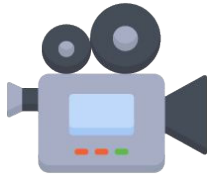


Bloomerang Customer Spotlight: America's Black Holocaust Museum



Housekeeping



We're recording this webinar. We'll send you the recording and copy of the slides from webinars@reply.bloomerang.com.



Feel free to ask questions! Use the Q&A option to ask questions and the chat option for general discussion. We'll answer questions at the end of the presentation.



Trigger Warning: The content in this webinar, including descriptions of graphic violence, could be triggering for some.

Agenda

12:00-12:30 p.m. Educational Talk

12:30-12:45 p.m. Product Interview

12:45-1:00 p.m. Q&A



BLOOMERANG

Built for purpose

Giving platform designed to improve fundraising outcomes

Easy-to-use tech,
built for you

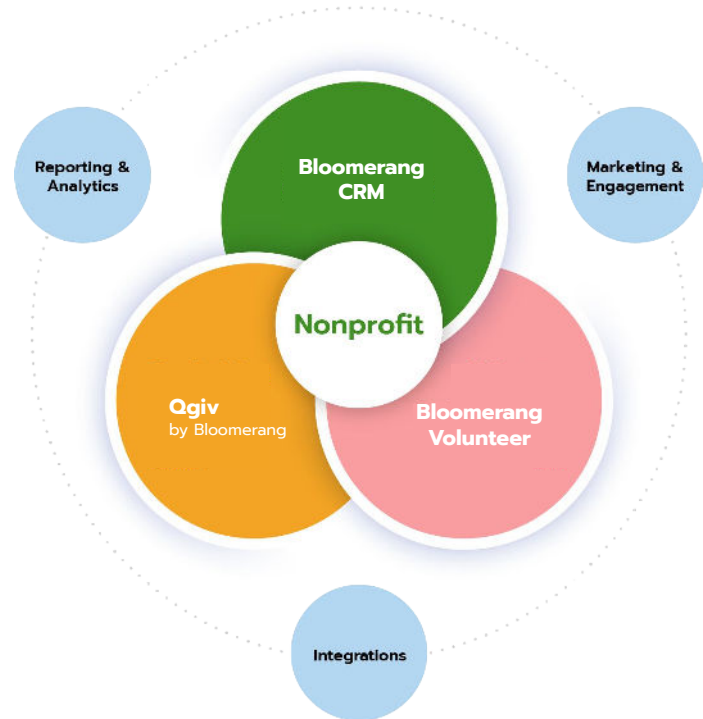
Industry leading
solutions

Insights that lead
to better results

Engagement that
