

BIENVENUE
FÁILTE
UDVÖZLET
TERE TULEMÁST
WELKUM
SWAGATHAM
CROESO
DALAL AK DIAM
BINVIGNUT
ONGI ETORRI
KYO TZO PA EIT
SOO DHAWAW
WELKOM
VÄLKOMMEN
BI XER HATI
KARIBU
NAL-VARRAVU
SVEIKI ATVYKĖ
SELAMAT DATANG

RAHIM ITEGEZ
KHUSH AMDEED
DOBRODOSEL
KHOSHUMADI
BAROUKH HABA
DEGEMER MAD
HAERE MAI
BENVIDO
MIRÉ SE VINI
TOS TXAIS
E KOMO MAI
DOBRODOSEL
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SWAGATA
BENVENGUTS
UDVÖZLET
EGUAHÉ PORÁ
GRATUS MIHI VENIS
KARIBU
SWAAGA
AMREHVA YSSWÉNE
ULIHELISDI
JUS HOSGELDINIZ
KUHAKARIBISHA
歡迎
MARSHA VOG YLA
AMREHVA YSSWÉNE
DALAL AK DIAM
RAHIM ITEGEZ
HUSH KELIBSIZ
DOBRODOSEL
BONAVINUTA
MIKOUABO

BON BINI WITAJ
KYO TZO PA EIT
BIENVENUE
SOO DHAWAW
بني حرت
BENVEGNŪO
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DOBRODOSEL
TONGA SOA
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BHALI KARAY AAYA
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добро пожаловать
VITAJTE
NODÉ
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MALO E LELEI
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EDI as an Imperative in Stakeholder Engagement and Fundraising

WEBINAR TOPICS

EDI as an Imperative in Stakeholder Engagement and Fundraising

CREATING A CULTURE OF INCLUSION AND PHILANTHROPIC PARTNERSHIP

- Moving from awareness to action to create sustainable behavioral change
- Assessing where your organization is in its EDI journey

RECRUITING AND RETAINING A DIVERSE TEAM

- Start with the “why?”
- Be candid and honest

FUNDRAISING AND VOLUNTEER ENGAGEMENT

- Identifying and engaging all stakeholders and donors

An Inclusive Culture

ASPEN LEADERSHIP GROUP

- Defining equity, diversity, and inclusion
- Inclusion makes equity and diversity count

