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# 28 Days of Black History

## Sponsorship Deck

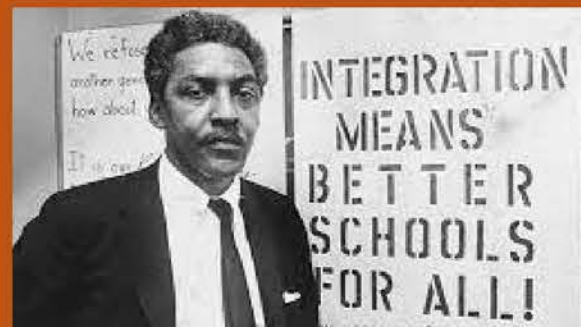
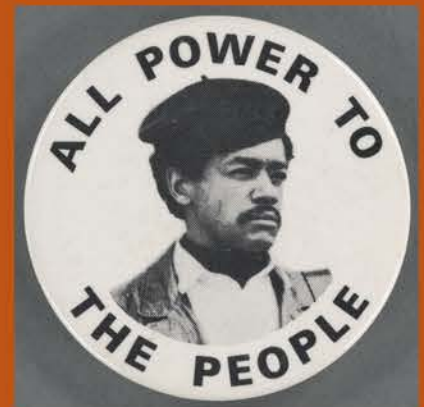
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# Honoring Black History Month

A interactive, virtual exhibition of historical artifacts that honor the legacy of Black culture in the U.S., delivered daily via email in February 2024.



Each day, an email is sent that centers a story of a Black leader in the arts that's shaped our history, present and future.

This content will be amplified across all of the ARD's digital channels, extending its life beyond email.

Created by Black scholars, artists and curators, the exhibition centers Black leaders often overlooked in history.

# 28 Days of Black History

In partnership with 

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## Day 8 "Strange Fruit" by Billie Holiday



### OVERVIEW

The legacy of "Strange Fruit," written by Abel Meeropol and popularized by Billie Holiday, offers an unflinching view of the horrors of the Reconstruction era, and highlights a dark history

# BACK BY POPULAR DEMAND

We introduced this concept in February 2021. Here's the impact we made, simply by leveraging our owned media:

- 270,000 subscribers
- 49% average daily open rate
- \$45,000 raised for charitable initiatives

"I'm so grateful for this series. I'm an 87-year-old Black woman, and I am in awe of all the historical moments I lived through and didn't get to celebrate until today."

"I've been using these emails each day in my high school classroom. I know the students appreciate seeing their potential in these powerful stories."

"I never realized how much our history books missed. Thank you for showing us stories beyond what's always shared this month."

- This year, we're expanding the series beyond email to include:
- Grade-appropriate lesson plans to extend each artifact to the classroom
  - Short, daily videos for social media

## 28 Days of Black History

Lesson Plan: "Strange Fruit"  
Grades 6-8


**OVERVIEW**  
 "Strange Fruit" and the role of music to shape our society. In this lesson, we'll review the lessons from the entry "Strange Fruit" and how Billie Holiday's recording changed conversations around race and systemic oppression in America.

20 minutes  
Pen, paper, music app (optional)  
Group activity and individual r

**PROCEDURE**

1. Watch the "Strange Fruit" recording and read the lyrics together as a group.
2. As a group, reflect on the following discussion questions:
  - Consider the Black media you consume. Is it all "issue related" content, like the "Strange Fruit" we've highlighted today? What Black history do you celebrate that is rooted in white supremacy?
  - Billie Holiday was unashamed to live openly in a time that persecuted her for her identity and bisexuality. How can you be a better ally for the Black and LGBTQ+ community?
3. Have students use a table similar to the one below to listen to and analyze their favorite songs.

My Favorite Song	What does it mean to me?	What does it say about the world?
	How does this song reflect your own beliefs and values?	How does this song reflect the world's beliefs and values?



ardtakeaction

Liked by thelmaarose and 284 others

ardtakeaction The legacy of "Strange Fruit," written by Abel Meeropol and popularized by Billie Holiday, offers an unflinching view of the horrors of the Reconstruction era, and highlights a dark history of violence against Black activists and

# SPONSOR THE SERIES

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**\$2,500/day or \$20,000/ten-day series**

- Ten days of consecutive sponsorship
- Logo on campaign website
- In-line text and image promotion within email

## BENEFITS

- Content is paired around the sponsor's area of expertise / focus
- Sponsor can add 2-3 sentences of a campaign or initiative that relates to our series (ie. content for Black communities, latest inclusivity initiative, recently published work)
- Sponsor receives custom assets that they can cross-publish on their owned social channels

# About the ARD

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The Anti-Racism Daily is a media platform dedicated to providing education and action to address the greatest social issues of our time. We create engaging ways for the socially-conscious to learn and unlearn for a greater tomorrow.

## CURRENT REACH

300,000 email subscribers  
550,000 followers on IG  
26,000 followers on TikTok



### **Nicole Cardoza**

Founder / CEO

The ARD and 28 Days of Black History is led by Nicole Cardoza, an entrepreneur, author and artist passionate about preserving and celebrating the beauty of Blackness.



# WORK WITH US

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[nicole@reclamationventures.co](mailto:nicole@reclamationventures.co)  
[28daysofblackhistory.com](http://28daysofblackhistory.com)