

onecause®

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Let's Get Acquainted!

Share in the chat your name, location, and cause or organization, (and the weather in your area)!



onecause® | WEBINAR

Don't Close the Door on Your Donors:
Intentional Inclusivity
in Fundraising Events



Wednesday, October 9, 2024



Nikki DeFalco
Director, Partner Success
OneCause



Emily Newberry
Vice President, National Accounts
OneCause

Let's Get Started!

What's one or two words you hope describe how your guests feel when leaving your fundraiser?



Beyond the Webinar

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YOUR FEEDBACK MATTERS: WRAP-UP SURVEY

WIN: Amazon Gift Card
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Meet Our Presenters



Emily Newberry

Vice President, National Accounts

OneCause



Nikki DeFalco

Director, Partner Success

OneCause

Agenda

- Why Intentional Inclusion Matters
- Data from the Giving Experience Study
 - Involvement preferences for donors of varying demographics
 - Where diverse audiences learn about social giving events/campaigns
- Planning for Inclusivity
 - Marketing, onsite, the little things, follow-up
- Wrap-Up and Q&A

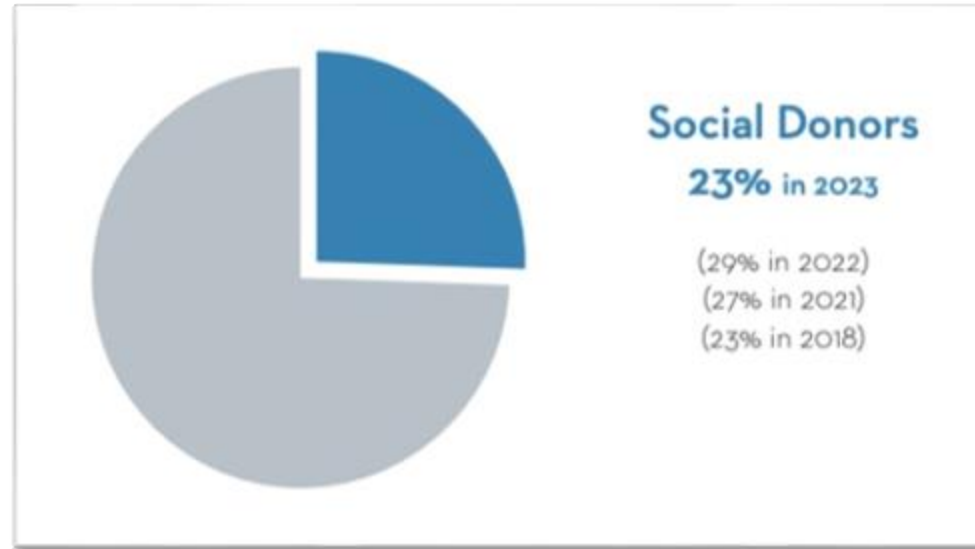




Why Intentional Inclusion Matters

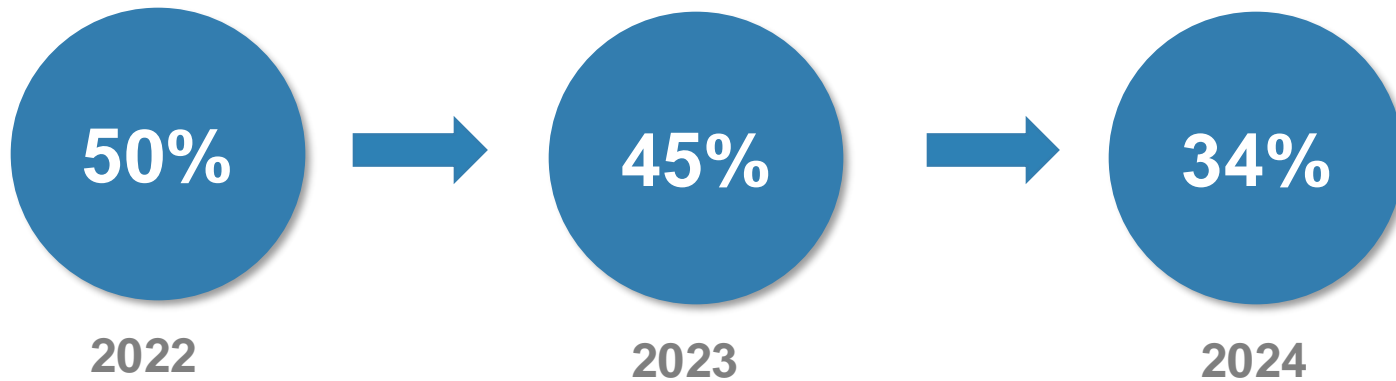
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Why It Matters



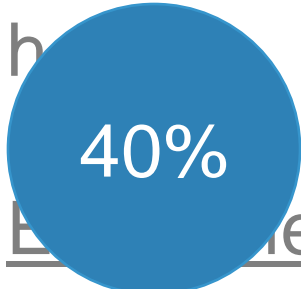
Percent of U.S. adult population that self-identifies as social givers, by year.