inspires giving

Increase fundraising
revenue

Automate and simplify
day-to-day



Meet the Speakers



Mia Phifer

Sr. Education, Collections,
& Outreach Coordinator



Dr. Robert S. Smith

Director of Education
& Resident Historian



Adamali De La Cruz

Education and
Griot Coordinator



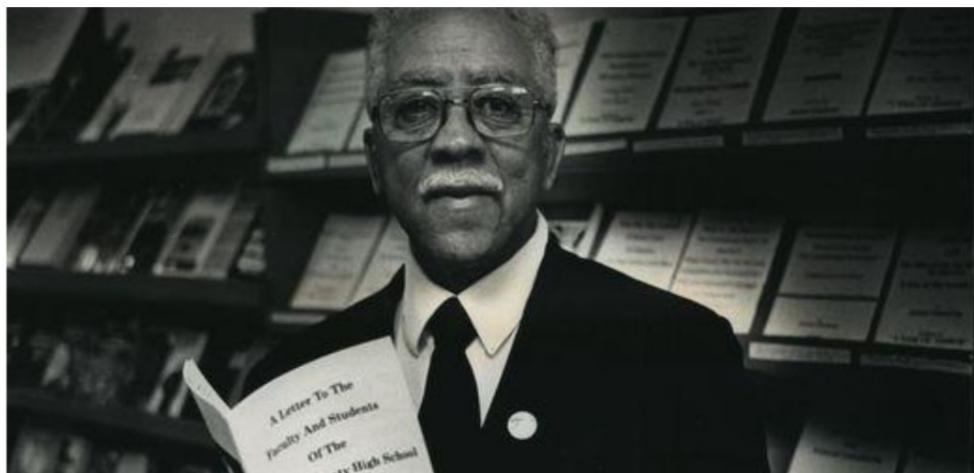
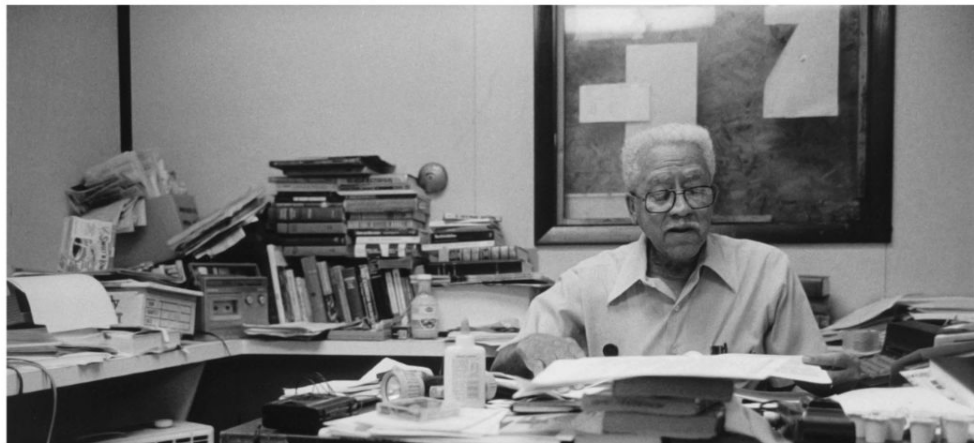
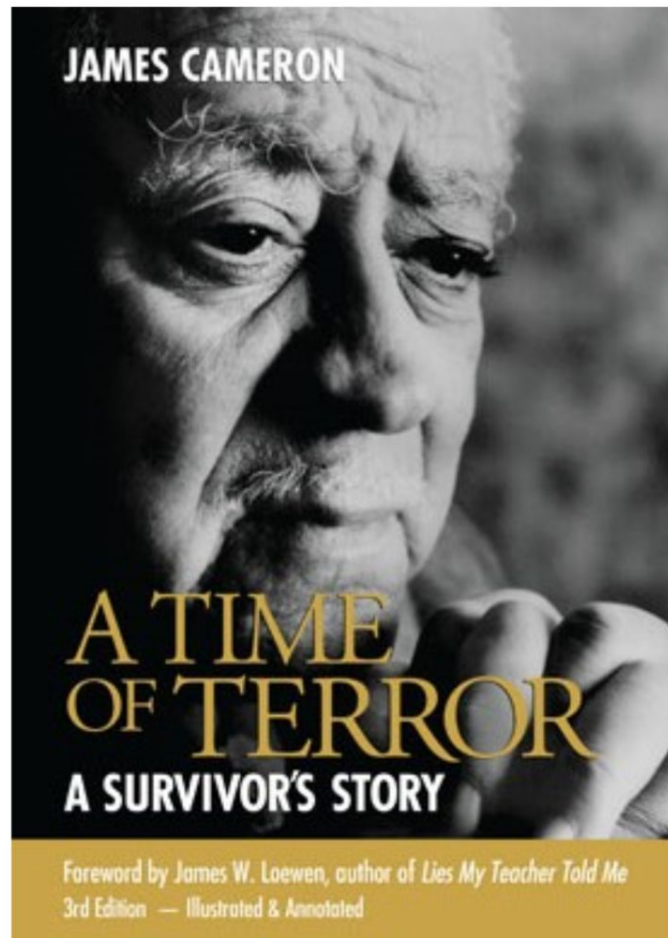
ABHM

AMERICA'S BLACK HOLOCAUST MUSEUM

Bloomerang Customer Spotlight: America's Black Holocaust Museum

Friday, February 14th, 2025

Dr. Robert Smith, Director of Education
Mia Phifer, Senior Education, Collections, & Outreach Coordinator
Adamali De La Cruz, Education & Griot Coordinator







Virtual Museum www.abhmuseum.org

Launched February 25th, 2012 with over 2,500 exhibits
37,000 visitors from 168 countries in first year

THE TIME HAS COME!

