



Raise[®]

2023

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Fired Up Board Fundraising with a DEIB Lens



THEBOARDPRO

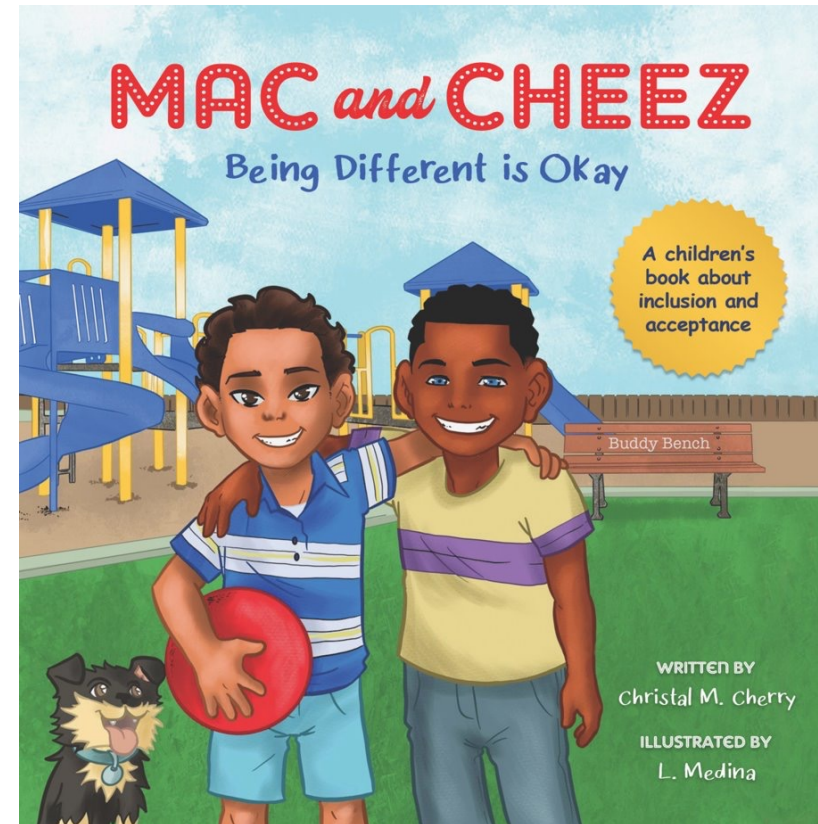
Christal M. Cherry



Trained Fundraiser
Board Consultant
Board Member
Volunteer/Donor
Super Mom
Native New Yorker
Breakfast lover
News junkie
Oldest sibling
Leo, born in August
Author



www.macandcheez.com





What is
Fundraising?

*In Your own
Words*



Fundraising is Action

- Fundraising is boldly and actively seeking financial resources to address a community need.
- Money is not raised; individuals give it.
- Money is not offered; one must ask for it.
- Money does not come in; someone must go get it.



Individual Donors

- 3 out of 4 nonprofits view individual donations as essential for their work.
- Small nonprofits (Budgets <\$500k), depend on individual donations. Many experienced decreased donations in 2020.
- Organizations with losses lost an average of 30% of total revenue and 7% of their paid staff in 2020.



Boomers Control the Mula

- According to a 2015 US News and World Report , the Baby Boomer generation controls roughly 70% of all disposable income.
- The older generations (Baby Boomers & the Silent Generation) are more likely to prioritize emergency relief nonprofits, while younger generations are more likely to prioritize children's charities. Generation X and Z are highly committed to animal-related causes.



Fundraising with Different Lens

The future of fundraising means reexamining our philosophies and practices, having meaningful and challenging conversations, and understanding our complicity in perpetuating the problems we are trying to solve.

It includes wrestling with the fact that our current development model is a form of white-moderation designed to help white people feel good about themselves and thus maintain the status quo. It includes a necessary evolution of our thinking and practices.



Setting the Tone

- 60% of fundraising is cultivation. To disrupt philanthropy, we need to build relationships with all people, including people of color.
- One size does not fit all. We must shift our fundraising channels, in messaging and language, and even in governance.
- We must also look at who's asking.



Look Who's Asking

- More than 70% of all fundraisers are female and 82% of all fundraisers are white. Less than 10% are People of Color.
- Average age 42.
- Many fundraisers suffer from white saviorism.
- They have yet to deconstruct their relationships with fundraising and the way that it overlaps with race and power.
- They have been complicit, silent, and inactive.