Percent of nonprofits who reported planning to hold hybrid events, by year.



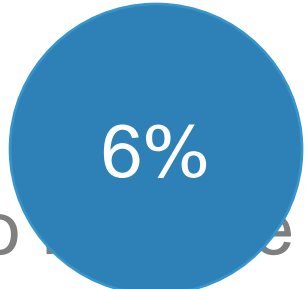
Why it Matters

Everyone – across varying backgrounds, identities, and abilities – deserves to feel valued, welcomed, respected, included, represented, and heard.



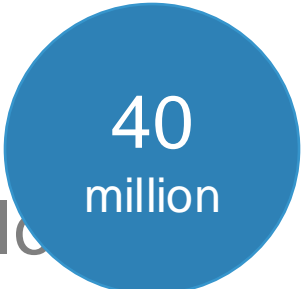
Everyone deserves to be able to be authentic, can contribute to the collective, and have a voice.

Racial and ethnic minorities



Everyone deserves to be able to be authentic, can contribute to the collective, and have a voice.

Identify as LGBTQ+



Everyone deserves to be able to be authentic, can contribute to the collective, and have a voice.

Have a disability



[birds chirp, tree leaves rustle]



@TheEvilChocolateCookie 2 weeks ago

This is probably one of the most beautiful things I have seen in a long time. The commercial itself was amazing, but the fact that they showed something made for accessibility is just... Words fail me. So often we are overlooked and made to feel like we're burdens on every single member of society ever. Not here. The feature they've described here is amazing. What the commercial doesn't necessarily show you is it does more than just humans and animals. Mine has also recognized electronic items and food. I used to struggle to take pictures because I never knew when things were in frame. This right here is a life changer. Maybe Apple refusing to help me was for the best. Now I have something like this. Thanks Google.



@javierkussrow 3 weeks ago

thanks a lot google, gut, smuggler, adam and all the fabulous team on that project. It was a big pleasure to be part of this



@ukekrazy1242 2 weeks ago

As a photographer with Low vision, this ad made me cry! This is so exciting! Good Job Google! 🙌



@haileylink 2 weeks ago

i'm a half blind 19 year old, lost my eye 2 years ago. i saw this commercial while watching the super bowl last night and just started crying. my biggest fear is my vision worsening in my only eye left and no longer getting to see moments like my children being born, getting married, making art and seeing the world. thank you google for making such a remarkable product and commercial that so perfectly shows the big and small moments that need to be captured.



@OcalaBrew 3 weeks ago

Two thumbs up from a legally blind woman who appreciates what you've done, Google! Thanks! 👍👍❤️



@AliciaNyblade 2 weeks ago

I've been visually impaired since birth. This, our community's existence being acknowledged in something as big as a Super Bowl commercial, was such a wonderful surprise. And the technology sounds great, too! Thanks, Google!

@KanawhaCountyWX 1 month ago

This is why as a blind person I intend to stick with pixel. This is one of many features on a long list that just keeps me coming back for more



@Am21Cards84 2 weeks ago (edited)

Re post Super Bowl airing of commercial: Very disappointed Google. Very disappointed. Initial props for having both a director and an actor who are blind, as well as Stevie Wonder.

However, you missed the point entirely by not airing the audio described video for everyone to hear/see, thereby decreasing access, especially for blind:visually impaired users. The open audio description also would have made more sense for sighted users as they would've had an explanation of why the commercial was the way it was, even including the text on the screen, and the commercial overall.

But instead of the audio descriptive video airing, this one played instead...

Open audio description would have made this single commercial enjoyable for everyone equally - during the same exact moment in time, without delay. Often, people with visual impairments have to find an accessible version (if it exists to begin with) sometimes at a much later date/time than the original airing.

[#DoBetterForEqualAccess](#)



@blythedemarko 2 weeks ago

Ever heard of nothing about us without us? Clearly not, since y'all made the piss poor decision of not airing this masterpiece with open audio description during the game itself last night when the exposure, and opportunity for educating and setting a new standard was positively massive. So many in the blind and low vision community were behind this, trusting that y'all were going to actually do the right and decent thing, but you let us down When you were just at the point of greatest impact and making history too. SHAME ON GOOGLE!!!

