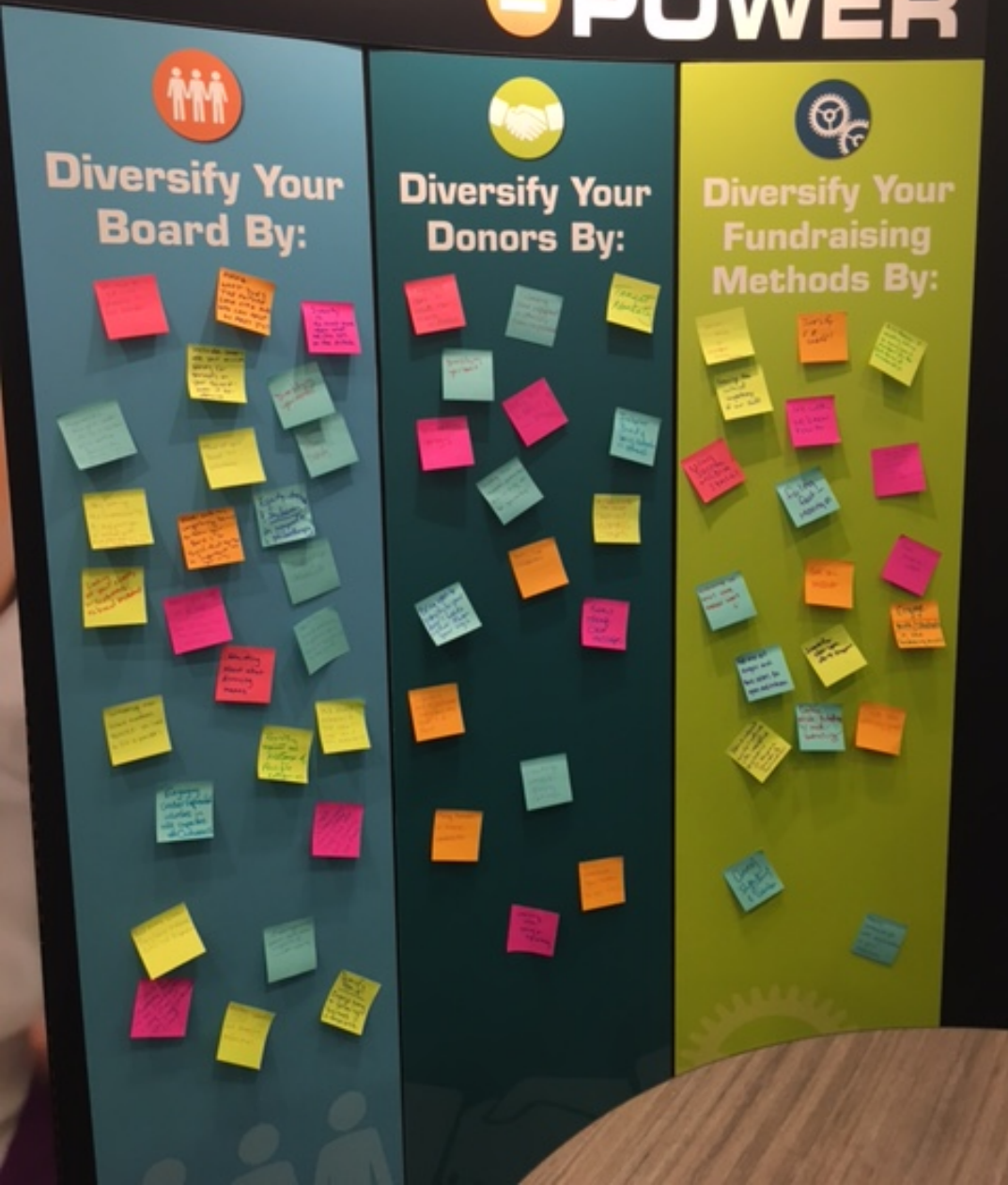


Diversity = POWER



Diversity = POWER

A collection of thoughts and ideas from fundraising leaders at the AFP International 2017 Conference

Diversify Your Board By:

Diversify Your Donors By:

Diversify Your Fundraising Methods By:



THE ALFORD GROUP

Diversify Your Board By:

- Approach a thought leader who is a member of a diverse community. If he/she can't be on your board, then ask for referrals
- Adding more females to our boards
- Ask yourself: What does the future look like and who can help us meet it?
- Diversity is so much more than what we can see on the outside
- Include someone your mission serves (or served) on your board, even if ex-officio
- Diversifying your donors
- Think of your board as volunteers
- Try asking the community to support you with in-kind gifts, more often than not, they are happy to help!
- Aggressively seeking diversity
- Equity, diversity, and inclusion
- Looking at your clients or customers as board members
- Have cultural competency trainings to train your board to signal that equity is important to your org
- Leadership councils
- Have your board do a self-assessment and look at who from the community is missing
- Cultivating new board members BEFORE you need to fill a position
- Educating about what diversity means
- Search for board members in places you haven't considered in the past
- Take board members to the "front lines" for a real experience
- Recruiting against a matrix of possible categories
- Check business news stories profiling rising stars that will diversify your board
- Add more women
- Encourage more senior male execs and experts to mentor women
- Create a leadership track to the board with rising stars on your young professionals board
- Engaging young and emerging professionals
- Engage young and upcoming business professionals



Diversify Your Donors By:

- Communicate your mission in NEW ways
- Inviting the young and up-and-coming
- Doing outreach in diverse communities
- Creating unique giving options
- Engaging donors to create new diverse relationships
- Expanding donor engagement in ethnically diverse neighborhoods
- Target marketing
- Diversifying your board
- Asking your clients to give. (Let's not assume that recipients of our programs won't or can't give)
- Inclusive brand and being authentic in outreach
- Calling them to share a new story
- Creating true corporate partnerships and not only ask for event sponsorship
- Unconventional messaging
- Build a relationship
- Being open to listening to your donors' needs rather than your organization's needs
- Have a strong, clear message
- Encouraging all to participate. Everyone's voice needs to be heard.



Diversify Your Fundraising Methods By:



Diversify Your Fundraising Methods By:

- Social media to engage young people
- Diversify fundraising staff
- Auto assign 3 existing donors to every board member for the full term of membership
- Being more culturally aware of donors and constituents
- Growing the cultural competency of our staff
- Using social media
- Failing fast and moving on
- Have diverse staff
- Listening to what your donors want
- Social media
- Engage youth/students in the fundraising process
- Diversify what you do and support
- Be open and inclusive. We are all unique and have values.
- Create donor affinity groups
- Attend relevant events and network with identified populations (Example: Hispanic Chamber of Commerce)
- Combine outside philanthropy with inside fundraising
- Diversify staff, board and volunteers
- Forming partnerships with organizations in your community