What
thoughts
does this
image
evoke?



Complicit Responsibility



“Thank God we have begun to own our complicity and power, choosing to be bold, and challenge established norms.

We have recognized that the way we do fundraising may be furthering the injustice we are trying to fight.

Centering the comfort of donors, most of whom are white, we perpetuate white saviorism, and inequity while allowing our donors to avoid confronting difficult realizations like the fact that wealth is built on colonization, slavery, and other forms of injustice. In order for our sector to achieve its mission of creating the world we want, we must ground our fundraising practices in equity, anti-racism, and racial and economic justice.”

CCF Questions for White Fundraisers

- How can you show up in a way that supports your BIPOC colleagues and create accountability in those moments that call for naming, questioning and exposing habits of white supremacy that appear in our work?
- How can you become more intentional in moving with empathy and accountability to have courageous conversations that invite donors to look at their approach to giving and see themselves in the work of anti-racism?
- How do you stop seeing yourselves as the “good” white people, separate from dominant culture and as people who don’t do this work?

Center Equity with an Anti-Racist Fundraising Culture

Adopt a new strategic plan that includes building an intentionally anti-racist organizational culture.

In the first year, have the board and the staff work closely to redefine what milestones and success could and should look like.

- Your goals should take on qualitative aspects and your organization's values should be apparent across your programs and activities.
- You may lose some long-time supporters who disagree with your strategic plan priorities, but new life will be breathed into other donor relationships which can yield more successful fundraising campaigns for your organization.

Add Equity in Your Fundraising Office

- Hire fundraisers of color (pay them fairly)
- Understand the social identities of your stakeholders (board members, volunteers, donors)
- Listen more and pitch less
- Learn the giving habits and motivations of donors of color (don't underestimate the importance of trust)
- Forge value aligned and authentic ways to engage with them
- Build projects that address concerns raised by donors of color
- Understand wealth gaps and how they impact exclusion