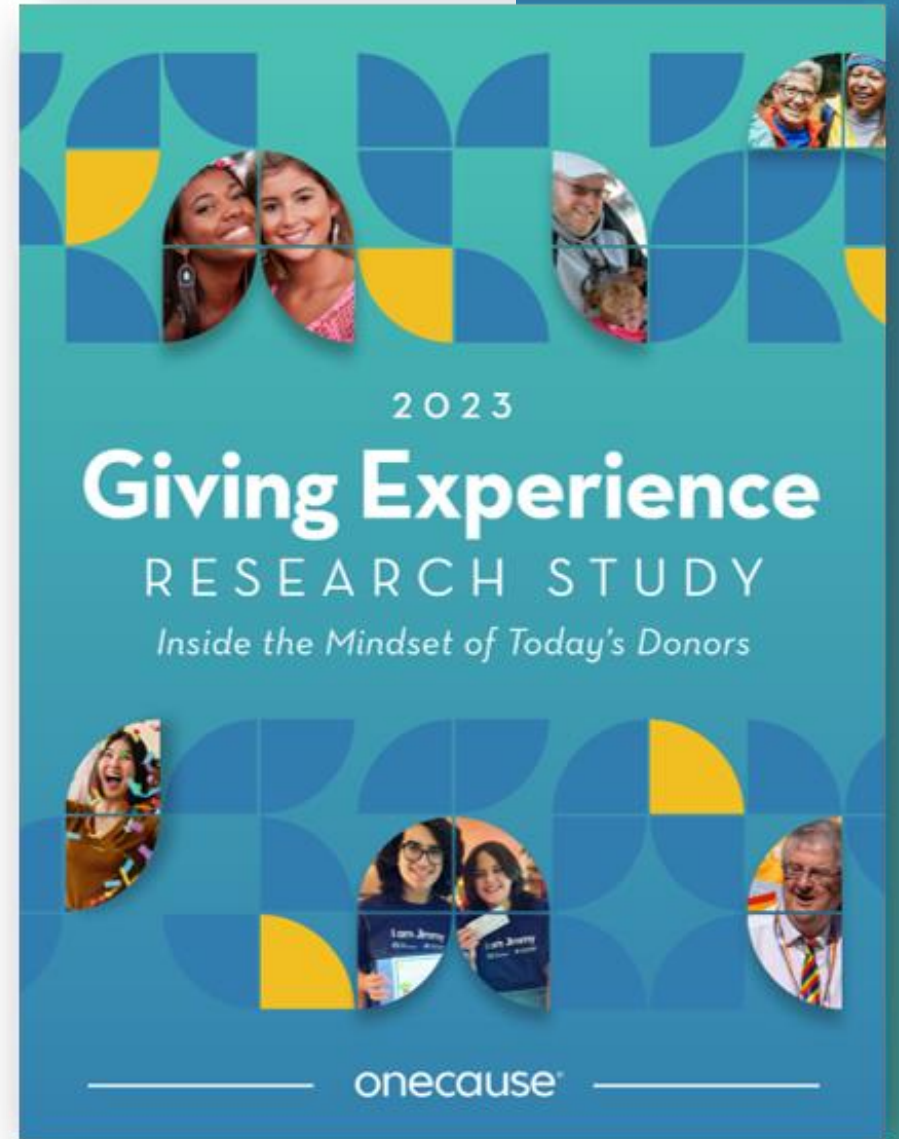


Set the Stage with Data

onecause®

Research

- 1,101 social donors
- Online survey with Edge Research
- Donors who supported an event, peer-to-peer campaign, occasion or giving day, challenge



Demographics

16%

Donors w/
Disabilities

6%

AANHPI

10%

Black

20%

Hispanic

13%

LGBTQ+

60%

White/Non-
Hispanic

	Gen Z (1996-2003)	Millennials (1981-1995)	Gen X (1965-1980)	Boomers/ Matures (Before 1964)
Percent of sample	8%	36%	26%	29%
Donated more money	50%	43%	32%	27%
Gave to more orgs	47%	47%	38%	28%
Donated in response to a current issue or need	36%	38%	29%	20%

Giving Ranges

	\$1-24	\$25-49	\$50-99	\$100-199	\$200-499	\$500-999	\$1,000-\$4,999	\$5,000-9,999	\$10-15k	\$15k+
AANHPI	5%	4%	3%	6%	16%	14%	40%	9%	-	2%
Black	7%	6%	7%	10%	21%	16%	18%	6%	3%	3%
Hispanic	4%	3%	6%	11%	18%	14%	29%	6%	4%	3%
White	2%	1%	4%	13%	18%	17%	29%	8%	4%	3%
Donors w/ disabilities	11%	3%	6%	13%	16%	17%	20%	7%	-	6%
LGBTQ+	7%	3%	9%	11%	16%	12%	25%	12%	2%	4%

Types of Support & Involvement

	AANHPI	Black	Hispanic	White	Donors w/ disabilities	LGBTQ+
Mutual aid	27%	26%	27%	22%	31%	23%
Donated or requested donations for a specific giving day/month	47%	48%	38%	25%	42%	33%
Donated or requested donations for an occasion (birthday or in memorial/tribute)	41%	31%	35%	37%	44%	36%
Donated or participated in a fundraising challenge	32%	28%	24%	23%	21%	24%
Donated directly to an organization	60%	46%	60%	77%	65%	61%

HOW Did You Learn About

	Family, Friend, Colleague	Work	Nonprofit Outreach	Ad	Celeb or Influencer
How did you hear about the last social fundraising event or campaign you gave to?	55%	16%	25%	18%	12%

How Did You Learn About...



Hispanic (25%)
AANHPI (23%) &
Black (20%) donors
were more likely to
hear about a social
fundraising event
through work.

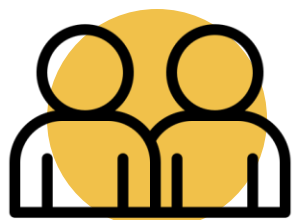


AANHPI (31%)
donors reported
hearing about an
opportunity through
advertising at a
higher rate.