Awareness to Action

SHAPING YOUR PHILANTHROPIC CULTURE



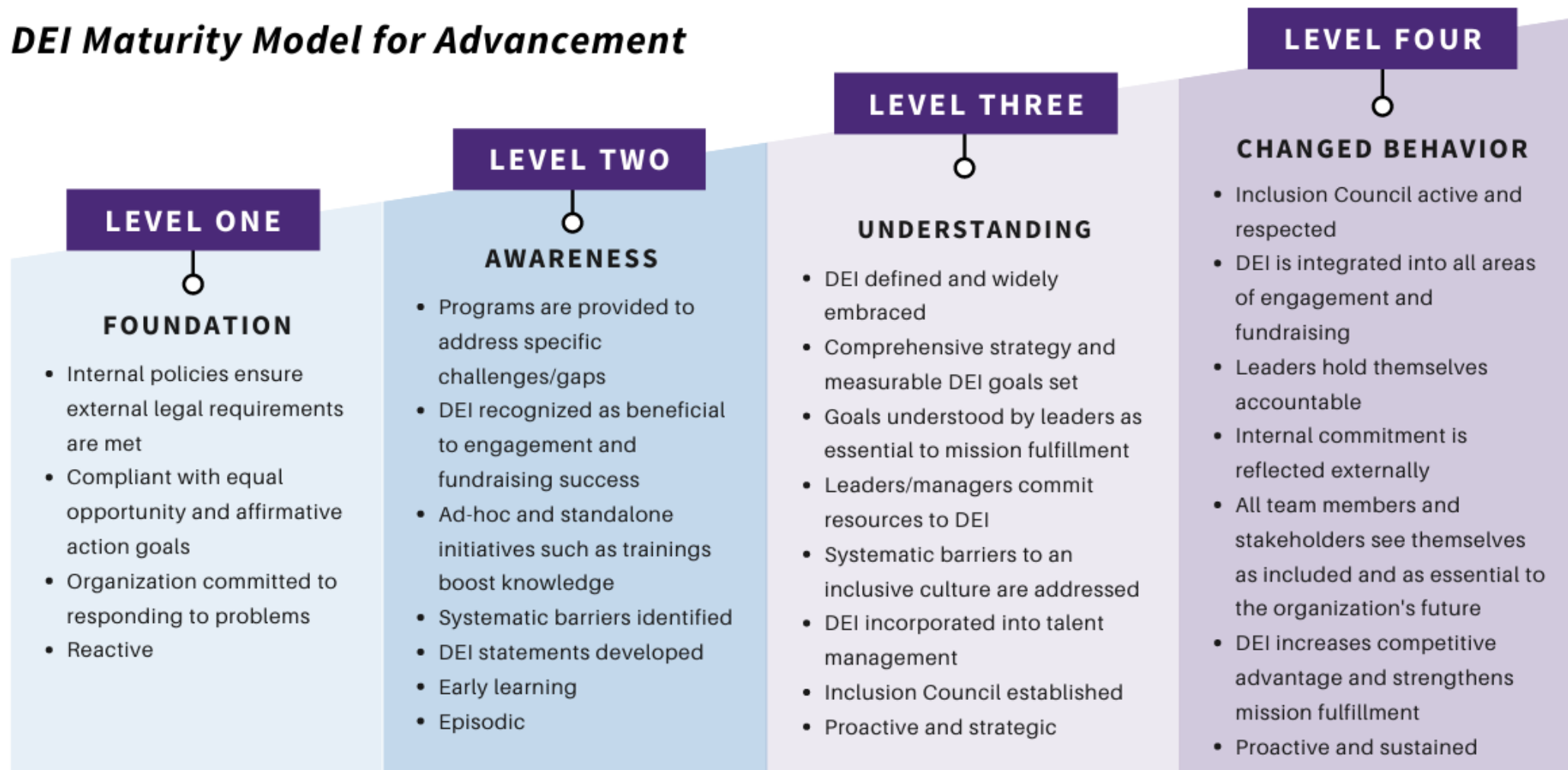
AWARENESS-ACTION GAP: BOARDS

- 90% of nonprofit CEOs are white (awareness)
- 90% of nonprofit board chairs are white (awareness)
- 22% overall have done an EDI audit (assessment)
- In the 27% of organizations with 100% white boards:
 - 62% of these have leaders who say racial diversity is important (awareness)
 - 10% say demographics are a priority in recruitment (action)

AWARENESS-ACTION GAP: ORCHESTRAS

- 94% of orchestra EDs/CEOs are white (awareness)
- 12% of orchestras have done a diversity audit and have a diversity plan (assessment)
- 32% have a recruitment plan designed to promote equality (action)

DEI Maturity Model for Advancement



COMPLIANCE



TIME

CULTURE CHANGE

Philanthropic Partnership

Apply inclusion to stakeholders: take time to assess how donors and other stakeholders view the organization

POLL

Where is your organization right now, in terms of EDI Maturity?

- We are compliant, and we respond to problems as they arise (reactive)
- We have episodic training in EDI, and most are aware of the importance of EDI in our organization (episodic)
- Measurable EDI goals have been set, our leaders are committed, and resources have been allocated (strategic)
- All team members and stakeholders feel included, and EDI has increased our stakeholder engagement and fundraising results (sustained)

KEY TAKEAWAYS

EDI as an Imperative in Stakeholder Engagement and Fundraising

CREATING A CULTURE OF INCLUSION AND PHILANTHROPIC PARTNERSHIP

- Moving from awareness to action to create sustainable behavioral change
- Assessing where your organization is in its EDI journey
- Knowledge is not enough: awareness needs to lead to action.
- Assessment of EDI maturity provides a basis for the setting of measurable goals. Include diverse stakeholders in the assessment process.

Diversity, Equity & Inclusion IN RECRUITMENT AND RETENTION

ASPEN LEADERSHIP GROUP

Start with the “Why?”

EDI is a moral imperative
and an engagement and
fundraising imperative

Communicate honestly,
and be vulnerable

PANEL DISCUSSION

What are the engagement and fundraising imperatives for EDI in your organization, given your mission?

KEY TAKEAWAYS

EDI as an Imperative in Stakeholder Engagement and Fundraising

RECRUITING AND RETAINING A DIVERSE TEAM

- Start with the “why?”
- Be transparent
- Effective recruitment and retention require articulating EDI as an engagement and fundraising imperative and communicating honestly with candidates, staff, and stakeholders. Be willing to fail forward.