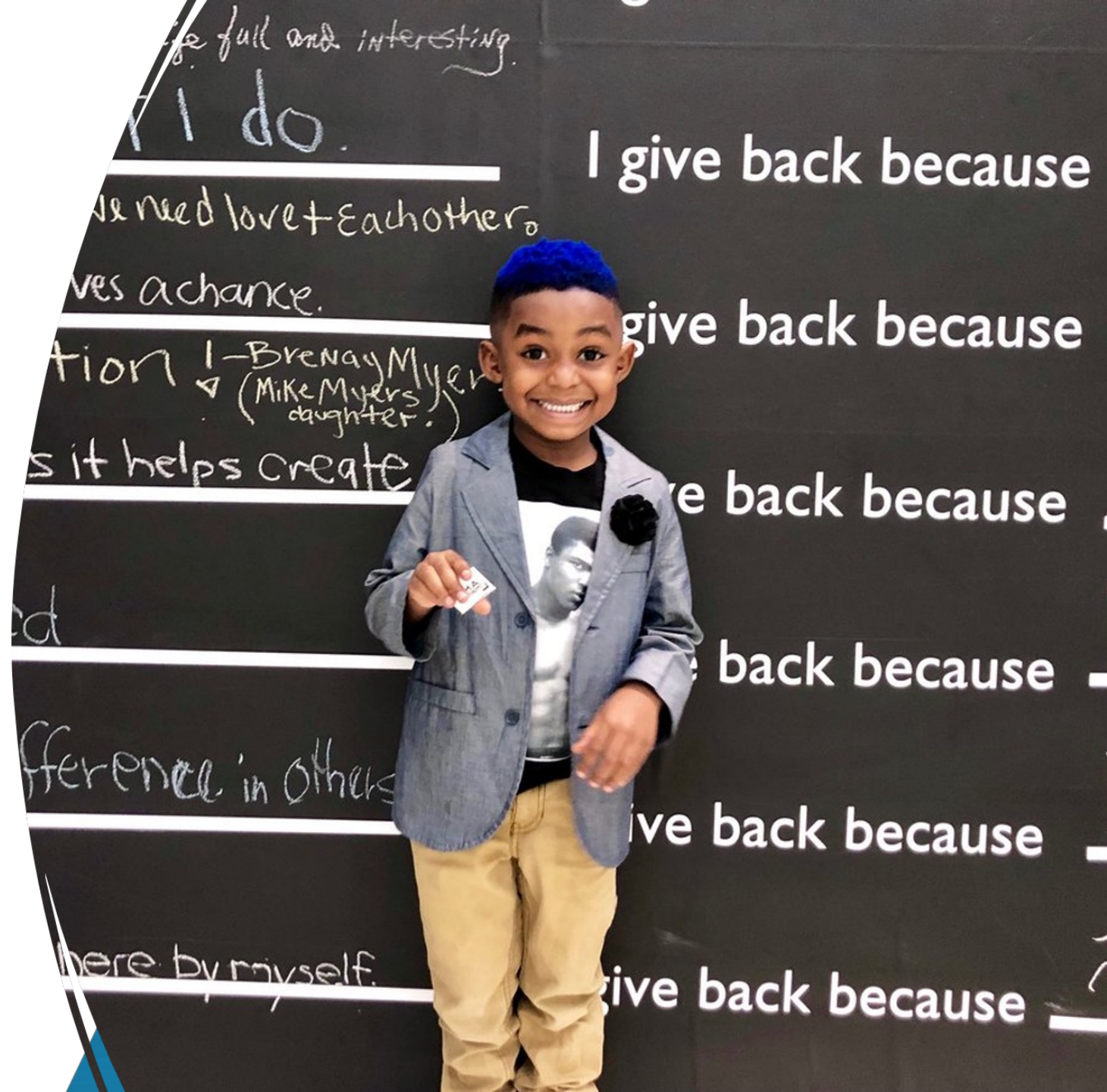
The Sad Truth

The typical White family has 8x the wealth of the typical Black family and 5x the wealth of the typical Hispanic family.