AANHPI (24%)
Hispanic (19%) &
Black (16%) donors
were more likely to
hear about a social
fundraising event
through a celebrity or
social media influencer.

Where Did You Learn About...



Black (40%) donors were most likely to hear about a social fundraising event/campaign in person.




Black (21%), Hispanic (15%), and AANHPI (15%) donors were more likely to hear about a social fundraising event/campaign on a phone call.



AANHPI (39%) donors were most likely to hear about a social fundraising event/campaign on social media.



Black (11%) donors were most likely to hear about a social fundraising event/campaign on the radio.

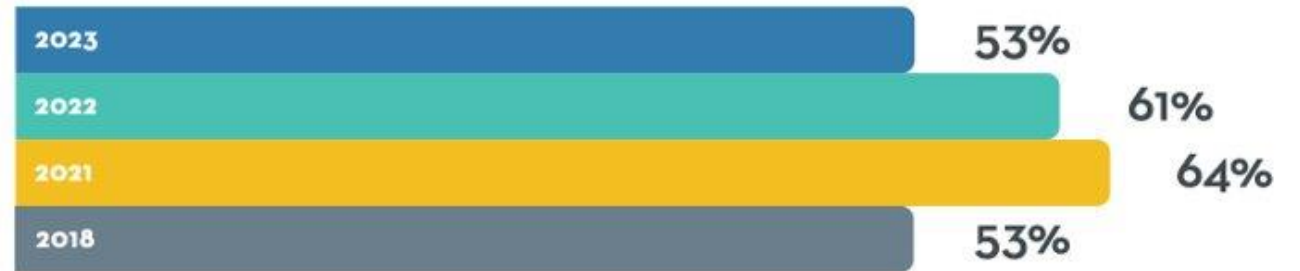


Planning for Inclusivity

Tips & Examples

Event Satisfaction

Percent of event donors who rated their experience as “excellent” over the years.



Your Planning Committee

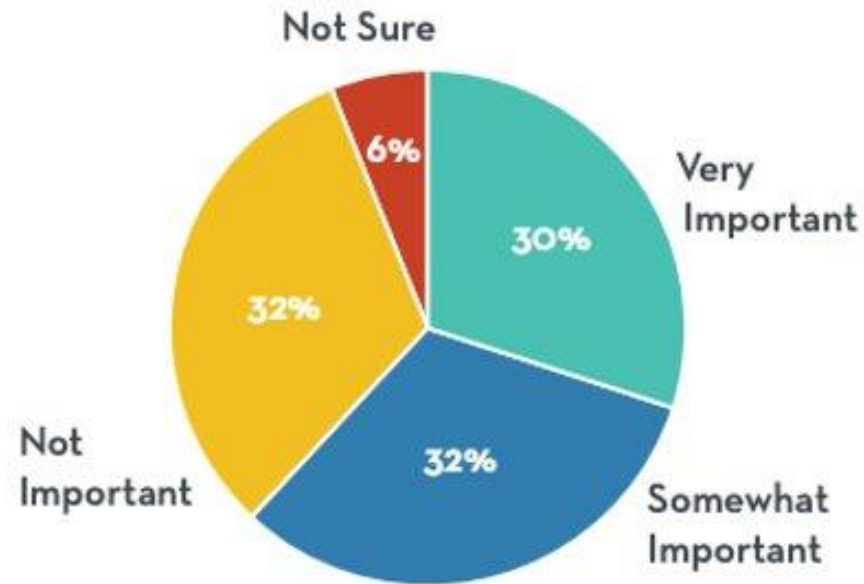


Diversity is being invited to the party ...

Inclusion is being on the party committee ...

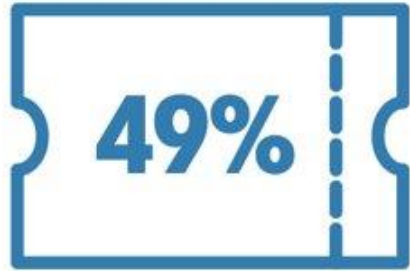


To VIP or Not to VIP?



When you are considering going to an event for a nonprofit or charitable organization, how important is it that there are different ticket options and packages (e.g., a standard or VIP experience)?

Ticket Options



of event donors were offered a VIP ticket/ experience



of event donors purchased a VIP ticket/ experience

	Donors w/ disabilities	Income \$200k+/yr	Millennials	City/urban	Men
Purchased a VIP option	49%	47%	42%	41%	34%

Our Commitment to Equity

We're proud to introduce our **Equity Ticket Pricing Initiative**.

Our goal is to remove financial barriers, and that includes making our events more accessible by providing a flexible ticket pricing option that allows guests to choose what fits within their budget.

Those who can contribute more help others attend a great event while expanding the Page Education Foundation's network of supporters.

Purchase Gala Tickets Coming Soon 

REMOVING VIP NAMING

Ticket Option Examples

SLIDING SCALE

Buy Tickets



Welcome Reception & Dinner Tickets

Includes access to the welcome reception with cash bar, the seated dinner and stage program.



