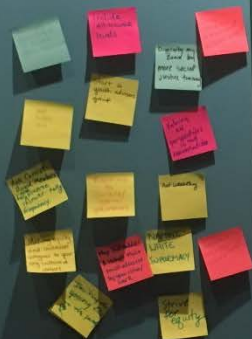


Diversity POWER



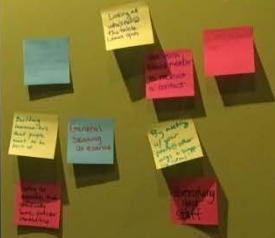
Diversify Your Board By:



Diversify Your Donors By:



Diversify Your Fundraising Methods By:



Diversity = POWER

A collection of thoughts and ideas from fundraising leaders at AFP Advancement Northwest 2017.

Diversify Your Board By:

Diversify Your Donors By:

Diversify Your Fundraising Methods By:



THE ALFORD GROUP

Diversify Your Board By:



Diversify Your Board By:

- Mapping stakeholders and including those most affected by your issue/work
- Inviting the young 20s to the party
- Making equity and inclusion integral to your organizational culture and values
- Not wealthy
- Asking current board members for new, diverse recruits – tally frequency
- Valuing all perspectives in the conversation
- Diversifying the board by more social justice training
- Starting a youth advisors group
- Chief Diversity Officer
- Being intentional in reaching out to diverse prospects
- Including all income levels
- Diversifying your board to match your constituents
- Strive for equity
- Diversity is not only income based



Diversify Your Donors By:

talent
Including
connections
Diversifying
Understanding
staff
gifts
diverse
communities
Valuing diversifying people
ethnicities barriers
Eliminating need
traditions



Diversify Your Donors By:

- Referrals
- Understanding cultural traditions of donors from diverse ethnicities
- Begin by diversifying your staff
- Diversifying partners in your work
- Eliminating barriers to access of your programs
- Outreach to diverse communities
- Including people who have connections to communities you need
- Valuing all gifts (money, time, talent)



THE ALFORD GROUP

Diversify Your Fundraising Methods By:



Diversify Your Fundraising Methods By:

- Diversifying your staff
- Meeting with your peers at other organizations and swapping ideas!
- Getting professional help
- Asking each board member to recruit a contact
- Facebook LIVE posts; free interaction with donors and prospects
- Talking to nonprofits that specifically serve particular populations
- General seating at events
- Building communities that people want to be a part of
- Looking at who is not at the table. Leave spots.
- Diversity shouldn't be a "program" but part of the culture of your organization



THE ALFORD GROUP