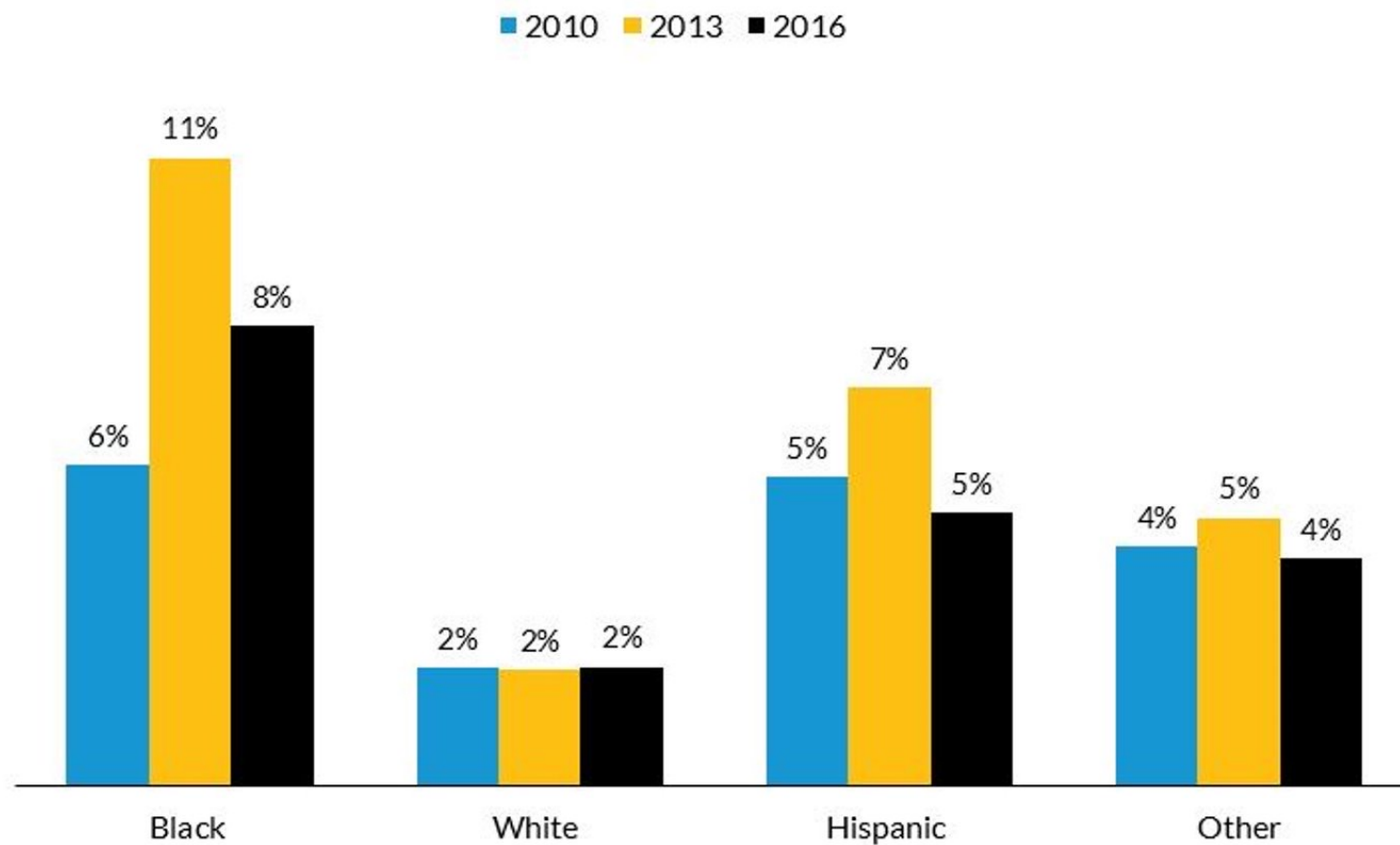


Dispel the Myth

Generosity persists across diverse households. We need to dispel the myth that generosity exists only in one type of donor — neither race nor economic status impact one's generosity or interest in philanthropy.



Charitable Giving as a Share of Median Family Wealth, 2010–16



Source: Calculations from Survey of Consumer Finances. Percentages are rounded to the nearest whole number.

Question

Has your organization re-written your strategic/ fundraising plan to center equity in your board recruitment, staff hires, and outreach to donors and volunteers? If not, what could that look like?



Fundraising is Failing People of Color

Organized philanthropy is not doing an adequate job of engaging non-white communities. In a number of studies, African American and Hispanic donors say they are solicited less frequently and would give more if they were asked more often.

**YOU CANNOT RAISE
MONEY FROM THOSE YOU
DO NOT SEE! (Hali Lee)**



Question

Do you understand the demographics of your donors and their motivations for giving, particularly donors of color?



Donors of Color Motivations for Giving

- Faith: Giving is linked closely with religious beliefs and traditions.
- Self-help: Philanthropy is an economic weapon to fight against racial oppression of the donor's racial or ethnic group.
- Reciprocity: Excluded from mainstream culture, they form their own communities to share economic reciprocity with one another.
- "Level the playing field": Most want to provide better pathways to success for younger generations, especially in terms of education.

Channels for Giving - Donors of Color

- Giving through small groups or personal connections: Distrust of mainstream philanthropic institutions has led Black and Hispanic communities to give directly to people they know. They also prefer to avoid paying nonprofit overhead costs.
- Giving through giving circles: Provide direct, local, and immediate ways for members of an ethnic community to fund other members of their racial community in need of assistance.
- Giving through online platforms: Social media and crowdfunding platforms provide ways for donors of color to give often and in times of crisis.
- To attract donations from diverse donors, your organization should deepen awareness and engagement of our changing ethnic identities and be aware of the needs and motivations of the children you serve.

More About Donors of Color

“POC donors often live in cross-class families and communities, where the impacts of the racialized wealth gap are very apparent. This fuels a fire towards upward class mobility and a desire for community uplift. Giving by these donors has unique features that emerge from the economic, historical, ethnic, and racial experiences of each community, and other features that are shared across ethnicity and race.”

Donors of color are a rising philanthropic asset for the nonprofit sector and seem especially responsive to being approached by fundraisers of color.



Latinx Donors

- 50 million in the U.S., 106 million by 2050
- Neglected demographic, accounts for lack of participation in conventional forms of fundraising
- Under-represented on boards. Representation is 3.5%
- 63% of Spanish speaking households gave in 2015
- A large portion of giving is reserved for giving to family members
- Major donors tend to give to Hispanic American organizations
- Latino households are more likely to have a generational history of giving traditions when compared to other ethnicities.