BLACK HISTORY MONTH GRAND REOPENING

America's Black Holocaust Museum, shuttered since 2008, reopened as a virtual museum on February 25, 2012, in honor of the birthday of founder James Cameron, the only known survivor of a lynching. The interactive website is the first phase of a cutting-edge 21st century museum – an asset to the general public, scholars, teachers and students.

Its mission: to tell the seldom-told stories of the Africans brought in chains to America, their descendants, and their allies; contribute to scholarship about the Black Holocaust; provide a safe place for cross-racial dialogue; and promote the highest ideals of American democracy.

AMERICA'S BLACK HOLOCAUST MUSEUM

Bringing Our History To Light

EXPLORE THE MUSEUM!
www.abhmuseum.org

- Exhibits designed for adults and students over 13
- Many short videos and photographs
- Interactive features including
 - Memorial to the Victims of Lynching
 - Freedom Lovers' Roll Call Wall
 - Tell Your Dr. Cameron Story

HAPPY BIRTHDAY DR. JAMES CAMERON



Virtual Museum www.abhmuseum.org
 Relunched August 2020 with over 2,900 exhibits
 Visited by over a million people annually since 2016

History Galleries And Special Exhibits

This is the museum's lobby. From here you can choose which gallery to enter.

There are seven **History Galleries**. These tell the story of the Black Holocaust in chronological order from life in Africa before captivity to African American life today. Each history gallery has a home page where you can view all its current exhibits, find resources for further learning, and peek at planned exhibits.

Click on the **Special Exhibits Gallery** to visit our Memorial to the Victims of Lynching, the Freedom-Lovers' Roll Call Wall, an art exhibit, and featured temporary exhibits.

Explore the galleries in order – or start in one and jump to another. Stories within each gallery contain links, so you can follow interconnected stories from one exhibit to another. Or from one gallery to another.

The museum is constantly adding exhibits. Cyberspace is virtually infinite, so you will always find your favorite exhibits alongside the new ones.




Meharry Medical College, a historically black college/university (HBCU) in 1943. HBCUs have played an historical role in enhancing equal educational opportunity for all students. More than 80% of all black Americans who received degrees in medicine and dentistry were trained at the two traditionally black institutions of medicine and dentistry: Howard University and Meharry Medical College. Today, these institutions still account for 19.7% of degrees awarded in medicine and dentistry to black students.

[About ABHM](#) | [Galleries](#) | [Breaking News](#) | [Contribute](#) | [Contact ABHM](#)

Institutions still account for 19.7% of degrees awarded in medicine and dentistry to black students.

Select A Gallery



African Peoples Before Captivity

Many of us believe African was "civilized" before Europeans arrived there. Nothing could be further from the truth. The lives of Africans before slavery were much like the lives of the Europeans who captured them.

The captives Africa and its great civilizations provided the world with crucial technologies, in mathematics, architecture, medicine, astronomy, agriculture, marine navigation, art – and more.

[View Exhibits](#)




Kidnapped: The Middle Passage

From the 1400s to the 1800s, the voyages known as the "triangular slave trade" were part of a complex international system of commerce.

Many people involved in this commerce made fortunes by capturing, selling, buying, transporting, and forcing adults and children into hard labor as prisoners for life.

[View Exhibits](#)



Nearly Three Centuries Of Enslavement

Learn how this so-called "peculiar institution" shaped our country's past – to understand how it continues to mold our economic, political, legal, and social systems today.

The gallery explores the brutal realities of enslavement. It also tells gripping stories of resistance and redemption by the enslaved and their allies.


[View Exhibits](#)



Reconstruction: A Brief Glimpse Of Freedom

This gallery explores the complex story of the promises of full citizenship made to black Americans – and then broken – in the dozen years following Emancipation. It also reveals some of the ways African Americans developed new community institutions that contributed greatly to our country's development during this tragic period and beyond.