Welcome Reception + Open Bar & Dinner Tickets

Includes access to the welcome reception with open bar, the seated dinner and stage program.

What's in a Name?



NOW

THEN



Dress Codes

The Dos and Don'ts of What to Wear to a Gala



It's not your typical night out on the town; it's *the* night out. Gala events have a more tailored guest list than your cousin's wedding (no shade) and are generally one of the most formal events you can ever attend. Dressing up for a gala isn't the same as dressing for your everyday life; it requires a different level of planning. You not only have to consider the event's dress code and the function's purpose, but then you have to layer that in with what you think you'll look good in and what falls within your budget range. Choosing what to wear to a gala isn't as glamorous

Dress Codes

Please join us! HRC encourages you to dress however you feel comfortable. Have fun with it! Whether that is black tie, festive or casual, the important thing is that you are there.



Shenanigans 2024

ST. MARTIN OF TOURS SCHOOL BENEFIT AUCTION

Saturday, March 16 6-11pm

Get your green on...

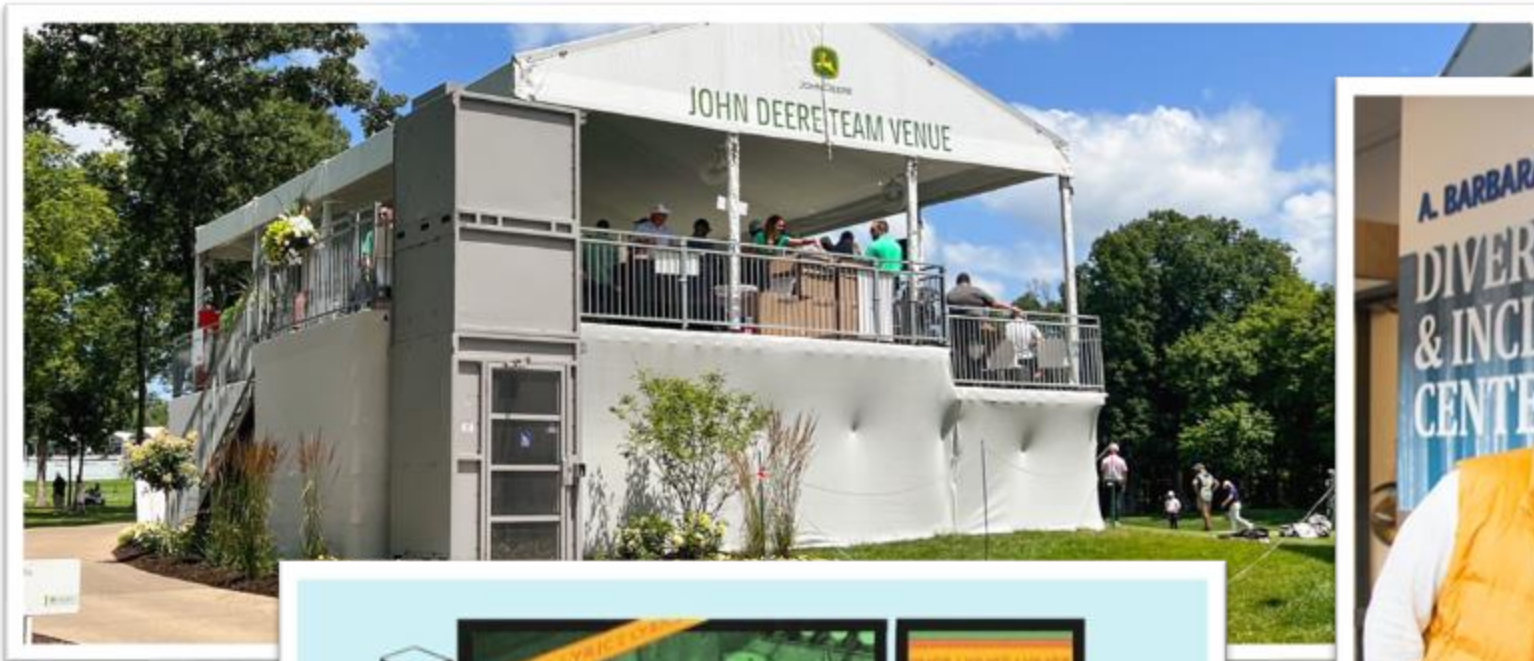
Dress fancy or dress casual just don't forget to wear green!

