

**Freedom Schools
and The Heritage
Bowl,
Intergenerational
and Community
Collaborative
Programs**

**Presented by
The Growth Sub-
committee
Don Pinkard, Chair**



Leveraging Branch Programming As a Strategy for

1. Membership Growth

2. ASALH Brand Recognition

Branch Procedural Manual

Table 15:1 & 2



Affiliations
increase Awareness

INTERGENERATIONAL PROGRAMING

- Colleges, K-12, HBCU's
- Non-profit Organizations
- Churches,
- Sororities and Fraternities
- Libraries
- Social Media Platforms
- Podcasting, etc.

TWO MAJOR EVENTS FOR THE DALLAS BRANCH

- Heritage Bowl
- Freedom Schools

HERITAGE BOWL



HERITAGE BOWL

Establish Partnerships

Bowl Committee

Recruitment of Students, Parents and Teachers

Sponsorship Recruitment

Volunteer Recruitment

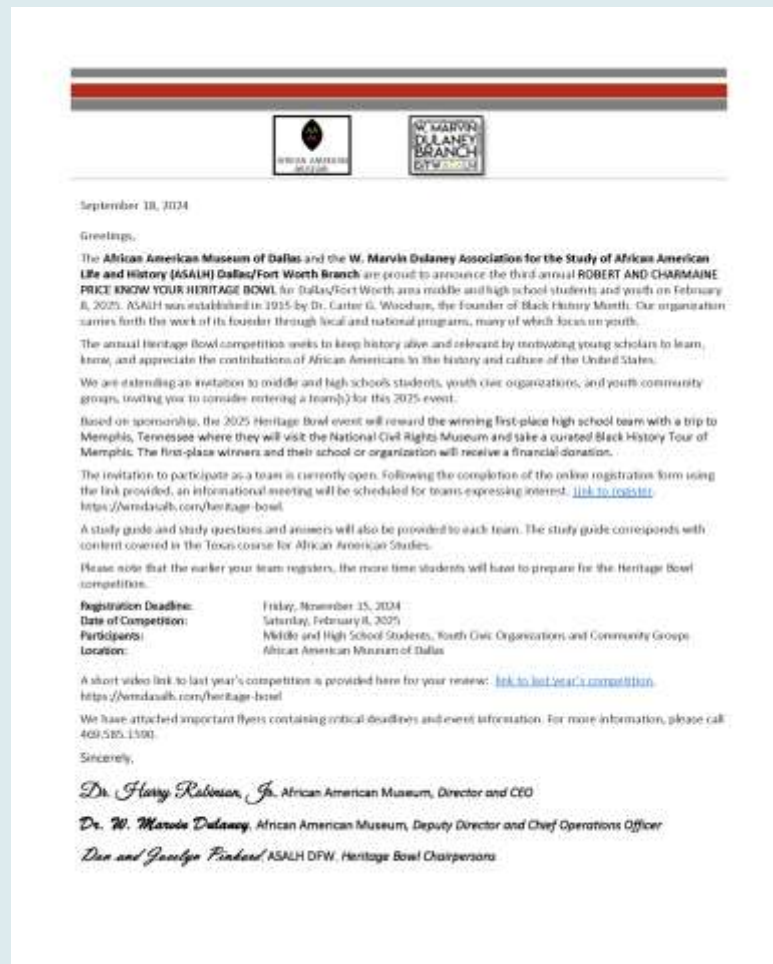
Fundraising Campaign

Marketing Campaign

Current Event Direct Appeals

Membership Interest Sign-up

HERITAGE BOWL INVITATIONS



The Robert & Charmaine Price Heritage Bowl Competition

Hosted by the African American Museum and the DFW Association for the Study of African American Life and History (ASALH)

Competition of North Texas Middle and High School STUDENTS

- Schools
- Organizations
- Community groups

feb 08 2025
8 A.M.

This FREE Event will be held at the
African American Museum
Fair Park
3536 Grand Ave. Dallas, TX

Prizes:

- Black History Trip to Memphis
- Gift Cards
- MEDALS

Come on out to encourage and root for young scholars as they compete in their knowledge of African American History!

For more information call 469.585.1590

FREEDOM SCHOOL



FREEDOM SCHOOL INVITATION



FREEDOM SCHOOLS

HELD AT THE AFRICAN AMERICAN MUSEUM

FREEDOM SCHOOLS will offer participants an opportunity to learn about African American history as part of a national effort to counter state legislatures attempt to prevent the teaching of accurate African American history in public schools.

CLICK HERE TO REGISTER or copy URL below.
<https://forms.gle/Z6SmL6yYWAhrkxGD9>

Dr. Dinkinesh Madiba aka Lucy Houston will be the instructor.

TOPICS – SATURDAYS 3PM – 5 PM

- JUNE 14: *Africa: The Motherland of African Americans and Humanity*
- JUNE 21: *The Decline of African Civilizations*
- JUNE 28: *The Maafa: The Transatlantic Slave Trade and the Establishment of Chattel Slavery*
- JULY 5: NO CLASS**
- JULY 12: *Life in the Diaspora*
- JULY 19: *African Americans and the Civil War*
- JULY 26: *Reconstruction, Jim Crow, and the Great Migration*
- AUGUST 2: *The Harlem Renaissance and Fighting on Two Fronts: In the States and World War II*
- AUGUST 9: *Civil Rights Movement: The Struggle for Equity in the Courts and the Streets*
- AUGUST 16: *The Black Arts Movement*
- AUGUST 23: *Contemporary African American Issues and Experiences*

CLASSES HELD AT THE AFRICAN AMERICAN MUSEUM DALLAS
3536 GRAND AVENUE, DALLAS, TX 75210
REGISTER ONLINE AT <https://forms.gle/Z6SmL6yYWAhrkxGD9>

FREEDOM SCHOOL AGENDA

W Martin Dulaney Branch ASALH D/FW

FREEDOM SCHOOL
(SUMMER 2025)

TOPICS – SATURDAYS 3PM – 5 PM

WEEK 1/JUNE 14

Africa: The Motherland of African Americans and Humanity

WEEK 2/ JUNE 21

The Decline of African Civilizations

WEEK 3/ JUNE 28

The Maafa: The Transatlantic Slave Trade and the Establishment of Chattel Slavery

JULY 5 – NO CLASS

WEEK 4/JULY 12

Life in the Diaspora

WEEK 5/JULY 19

African Americans and the Civil War

WEEK 6/ JULY 26

Reconstruction, Jim Crow, and the Great Migration

WEEK 7/AUGUST 2

The Harlem Renaissance and Fighting on Two Fronts: In the States and World War II

WEEK 8/ AUGUST 9

Civil Rights Movement: The Struggle for Equity in the Courts and the Streets

WEEK 9/AUGUST 16

The Black Arts Movement

WEEK 10/ AUGUST 23

Contemporary African American Issues and Experiences

Branch Leverage



ASALH Ads



Partnership
Ads



Membership
Interest Sign-
up



Volunteer
Recruitment



Extend Roles
with Purpose