight budget. COVID, and the resulting closures, deprived the NBDMHC of its major source of funds, a yearly \$50k contract with Harvard Public Schools, which kept the doors of the museum open. Given just a few days warning, the NBDMHC had to close up shop quickly; all 7000 dolls were hastily packed away with no labels and no organization.

They are seeking to build a new location in Attleboro, and they need \$1.5mil to do so. Their most recent fundraising campaign, which aimed to raise \$100k, only raised \$57.6k.

The NBDMHC would benefit from a PR campaign that valorizes its mission & philosophy, encouraging people to get onboard & help -- whether financially, through community support (such as letters to Attleboro's city council), or through volunteer work.

# Overview:

## An Evening of Fun & Learning at **An Unlikely Story**

- Campaign: an event at a local bookstore that pulls in the same local audience served by the museum; an evening with the museum's director which functions as a grownup version of the workshops she does with children
- Research: AUS often holds events and has an awesome space (and an in-house café!) for events like this; their community outreach already has inroads with many within the target audience
- Target audience: educators, people of color, anyone interested in social justice issues
- Effective because: it provides a hands-on demonstration of the work the museum accomplishes with children as well as demonstrating the organization's *ethos* and *pathos*

# Press Release:

Title: **Save an Important Cultural Institution**

Subheading: *National Black Doll Museum is the only institution of its kind in the United States*

Date: *April 26, 2022*

Body:

*Mansfield, MA* - In this press release, I discuss the history & cultural significance of the NBDMHC as well as provide information about Debra Britt, the director and curator. I talk about their current situation, and I promote the upcoming fundraiser, which will feature Ms. Britt & her African wrap dolls workshop.

Quotes: "The mission of the museum is to teach people to live as one." "No one deserves to be treated inhumanely." etc

Contact info: [email, website, phone number, & Facebook page]

# pitches

## Jeneé Osterheldt, Culture Columnist, Boston Globe

Covers identity/social justice issues "through the lens of culture & the arts," centering on the lives of Black & other people of color. Recent columns include "Issa Rae and the art of making space" and "Will Smith, Chris Rock, and the hypocrisy of us all."

## Rahema Mooltry, @radicaljoyinc

Boston-based micro influencer (5k followers). Runs mental health & social justice workshops. Runs a website, "Radical Joy Inc," which "aims to dismantle systems of injustice and oppression."

# An Evening with Debra Britt

Director of

*The National Black Doll Museum of History & Culture*

Save our Museum!

The only one like it in the United States, the Museum needs your help to survive.

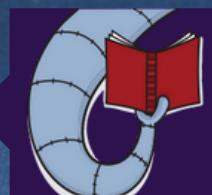
Come for a fun-filled and educational evening filled with history, love, and the joy of connection. Learn how to make an African Wrap Doll & take home a signed copy of *The History of the African Wrap Doll*.

Debra Britt will be your host for the evening, leading you through everything you need to know about the museum's mission and values.

All proceeds to benefit the NBDMHC. Refreshments will be provided courtesy of the Cafe!



Location:  
*An Unlikely Story*  
Dates: June 25th & 26th  
Time: 7pm-9pm  
Tickets: \$50, available  
through *An Unlikely Story's*  
website or  
call 774-284-4719  
**infographic**



Presented with the assistance of:

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