[View Exhibits](#)



One Hundred Years Of Jim Crow

Following the Civil War and Reconstruction, white people – in both the South and the North – found ways to maintain their unassailable power over black people. They did this through a combination of laws, social customs, and mob violence. This oppressive system is known as "Jim Crow" or "the South."

[View Exhibits](#)



I Am Somebody! The Struggle For Justice

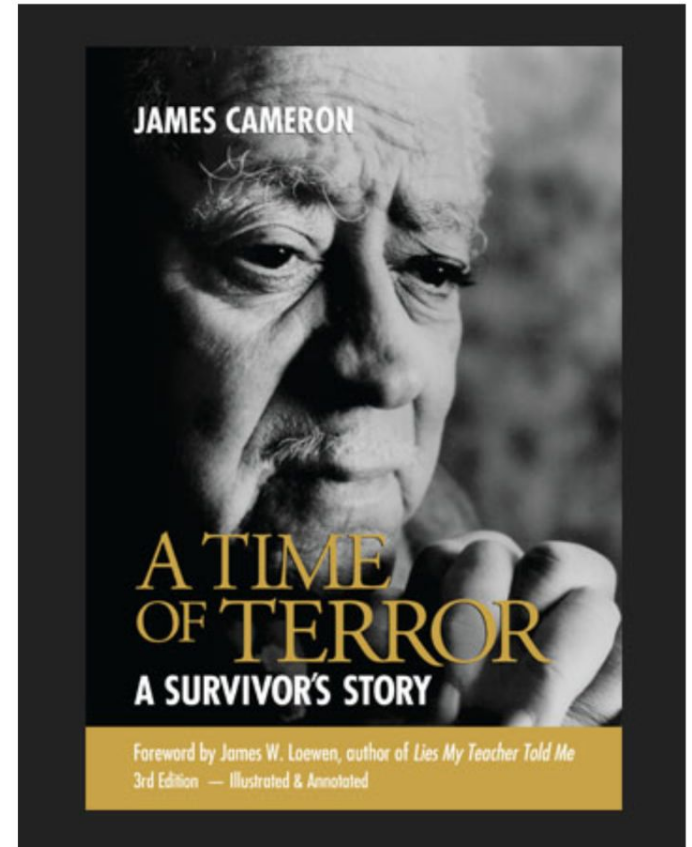
The struggle for justice and equality stretched across the entire 20th Century. We visit the especially active years of the 1950s and 1960s, "the Civil Rights Era." African Americans developed creative ways to protest racist inequality and gain new legal rights.

[View Exhibits](#)



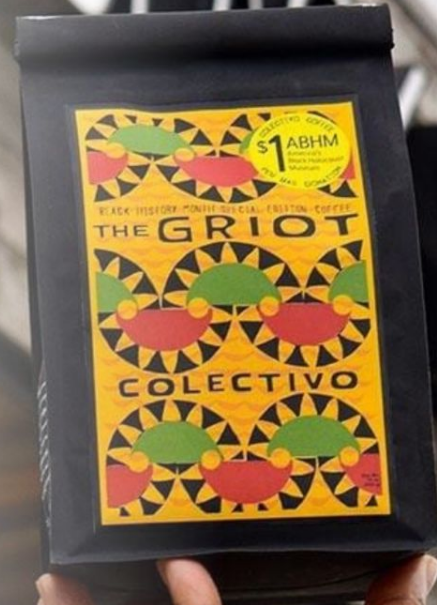
Curricular Overview for Time of Terror

- Jim Crow Era
 - Migration
 - Lynching
 - Activism
- Migration North to South, South to North
- Racial Violence/Lynching
 - Social Control, Public, & Political
- Coming of Age Story



Partnerships

- Milwaukee Public Museum
- Jewish Museum Milwaukee
- Colectivo Coffee
- Wisconsin Black Historical Society
- Milwaukee Repertory Theatre
- Milwaukee County Historical Society
- Sankofa.org
- Forest Home Cemetery
- University of Wisconsin – Milwaukee
- The Milwaukee Urban League
- SHARP Literacy
- Milwaukee Public Library
- Milwaukee Area Technical College
- Marquette University (CURTO)
- Milwaukee Bucks
- Wisconsin Historical Society