. A few highlights of the event:

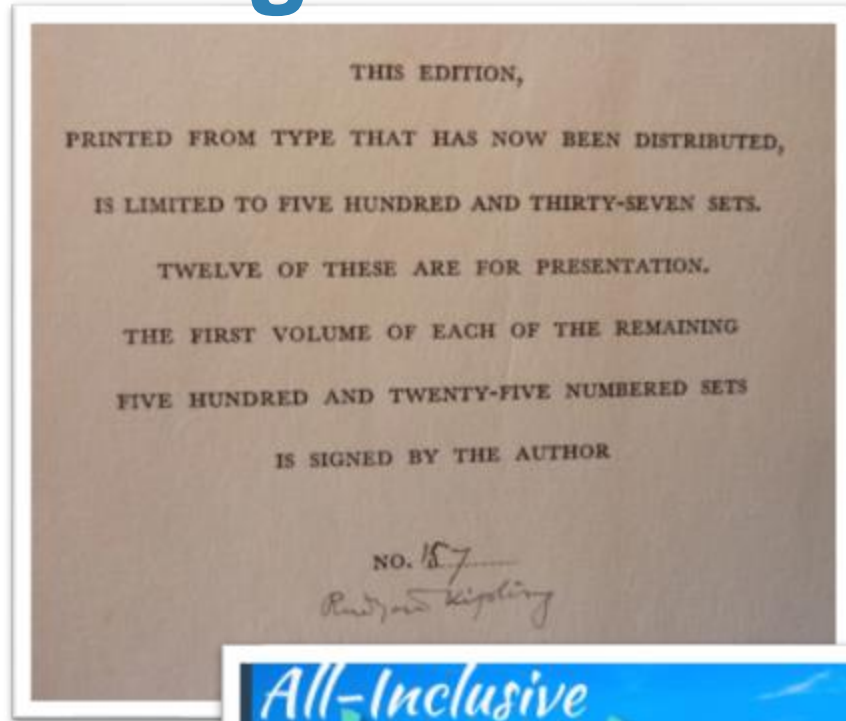
- Saturday, February 24th at 6pm
- River Spirit Casino & Resort
8330 Riverside Parkway
Tulsa, Oklahoma 74137
- Date night casual attire (jeans are perfectly ok)
- Silent & Live Auction



Location, Location, Location



Offerings: Auction Items



- Review your items against your audience make-up
- This is not the reaction you want from your supporters



Offerings: Auction Items



Baleen Basket

Donated By: BUECI



Value

\$250

Native Arts & Crafts: Baleen Basket with Ivory Carving Handle.
Made by local artist Sagvayuaq Rexford.

Salmon skin earrings with abalone porcupine

Donated By: Joe and Belen Cook



Value

\$180

Purchased For

\$295

Salmon skin earrings with abalone porcupine quills and seed beads. The artists are Alutiiq Angels.

Sourdough and Honey

Donated By: Golden Valley Electric Association



\$150

\$165

The best things in life are homemade bread and wild honey! This basket is ALL Alaskan - sourdough starter from Fairbanks, cookbook, handmade cutting board, artisan bread towel and wild honey from Delta.

In the Spotlight

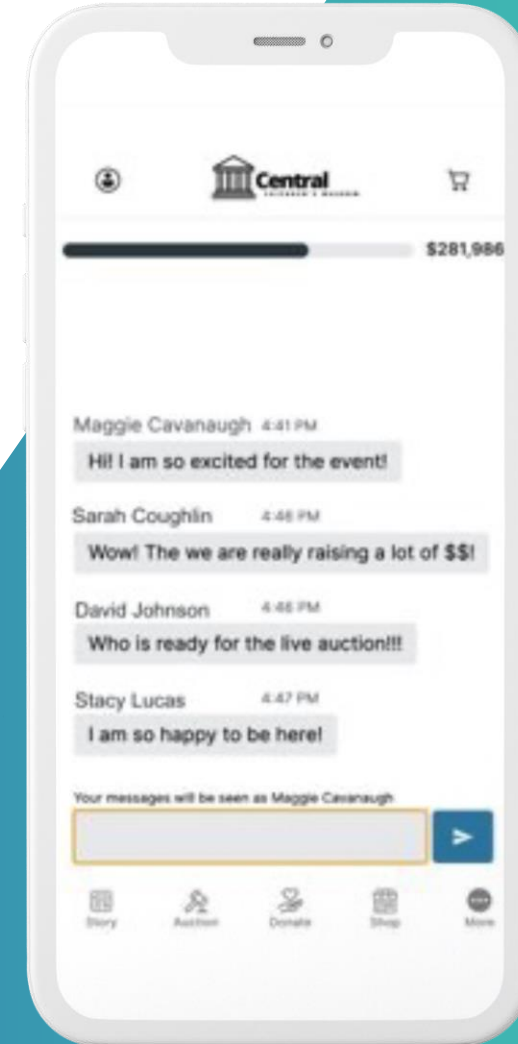


Your Technology

Your tech

- Virtual/in-person/hybrid capabilities
- Screen-reader friendly
- Accessible design

And consider listing a code of conduct/no harassment tolerated, etc. policy on your reg page





Inclusive Marketing

Tips & Examples

Marketing: Representation Matters



Marketing

REPRESENTATION MATTERS



In the new
'Little Mermaid,'
Black girls and moms
see themselves

Dariana Fleming, Devyn Coulson



"She's brown like me 🥰"



Marketing

CULTURAL SENSITIVITY



What This Means Today

Especially today, amid increased calls for racial inclusion and equity in our institutions, organizations, and public forums (as well as the COVID-19 pandemic's [impacts on Asian-American communities](#)), “Chinese auction” is an outdated term that many nonprofits are looking to replace.