Inclusive Engagement & Fundraising

ASPEN LEADERSHIP GROUP

**What are research and donors
telling us?**

Developing inclusive strategies

DONORS

What are research and donors telling us?

- Changed and changing demographics
- Diverse potential donors have been there all along, but not included
- Passion, partnership, involvement
- Impact

INCLUSIVE STRATEGIES

Adaptations

- Identification: Prospect Research
- Cultivation: Donors have Objectives Too!
- Seek the voice of your diverse donors and other stakeholders

Meeting Donors as They Prefer

ASPEN LEADERSHIP GROUP

Engaging all potential donors involves applying inclusion in all stages of the fundraising process: one size fits all never worked, and it won't work now

Some “best” practices need to be better

KEY TAKEAWAYS

EDI as an Imperative in Stakeholder Engagement and Fundraising

FUNDRAISING AND VOLUNTEER ENGAGEMENT

- Identifying and engaging all stakeholders and donors
- Changed and changing demographics require new strategies for prospective volunteer and donor identification.
- A more diverse donor population requires better practices that incorporate diverse donor motivations and objectives.

SUMMARY: KEY TAKEAWAYS

EDI as an Imperative in Stakeholder Engagement and Fundraising

-
- Knowledge is not enough: awareness needs to lead to action.
 - Assessment of EDI maturity provides a basis for the setting of measurable goals. Include diverse stakeholders in the assessment process.
 - Effective recruitment and retention require articulating EDI as an engagement and fundraising imperative and communicating honestly with candidates, staff, and stakeholders. Be willing to fail forward.
 - Changed and changing demographics require new strategies for prospective volunteer and donor identification.
 - A more diverse donor population requires better practices that respond to different donor motivations and objectives.

What can I do, starting today?

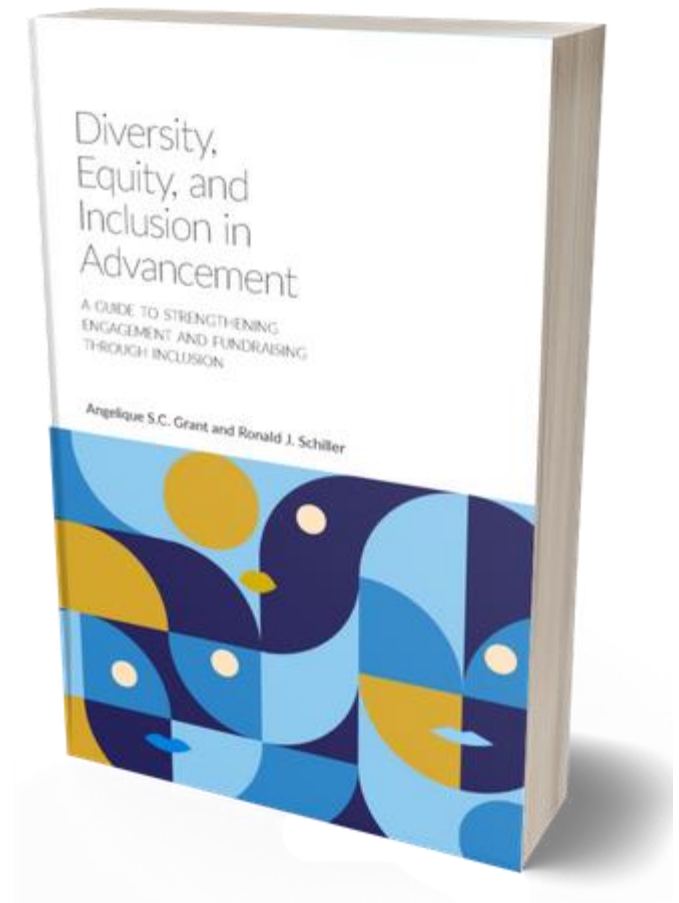
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- Ask staff and volunteers for candid feedback on where our organization is on the DEI maturity model.
- Define engagement and fundraising imperatives for EDI – what stakeholders are we excluding?
- Identify perspectives we are missing, on our staff and on our volunteer boards, such that we are unable to identify our blind spots.
- Which of our practices in engagement and fundraising should be reexamined, to assess whether better practices—practices informed by our awareness and assessment of EDI—are needed?

EDI in Advancement

Diversity, Equity, and Inclusion in Advancement: A Guide to Strengthening Engagement and Fundraising Through Inclusion

By Angelique S.C. Grant and Ronald J. Schiller



Q & A

Panel Discussion