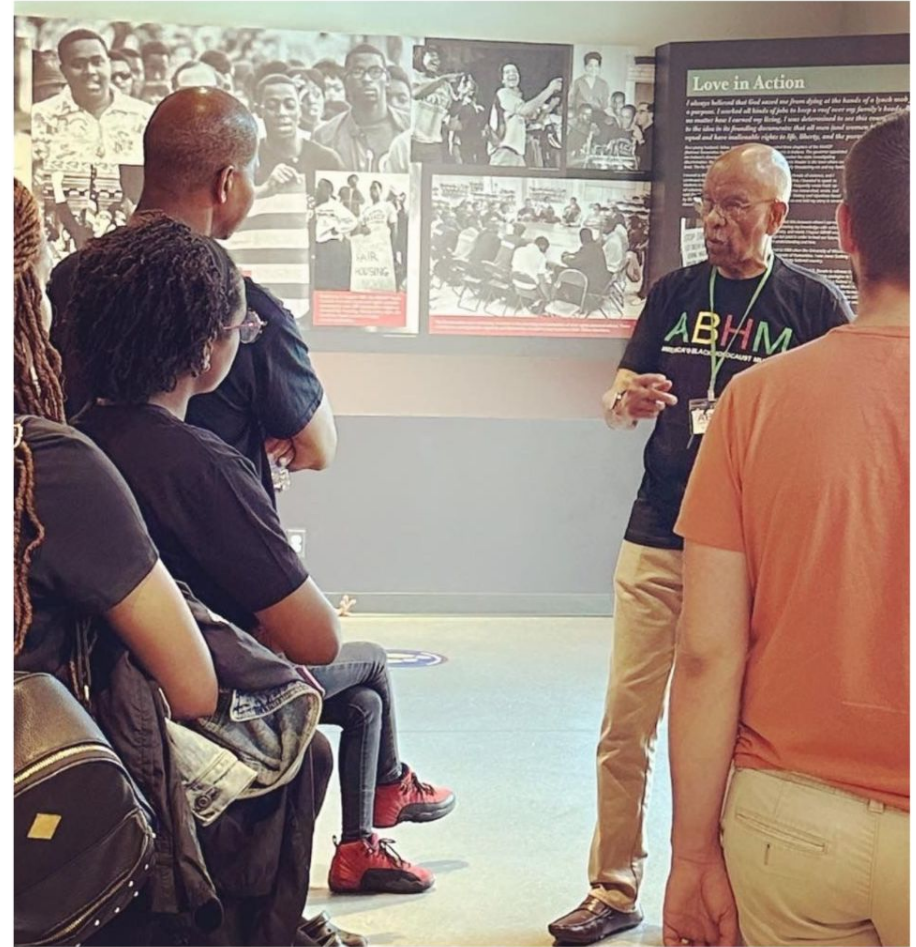


<https://www.youtube.com/watch?v=G57n9E9rZJ4>

ABHM

Virgil Cameron

ABHM Board Director & Dr. James Cameron's son





A Memorial Museum

ABHM is a museum dedicated to both history and ongoing commemoration. History museums study, exhibit, and interpret objects of historical value. Memorial museums are dedicated to contextualizing and commemorating past events of mass suffering.





What is a Griot?


"Griot" (pronounced GREE-oh) is the French name given to the oral historians of West Africa.

Traditionally, Griots travel from city to city and village to village as living newspapers, carrying in their heads an incredible store of local history and current events.



 <https://abhmuseum.org/>

 admin@abhmuseum.org

 (414) 209-3640

401 W. North Ave
Milwaukee WI 53212

ABHM

AMERICA'S BLACK HOLOCAUST MUSEUM



Why be a Griot?

Our Griots get many benefits: they are gifted memberships, copies of Dr. James Cameron's memoir (*A Time of Terror*) and are invited to many trainings at ABHM and partner institutions. Griots also help promote historical truth-telling.



ABHM
AMERICA'S BLACK HOLOCAUST MUSEUM



Get Involved

Griot Volunteer Program

Our Griot volunteers are the face of ABHM and provide guided tours. They receive individual and group trainings to become our highly skilled docents.