We put together a few alternate terms that you can use in place of Chinese auctions.

Marketing

CULTURAL SENSITIVITY

Utah high school promotes fundraising 'jail event' with image of a Black boy behind bars

Advocates say the social media post should have been vetted and was insensitive to students of color.



We are deeply dismayed and disturbed by a recent incident that transpired at the several Walmart locations. It has come to our attention that a black employee was subjected to a demeaning and insensitive display, where they were placed in a makeshift "jail" with signs urging customers to "bail" them out by reaching a donation goal of \$50, with the funds intended for a Hasbro Children's Hospital.

Marketing: Language Diversity

[Please click the button below for a map of parking areas and a parking pass.](#)

Download Map & Parking Pass

Download Event Flyer (English)

Download Event Flyer (Spanish)



El Paso Center for Children
EST. 1919

KICKIN' ASPHALT
El Paso Center for Children

¡escanéame!

Sábado, 1 de abril

CARRERA DE 5 KILÓMETROS Y CAMINATA DE UNA MILLA

ENTRETENIMIENTO

Detalles

- Ubicación: Ascarate Park Pavilion
- Hora: 5:00-10:00 pm
- La carrera comienza a las 6:00 pm

Registración

¡Camiseta de carrera para los primeros 300 registrantes!

- Adultos: \$30
- Militares/menores de 18 años: \$25
- Descuento de \$5 para equipos (10 o más)
- Inscripción el día de la carrera: \$35

- Música en vivo
- Degustación de vino y cerveza
- Exhibición y venta de arte
- Camiones de comida
- Vendedores de artesanías
- Brinca-brinca
- ¡y mucho más!

PRESENTACIÓN ESPECIAL:
surVIVArT:
Exhibición y venta de arte en honor a nuestros clientes y la resiliencia del espíritu humano

Patrocinio o registro: epccinc.org/events

Evento **GRATUITO** para el público -- ¡Únete a la diversión!

¡Unidos con las familias para crear un futuro mejor! • epccinc.org • 915.565.8361

Marketing

ENGAGE & AMPLIFY VOICES

By obtaining the Diversity Scholarship, I know that I will be able to alleviate a small portion of the fears and stereotypes that minorities experience when seeking medical treatment...

Receiving the Diversity Scholarship has helped lessen the financial burden placed upon me and my family. I can continue to help pave the way for those in underserved communities to reach their goals and dreams...

Latrenda Garner
Diversity Scholarship Recipient
Joint MSPAS/MPH Program
Class of 2022

Kia Yang
Diversity Scholarship Recipient
Joint MSPAS/MPH Program



Inclusivity Onsite

Tips & Examples

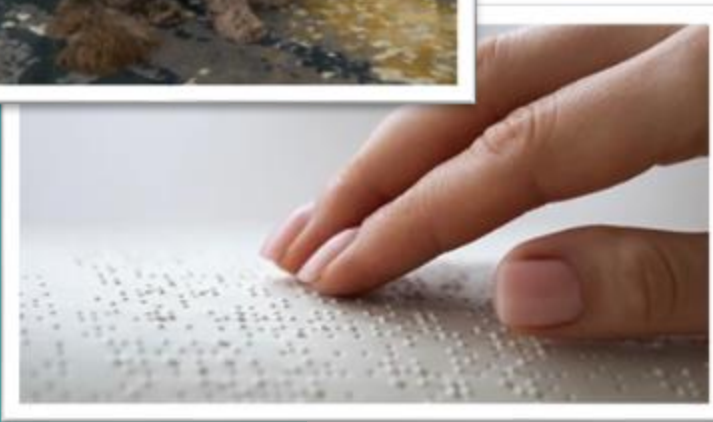
Volunteers & Staff



Details Matter



Accessibility for All



Accessibility: Inclusivity In Action

See How This Nonprofit Is Making Events More Accessible and Inclusive

From sensory-friendly concerts to on-site ASL interpreters to audio descriptions at events, Accessible Festivals is working to ensure *no one* has FOMO.

Presented by [Accessible Festivals](#) and [ArtsQuest](#), a local nonprofit organization providing access to art, culture and educational programs, the event is designed to be, as the name would suggest, all inclusive—from the use of sensory-friendly music to a menu that accommodates dietary needs.

Since some folks may process sensory information differently, an environment like this takes into account any elements such as music volume and crowd size that can be overwhelming and offers visual, auditory, cognitive, physical and sensory accommodations.



Accessibility: Inclusivity In Action



Snow White & the 7 Littles

Written By: Stephen Tyler Davis

Snow White is not waiting for a knight in shining armor! She's much too busy working to provide clean water for the Littles and all the creatures of the Nysland Woods. But when her mission is halted by the jealous Queen and her magic mirror, Snow will need the help of her forest friends to save herself and the entire village. Can the Littles rescue her in time, or will the Queen's vanity reign supreme? Find out in this new twist on a classic about kindness, community, and the true meaning of beauty. Written by Stephen Tyler Davis, Huntsville native, and Fantasy Playhouse Alumni. Suitable for all ages.