Black Philanthropy

- Contribute the largest proportion of their wealth to charity of all racial & ethnic groups since 2010, despite the equity gap
- 2/3 of AA households give yet 48% report incomes below \$50k per year. Total giving is \$11 billion per year
- > 30% give because of family tradition and to support their heritage and tradition
- 45% support by participating in social events
- 49% have made donations at the check-out counter
- 64% give because of their faith
- Many give because of the trust relationship they have with the person asking
- 1 in 5 say they would support more organizations if asked more often
- Black donors engage in major giving, with multiple Black families giving large gifts

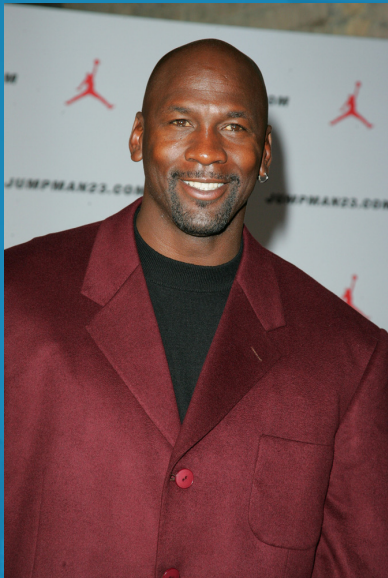


Engaging with Asian Donors

- 60% of donors are female
- 40% have a college degree
- 43% have a post graduate degree
- Technologically connected and willing to use alternate giving channels
- Plan and research giving in advance
- Emergency relief is a great motivation for giving
- Give to health (36%) and children's organizations (35%)
- Self-organize to support one another
- Are motivated to donate to causes that can stimulate a broader conversation on racial inequality



High Net Worth Donors of Color



- Most are first generation wealth creators
- Have personally experienced racism
- Grew up in cultures of giving that shaped their approach to money, generosity, and the sharing of resources
- Give generously to a range of causes and utilize varied practices in giving such as giving circles, donor advised funds, and community foundations
- Give at a higher proportion to social justice causes than their white counterparts
- They are betwixt and between, straddling multiple social, cultural and economic spheres
- Are not regular participants in philanthropic or political donor networks but belong to civic and professional networks

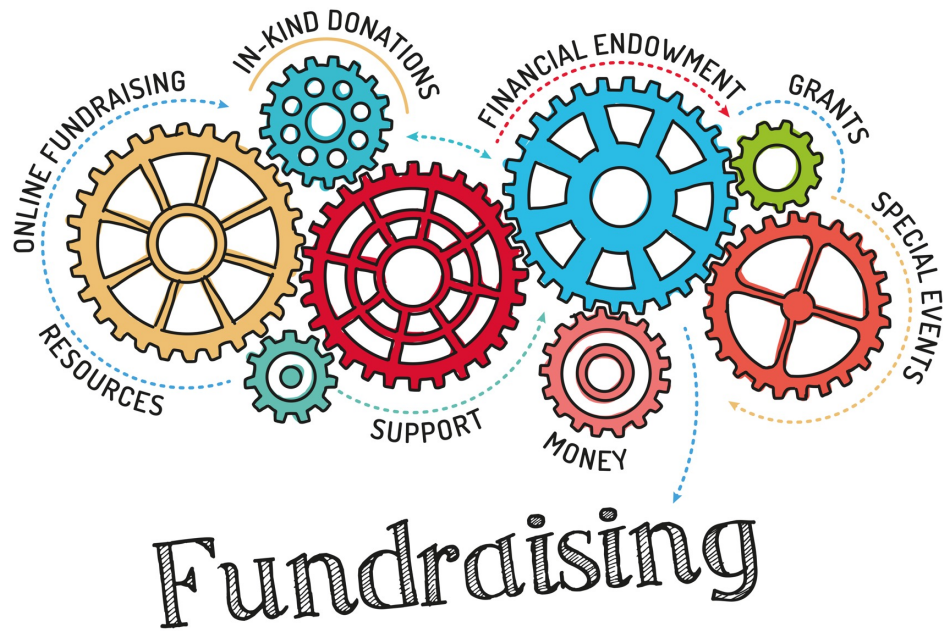
Philanthropy Always Sounds Like Someone Else, A Portrait of HNW Donors of Color (Lee, Vaid, Maxton)

Building Trust with Donors of Color



- Reassure them you understand their lived experiences
- Find allies of color who give you credibility
- Show up where they are – church, sporting events, radio, grocery stores
- Get spiritual and communal (use words like faith and community)
- Invite them into your world – tour the shelter or afterschool program with them
- Show them how funds invested support their communities (particularly families) (Use infographics, images and videos of people who look like them)
- Recognize them for engaging and giving
- Keep them in the loop after the event is over and the gift is received

Is Your Organization Fundraising Ready?



