

National Black Church Initiative

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The National Black Church Initiative is a coalition of 34,000 African American churches throughout the United States, Puerto Rico and the Virgin Islands. There are 87,500 Black Churches in the country. Even though NBCI only represents 34,000 churches directly we have a fraternal relationship with most of the Black Churches in the country through local, regional and national relationships. The 34,000 churches engulf the 13 major African American denominations in the country. The Black Church recognizes the importance of having the necessary systems and organizations in place in order to connect with the 40.7 million African Americans throughout the country and has many of those systems already in place.

If there is six degrees of separation from one individual to the next on the world stage, in the African American community there are only two. Because of our defined geographical communities and the fact that the Church has such a commanding presence in the life and culture of African Americans the Church continues to play a vital role in bringing every segment of the African American population together around key social issues. There are no demographics that the church is not able to organize, influence and create communities around specific issues, products and educational movements. This is why NBCI has moved with undue speed to technologically connect these segments of the population together with their churches, using the modern technology of websites, emails and social networking systems over the last five years.

NBCI already possessed one of the strongest distribution systems that any church has ever created in connecting to its membership. We have the capacity to distribute tens of millions of pieces of literature to any demographic in the African American community by using the Church as its central hub.

Here is our capacity:

1. Presently, through NBCI's Communication and Distribution Network, we are able to identify churches through geography, size of congregation, income and personality. We have the capacity to distribute any amount of literature to any demographic within the African American community that is connected to the Black Church in any geographic area of the country.
2. We have developed an email system to touch each geographic area of the country and the maximum amount of churches in those areas. We are 60 percent completed in having an email for every African American community in the country, and having their websites link to NBCI's site.

3. We continue to refine our mailing list of the 87,500 churches with updated information on their pastors.

Here is what we are moving towards:

1. We hope to have a complete list of every African American church in the country along with all of their websites, emails and correct contact information for the pastor by August of 2010. This will be completed by specific information on each congregation like its size and income.
2. We are consolidating an office of 3-6 individuals to manage this specific flow of data, and they will be compiling all of this information in a physical and web-based booklet. The booklet should be ready by the beginning of the first quarter of 2011.
3. We presently have over 1 million emails of the congregants of NBCI member and sister churches. We hope to increase that to more than 10 million active and reliable emails by the first quarter of 2011. We also hope to have full data on these emails by that time.
4. NBCI is working on a list of African American clergy around the country and their church affiliation that can be utilized for issues around product development, social awareness and educational opportunities.

Your company or organization can access all of this by partnering with NBCI on many of its projects concerning health, literacy, education, the digital divide, civil society, housing and economic development.