

BLACK HISTORY MONTH

FAITH & COMMUNITY



The **Black Protestant tradition** (or Black church) has primarily ministered to the Black population in the U.S., including The African Methodist Episcopal (A.M.E.) Church, The National Baptist Convention, The Church of God in Christ, and The Progressive Baptist Convention.

Richard Allen founded the African Methodist Episcopal Church in **1787**



Harry P. Burleigh wrote many “**Black spirituals**” used during the Civil Rights Movement to recognize shared ethnic hardship and uplift each other spiritually. Many are still sung in Black churches today, like **Wade in the Water** and **Go Tell It on the Mountain**.

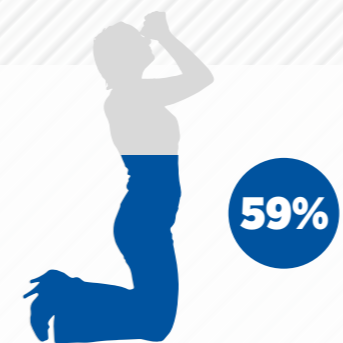
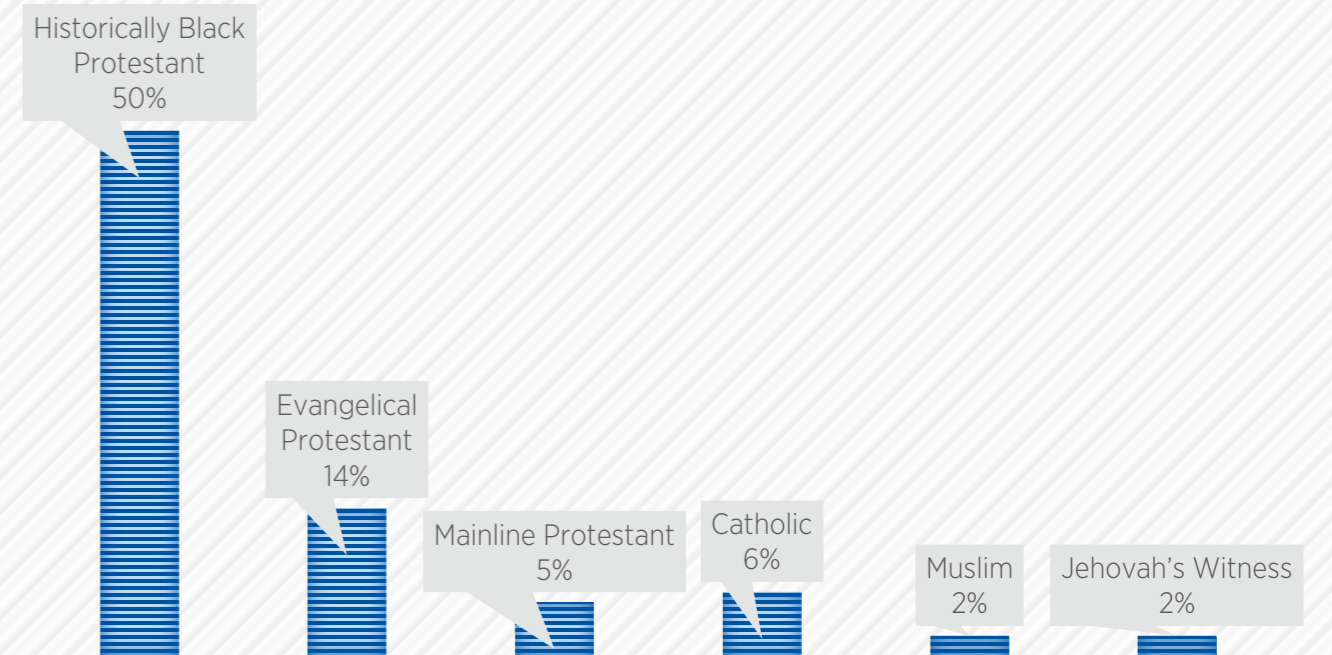
Lift Every Voice and Sing, a poem written by **James Weldon Johnson** in **1899** and set to music in **1905**, is known as the Black American National Anthem. It is so ingrained in Black spirituality that it is now printed in the hymnals of many Black churches.



Jumping the Broom is a wedding ritual in which the bride and the groom jump over a broom to signify commitment and the warding off of evil spirits. (*Slavery and African Ethnicities in the Americas*, Gwendolyn Midlo Hall)

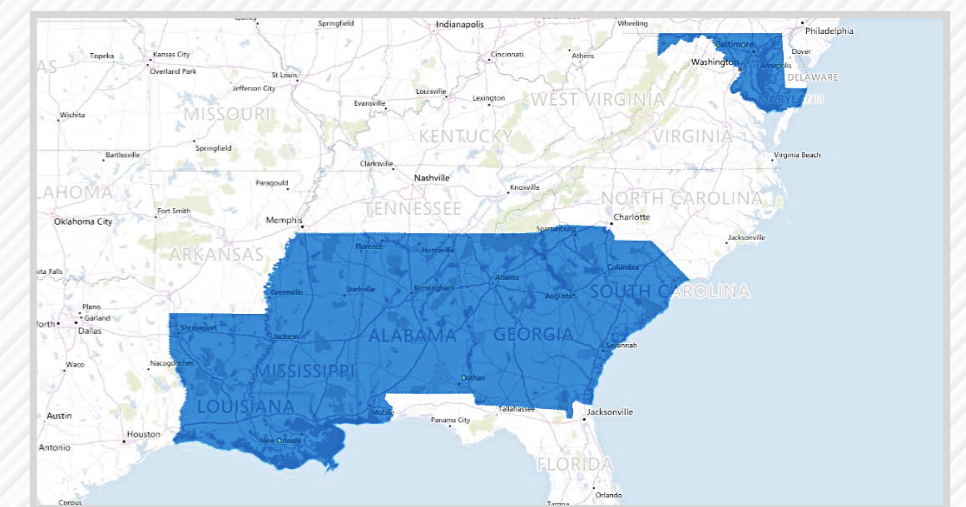
Source: Pew Research Center, May 12, 2015, America's Changing Religious Landscape

Pew Research Center estimates place **Christian denominations** at the helm of religious affiliations among Black/African Americans—**Protestant tradition tops the list**.



If defined by gender, women would likely be called **pillars of the Black Protestant tradition**.

The largest historically **Black Protestant communities** (by share of state's population) are **found in the South** and the District of Columbia: Mississippi, D.C., Louisiana, Georgia, Alabama, Maryland, and South Carolina.



Baptist denominations have the largest share of members among African-Americans, **more than six-in-ten people** identify with Baptist tradition, including 22% who identify with the National Baptist Convention.

Source: Pew Research Center, May 12, 2015, America's Changing Religious Landscape

SO WHAT?

Since Black Americans cherish a sense of community, studying this foundational theme can prove pivotal in understanding this segment's defining traits in social spheres and the marketplace. When thinking about Black consumers and how faith and community play an important role for them—often influencing their actions and decisions—it's important for marketers to keep this in mind as they outline their brand strategies.