Please select a performance

● Fri, Feb 17th, 2023 at 7:00 pm

● Sat, Feb 18th, 2023 at 10:00 am

Sensory Performances make space for audiences with special access needs. Visual and sound effects are lowered, fidget toys are distributed, and house lights stay dimly lit to accommodate first time patrons on the autism spectrum.

● Sat, Feb 18th, 2023 at 1:00 pm

● Sat, Feb 18th, 2023 at 6:00 pm

● Sun, Feb 19th, 2023 at 1:00 pm

● Sun, Feb 19th, 2023 at 6:00 pm

Back



Does your menu of experiences and events, offer equity in the ability for audiences of importance to participate?



Inclusive Follow-Up

Tips & Examples

Post-Event: Comms & Debrief

How satisfied were you with the following aspects of our event ?

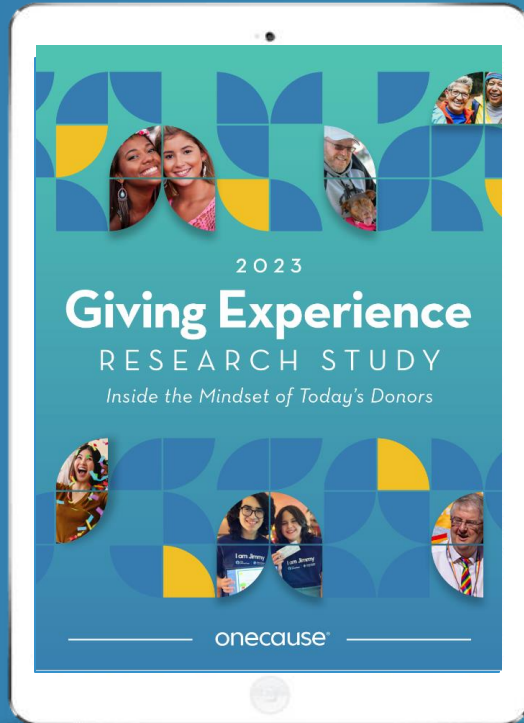
	Very dissatisfied	Somewhat Dissatisfied	Somewhat satisfied	Very satisfied
Registration Process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Location	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Refreshments	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Presenters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Event Timings	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>



Wrap-Up

- Review the data covering preferences of varying demographics and use it in your planning. Be sure to ask your supporters and those you serve.
- Inclusion and accessibility start before your event with marketing, planning, and venue selection.
- Choose technology that boosts accessibility
- Shamelessly borrow ideas from other nonprofits. We're all here to help each other succeed!

Access to Full Findings



**DOWNLOAD
2023 GIVING EXPERIENCE RESEARCH**

<https://www.onecause.com/ebook/2023-giving-experience-study/>

Resources & References



[2023 Giving Experience Study](#)

[Human Rights Campaign Resources for Equality & Inclusion](#)

[Javier in Frame Google Pixel Commercial](#)

[OHSU Evolving Inclusive Language Guide](#)

[Event Accessibility Resource from Cornell University](#)

[Event Accessibility Planning Guide](#)

[7 Translation Tools and Services for Nonprofits and NGOS](#)

[Stat: 28% of Gen Z adults identify as LGBTQ+](#)

[13 Sites to Find Diverse Stock Photos](#)

A group of diverse people, including men and women of various ages and ethnicities, are walking together outdoors. They are dressed in casual attire like t-shirts and jeans. The scene is overlaid with a teal gradient, and the text 'Q&A' is centered in white.

Q&A

Upcoming Webinars

Registration is Now Open!

“This was one of the best webinars that I’ve attended. I love that it was super practical and not sales-pitchy!”

“Thank you for sharing a ton of invaluable information today. I am writing a report to share with my team!”

“This was seriously one of the best webinars that I have attended. It was relevant, packed with great information, lots of energy, and lots of great questions from the attendees.”

onecause® | WEBINAR

Mastering Relationship-Driven Fundraising:

A Step-by-Step Guide to Cause Selling & Database Integration

Jack Alotto MA, CFRE
Trainer, Fundraising Academy
National University

Jarrett R. Ransom, MBA
Trainer, Fundraising Academy
National University

Thursday, November 7, 2024

CFRE

onecause® | WEBINAR

Using Actionable Data to Amplify Fundraising Success

& Boost the Joy of Giving

Lee Ernst
Chief Executive Officer
JGA

Thursday, November 14, 2024

CFRE

★ on air ★

Raise[®]
N A T I O N

★ since 2021 ★

CELEBRATING

150

EPISODES

Raise Nation Radio

The Podcast for Fearless Fundraisers



Thank you!

Fundraising Software
to Raise and Reach More



onecause®

Full participation in Don't Close the Doors on Your Donors: Intentional Inclusivity in Fundraising Events presented by OneCause for 1.0 points in Category 1.B – Education of the CFRE International Application for initial certification and/or recertification.

Recording and presentation slides will be emailed to all webinar registrants.



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