A FREE SELF-CHECK FOR HOSTS

Community, Capital, *or Both?*

AN HONEST LOOK AT YOUR GOAL BEFORE YOU PLAN AN EVENT FOR BLACK WOMEN.



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BLACK GIRL PICNIC®

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PROFIT IS NOT A BETRAYAL. **PRETENDING** IS.

Somewhere along the way, "community" became the word we put on everything: brunches, day parties, panels, retreats, markets. Sometimes it's true. Sometimes it's a ticketed experience wearing community's clothes, and the women who came can feel the difference before the first speaker starts.

This guide isn't here to judge your goal. It's here to help you name it, so your pricing, your language, and your guest's experience all tell the same story.

Community-first

The purpose:
Connection, care, and access. Money covers costs; anything extra goes back in.

What it looks like, honestly:
Free or low-cost entry. Sliding scale. More programming than product. Breaking even feels like success.

Capital-first

The purpose:
Revenue, profit, business growth. That is allowed.

What it looks like, honestly:
Premium price, premium experience. Clear value for the ticket. No pretending the proceeds are something they're not.

Community + Capital

The purpose:
Something sustainable that serves people and pays the builder.

What it looks like, honestly:
Transparent about what tickets fund. Access built in. The host is paid, and says so.

PART 1 · REFLECTION

Know your why.

Answer in pen, before you open a spreadsheet. Question 5 is the one to sit with longest. Discomfort there is information, not a verdict.

1 **When I picture this event going perfectly, what do I see: the room, or the revenue report? (Both is a real answer.)**

2 **If this event only broke even, would I still host it? Why or why not?**

3 **Who is this event for, specifically? Who might it leave out, and am I at peace with that?**

4 **What do I need from this event: income, visibility, connection, a client pipeline, rest? Name all of it.**

5 **Is there anything about how this event is priced or funded that I'd rather attendees not know?**

6 **If a woman buying a ticket asked my goal, what would I say in one honest sentence?**

PART 2 · THE LEAN

Where does your event lean?

For each row, circle the statement that's closer to your actual plan, not the one you wish were true. There is no winning column.

1	**A** · My ticket price is set to cover costs.	**B** · My ticket price is set to create profit.
2	**A** · Free or sliding-scale access is built in.	**B** · Everyone pays the same price.
3	**A** · Most of the day is programming, conversation, and rest.	**B** · Most of the day is shopping, sponsors, and offers.
4	**A** · Vendors pay a modest fee, or nothing.	**B** · Vendor fees are a main source of revenue.
5	**A** · I'd host this even if it only broke even.	**B** · It has to be profitable to be worth my time.
6	**A** · Success means how people felt and who connected.	**B** · Success means revenue and sales.
7	**A** · Any surplus goes back into the community or next year.	**B** · Any surplus is income for me or my business.
8	**A** · Sponsors are chosen for alignment first.	**B** · Sponsors are chosen for budget first.
9	**A** · A guest who can't buy anything is fully welcome.	**B** · My ideal guest arrives ready to spend.
10	**A** · Attendees help shape what happens.	**B** · I design the experience for attendees to enjoy.

Total A: _____

Total B: _____

7 or more A: community-first. Make sure your budget can hold it.

7 or more B: capital-first. Market it that way, proudly.

A mix: the merged model. Common, and powerful once you name it.

PART 3 · THE CHECKLIST

Does your plan match your model?

Check what's already true about your event. Whatever model you chose, these are the places guests feel the difference.

Language & marketing

- [ ] I use the word "community" only if community is truly the purpose.
- [ ] My promotion says plainly what the ticket includes.
- [ ] My captions describe the experience, not only the feeling.

Vendors & sponsors

- [ ] I've told vendors my honest expected attendance.
- [ ] Vendor fees are fair for the foot traffic I can deliver.
- [ ] My sponsors match the values I'm marketing.

Paying yourself

- [ ] I've decided whether I'm paying myself, and how much.
- [ ] If I'm paid, I'm at peace with attendees knowing it.

Pricing & access

- [ ] My price matches the experience I'm actually delivering.
- [ ] If I say "for all of us," there's a way in with less money: a free tier, scholarship, volunteer seat, or sliding scale.
- [ ] There are no surprise costs after the ticket.

Experience & care

- [ ] Part of the day asks nothing of her wallet.
- [ ] There's shade, seating, water, and restrooms, planned, not assumed.
- [ ] Safety and accessibility have a named owner on my team.

Unchecked boxes

aren't failures. They're your next edit. Pick the one that would change your guest's day the most, and fix that first.

PART 4 · LANGUAGE

Say it honestly.

Once you know your model, let your words match it. Here is language that fits each one.

COMMUNITY-FIRST

"A free gathering for…"

"Pay what you can"

"Every dollar goes back into…"

"Built by us, for us"

CAPITAL-FIRST

"A curated experience"

"Your ticket includes…"

"Intimate by design"

"An investment in your evening"

COMMUNITY + CAPITAL

"Community-rooted, sustainably funded"

"Your ticket funds the day and [books / scholarships]"

"We pay our team and vendors fairly"

WHAT GUESTS CAN FEEL, EVEN WHEN NO ONE SAYS IT

- "Community" on the flyer, but no way in without money.
- More vendor booths than places to sit.
- Every moment ends in a pitch.
- The price went up; the experience didn't.
- No one explains where the money goes.
- The host is too busy selling to be present.

None of these make you a bad host. They make you an unclear one. And clarity is fixable.

PICNIC Black Girl®







OUR STORY

In 2021, Torie Anderson-Lloyd sought connection after the isolation of the pandemic. When friends declined her picnic invitation, she turned to Facebook, inviting strangers. To her surprise, 60 women showed up, sparking a movement.

Black Girl Picnic is now a platform for Black women in Detroit to connect, grow, and thrive. Our annual summer picnic is a vibrant celebration of Black womanhood, filled with food, music, games, and laughter. It's a testament to the magic and strength of Detroit's Black women.

Join us as we continue to empower and uplift our community.

OUR MISSION

The mission of BLK GRL Conglomerate, a 501(c)(3) Organization is to develop culturally affirming programs that emphasize wellness and literacy. The Black Girl Picnic is a space where rest and relaxation is a reality. We encourage black women to remove their "capes" and simply exist.

We aim to foster positivity, unity and love, and to empower and uplift our community by providing a space where all are heard, valued and seen.

OUR IMPACT

1007 tickets sold to the 2025 Black Girl Picnic

Millennials: 40% of attendees
Gen X: 25% of attendees
Gen Z: 25 % of attendees
Baby Boomers: Less than 10% of attendees

97.7% of polled attendees reported feeling that meaningful connections were made.

86.4% of polled attendees reported feeling that the event emphasized mental health and wellness.

MEET THE ORGANIZER



Torie Anderson-Lloyd is the visionary organizer behind the Black Girl Picnic, an empowering community gathering dedicated to celebrating and uplifting Black women in Detroit. As a DPSCD educator and community advocate, Torie is deeply committed to fostering spaces that promote wellness, literacy, and cultural affirmation. With a passion for building connections and driving impactful change, she combines her expertise in education with her dedication to advocacy, creating programs and initiatives that inspire and transform lives.

SCAN ME

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