Internships

ABHM partners with local universities and colleges to provide unique and fulfilling internships that give students the tools necessary for the workplace. Internships are co-curated to assist with reaching professional goals.

Jr. Griot Program

High school students can also participate as Griots! ABHM partners with Earn and Learn to give provide paid internships in the summer!



Our Vision

A society that remembers its past in order to shape a better future – a nation undivided by race where every person matters equally.

Our Mission

ABHM builds public awareness of the harmful legacies of slavery and Jim Crow in America and promotes racial repair, reconciliation, and healing.





Holocaust

The word "Holocaust" comes from a Greek word meaning "burnt offering." The term was first widely used to describe the 1890s massacres of Armenians. In the late 1940s and 1950s, it became most frequently used to describe the atrocities and genocide committed against the European Jewish communities by the Nazis, also known as the Hebrew word "Shoah."

Welcome

Welcome to America's Black Holocaust Museum (ABHM), I am Dr. James Cameron, its founder. For years I greeted museum visitors in person and gave them tours. Through these exhibits, I am still here with you today as we explore the tragedies and triumphs lived by people of African descent in America.

Let me tell you a bit about me and why I created ABHM.

I was born in 1934 in La Grange, Alabama. I grew up in a family that valued education and hard work. I attended the University of Alabama and earned my Ph.D. in History. I have spent my life dedicated to the study and preservation of African American history and culture.

In Birmingham, I worked in a factory and then as an HVAC technician. I heard the word "Holocaust" for the first time in a book by Elie Wiesel. I was deeply moved by his story and the suffering of the Jewish people. I wanted to create a museum that would honor the memory of those who were lost and educate future generations about the horrors of the Holocaust.

After retiring in 1998, I traveled to the Holy Land and other sites of historical significance. I recognized the need for a museum that would tell the story of the Holocaust from the perspective of African Americans.

I moved to Birmingham in 2001 and began planning the museum. I received support from the local community and the state of Alabama. The museum opened in 2008 and has since become a place of learning and reflection for people of all backgrounds.

I am proud to be the founder of America's Black Holocaust Museum. I hope that through our exhibits, we can help to prevent such atrocities from ever happening again.

Dr. James Cameron

Founder, America's Black Holocaust Museum

1000 17th Street South, Birmingham, AL 35203

205-948-1111

www.abhmuseum.org

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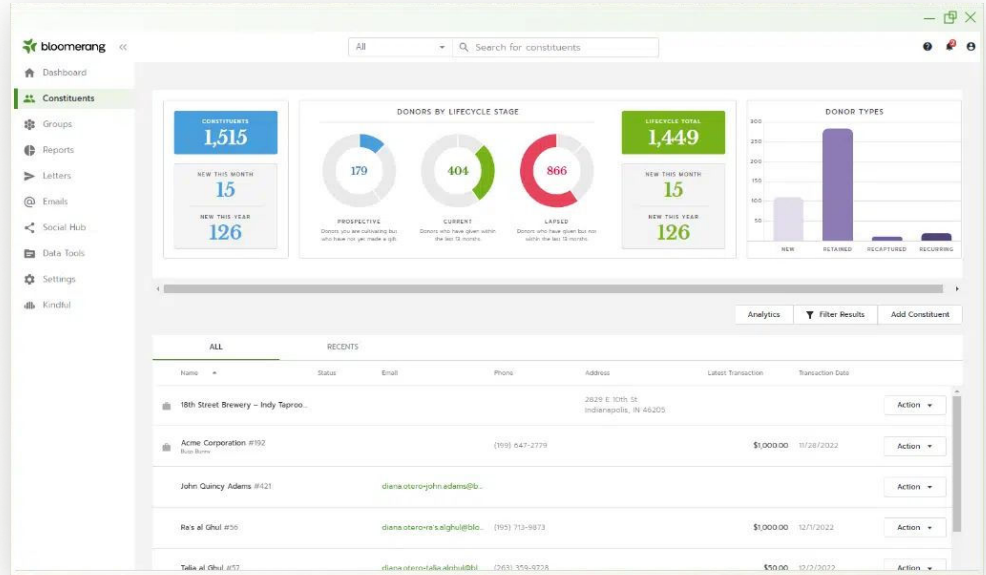
Product Interview