- Has the Case for Support been created and shared?
- Are there compelling stories for your board to share?
- Are the fundraising priorities clear?
- Is the ED committed to investing in the fundraising team or fundraising?
- Is technology used for efficiency in communicating with donors and accepting gifts?
- Are there ways for your board to engage without asking for money?

Why Do Boards Despise Fundraising?

- They don't know what fundraising really is
- Not equipped to talk about their organizations and why they need support
- Don't want to trespass on friends and families
- Fear of rejection
- Personal relationship with money



Board Challenges Re Fundraising

- Mission is muddy
- Lack of leadership and role models
- Poor communication
- Expectations are unclear
- Not Engaged – council not being used optimally
- Fundraising strategy is not defined
- Lack of training – not equipped to fundraise or advocate
- Misconceptions about fundraising
- Joy and fundraising never used in the same sentence



Fired Up Culture of Philanthropy

- Share Mission Moments
- Show Infographics with statistics
- Review talking points
- Know your “elevator pitch” of why you are involved
- Pair off and practice telling each other a personal memory. Set aside time in a council meeting to practice your storytelling abilities
- Take advantage of fundraising and outreach opportunities



Take the Fear Out of Fundraising

1. Change the language and the mindset
2. Tell success stories/give examples
3. Practice and role play
4. Provide tools and techniques

Before
They Ask,
Train
Them

Points of Pride (POP) Box

- Mission statement
- Case for support
- Annual report
- Compelling story/Points of Pride
- Practice making the ask
- Ask amount
- Staff Directory
- Stance on equity and inclusion



Points of Pride

- Our organization supports more than 40 affiliate programs cross the state
- Our values include compassion, collaboration, and accountability
- A child working with one of our volunteers is more likely to find a safe, permanent home
- Our 2,600 volunteers change children's lives every day
- A wise investment - one year of advocacy with our organization costs less than one month of foster care



Be Prepared Before You Ask



- Ask staff to support you
- Bring support documents (slide deck, brochure, annual report, videos)
- Prepare a suggested ask (should reflect your donor's abilities and past donations); aim high but be courteous
- Map out the conversation – anticipate rebuttals, highlight major points
- Create a backup plan – expect a “NO” or a negotiation
- Know your next steps – You may need to confirm a donation, send more information, and or defer to another visit. Ask how they'd like to be engaged

Create a Realistic Goal



Question

Are you centering Black, Indigenous or children of color in your stories and asking them what they want the world to know about them?



Compelling Story

- Your students, siblings and twins, Aiden and Andrea found themselves in danger of dropping out of college, a HBCU, their mom, a single parent lost her job during the pandemic. She relied on faith to get through their hardships
- Stressed out and depressed both struggled financially. This impacted their self-esteem, friendships and grades. They are the first to go to college in their family. Earning a quality education was a dream of their dad who died of cancer when they were in kindergarten.
- After receiving scholarships from our organization, they were both able to resume their classes.
- Today, Aiden is on the Dean's list and Andrea just earned a scholarship to experience a semester abroad.



- Serving on the board gives me an opportunity to support students like Aiden and Andrea. Because of our org they have bright and promising futures. Together we can continue to make a difference for thousands of students. Please give at abceduction.org.

Create a Touch Plan

Plan two touches per week for three months. A touch can be a phone call, email, social media post or a holiday card.

“With ABC organization YOU can be make a difference for students like Sandy, Akeem, and Lisa. Just a small gift of \$500 will help each them purchase a virtual book they need to pass chemistry.

Give at abceducation.org





Go Digital

- Peer to Peer
- Personal videos
- Selfies
- Virtual happy hours
- Infographics
- Personal stories
- Mission Walk or Run

Take A Selfie

I support Horizon House.
Trust Me! It is an
investment worth
making. Give \$500 here
www.horizonhouse.org



Sample photo for your board to post on social media



What Boards Should Remember About Fundraising

- Know why your organization's mission is important to you.
- You can be creative.
- You are not begging.
- You are aligning donor's priorities with organization's mission.
- You have the power to make change – have confidence.
- You get to shape this volunteer experience as a board member.
- Fundraising can be fun.





Note

By expanding your scope of who donors are and your relationships with them;

By prioritizing authentic relationships with folks different than you;

You can expand your networks and your organization to be reflective of your communities and envision a new kind of philanthropist and world.

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