



MEDIA & SPONSORSHIP INQUIRY KIT

About Bawse With a Cause

"Bawse with a Cause: Conversations with Leaders of Color in the Social Sector" is the first podcast series designed to explore the perspectives, experiences, and insights of leaders of color in the nonprofit space.

Episodes feature thoughtful conversations about nonprofit leadership, best practices in management, organizational culture, civic engagement, and advancing the practices of diversity, equity, and inclusion in our sector.

Also on the BWAC website are professional development resources including lists of professional organizations, leadership training opportunities & pipeline programs, and stand out institutions whose missions support the advancement of underrepresented professionals in all areas of the field. #BAWSEWITHACAUSE is committed to equipping leaders with the information and resources they need to become more informed and empowered.

Podcast Audience

Listeners to Bawse With a Cause are smart, sophisticated and savvy individuals who seek in-depth story-telling content to enrich their lives. Target audience members include black professionals in the nonprofit and corporate realms, and professionals of all backgrounds who are curious about industry best practices and the substance which lies at the intersection identity and leadership. Listeners to this podcast are likely to be middle to upper middle class individuals, working as decision makers within their organizations.

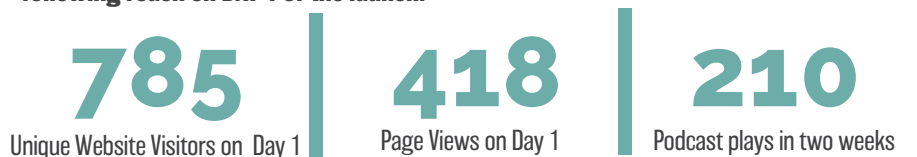
Podcast Creator/Host

Naimah Bilal is a fundraising executive and music programming expert with experience leading institutional planning and implementation in the areas of the performing arts and education. At 26, Naimah made history as the first black woman to oversee artistic operations for a major American Symphony Orchestra. Naimah brings 15+ years of insight as a leader in the nonprofit realm, a deep inquiry, and a fierce curiosity. She's positioning Bawse With a Cause to become a singular platform of practical information and career advancing resources AND a powerful vehicle to elevate and expand the discourse about the immense talent pool of black and brown leaders doing amazing work in the nonprofit space. BWAC seeks to empower leaders of all backgrounds with the information they need to be successful and more informed.



Podcast Stats

Bawse With a Cause launched in June 2019 and the response has been overwhelming. With interviews slated with some of the nonprofit industries most visible leaders, we project rapid growth as the first media platform to enter this space. We achieved the following reach on DAY 1 of the launch:



Social Followers

BWAC fills a gaping hole in the narrative space around the stories of black and brown nonprofit executives. We are working to build a robust social media following and on our first day launching the platform we have already acquired:



Stay in Touch

Bawse With a Cause welcomes sponsorship and media inquiries. Looking for a new audience to share your product or service? Writing a story about leaders of color in the nonprofit sector? Have a collaboration in mind? Let us know! We'd love to hear from you.

EMAIL: host@bawsewithacause.com

WEB: <https://www.bawsewithacause.com>

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