**Tell us about
closing the physical
doors of America's
Black Holocaust
Museum in 2008.**



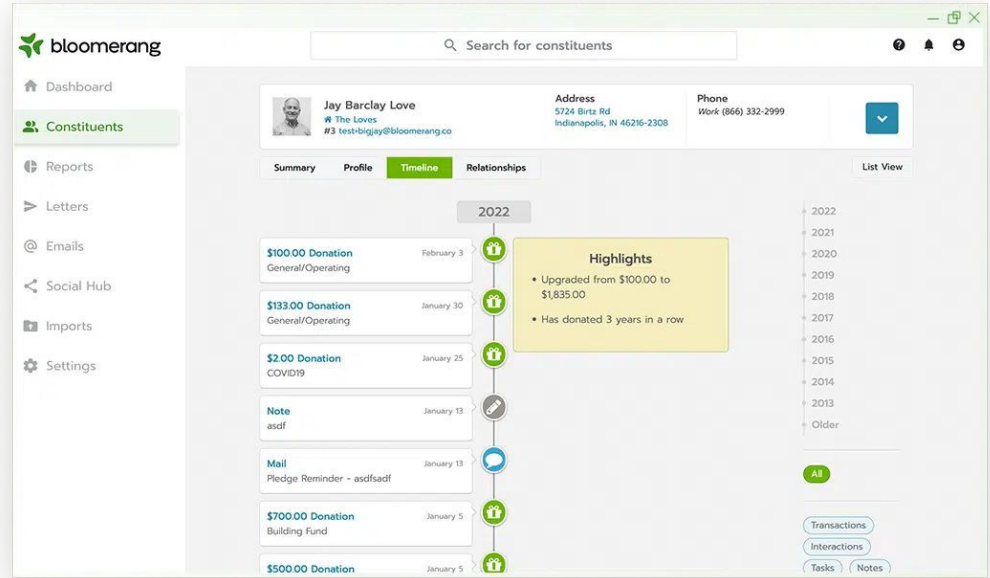
How did it feel to use
Bloomerang for the first time?

Why was Bloomerang the right tool to complete your fundraising journey?



As an organization with a small development team, how does the Bloomerang CRM and customer support team help you reach donors?

How do Bloomerang's tools help you bring your mission to life for donors, volunteers, and visitors?



The screenshot displays the Bloomerang interface for a constituent named Jay Barclay Love. The interface includes a search bar at the top, a navigation menu on the left with options like Dashboard, Constituents, Reports, Letters, Emails, Social Hub, Imports, and Settings. The main content area shows the constituent's profile with fields for Name, Address, and Phone. Below the profile, there are tabs for Summary, Profile, Timeline, and Relationships. The Timeline view shows a vertical list of events for the year 2022, including donations and notes. A yellow highlight box is overlaid on the timeline, containing the following text:

- Highlights
- Upgraded from \$100.00 to \$1,835.00
- Has donated 3 years in a row

At the bottom right of the interface, there are buttons for Transactions, Interactions, Tasks, and Notes.



What would you say to a fellow nonprofit who may be on the fence about fundraising with Bloomerang?

WEBINAR

Q&A

Nonprofits using Bloomerang achieve better results!

30%

Higher overall donation page conversion rates.

\$108

Average recurring gift, 4x the industry average.

15%

Increase in donor base year-over-year.

\$180

Average one-time gift, 50% higher than the industry average.

25%

Increase in recurring donor conversion rate.

26%

Increase in dollars raised year-over-year.



POLL

Would you like any of our speakers to follow up with you?



Thanks for joining!

More tools and resources.

Visit ABHM's virtual galleries
abhmuseum.org

Donate to ABHM
abhmuseum.org/contribute

Connect with us
support@bloomerang.com

Request a demo
bloomerang.co/demo

We'd appreciate your feedback.

Fill out the post-session survey to let us know how we did.

