

ak.

DIVERSITY • LEADERSHIP • EQUITY

I'm speaking!

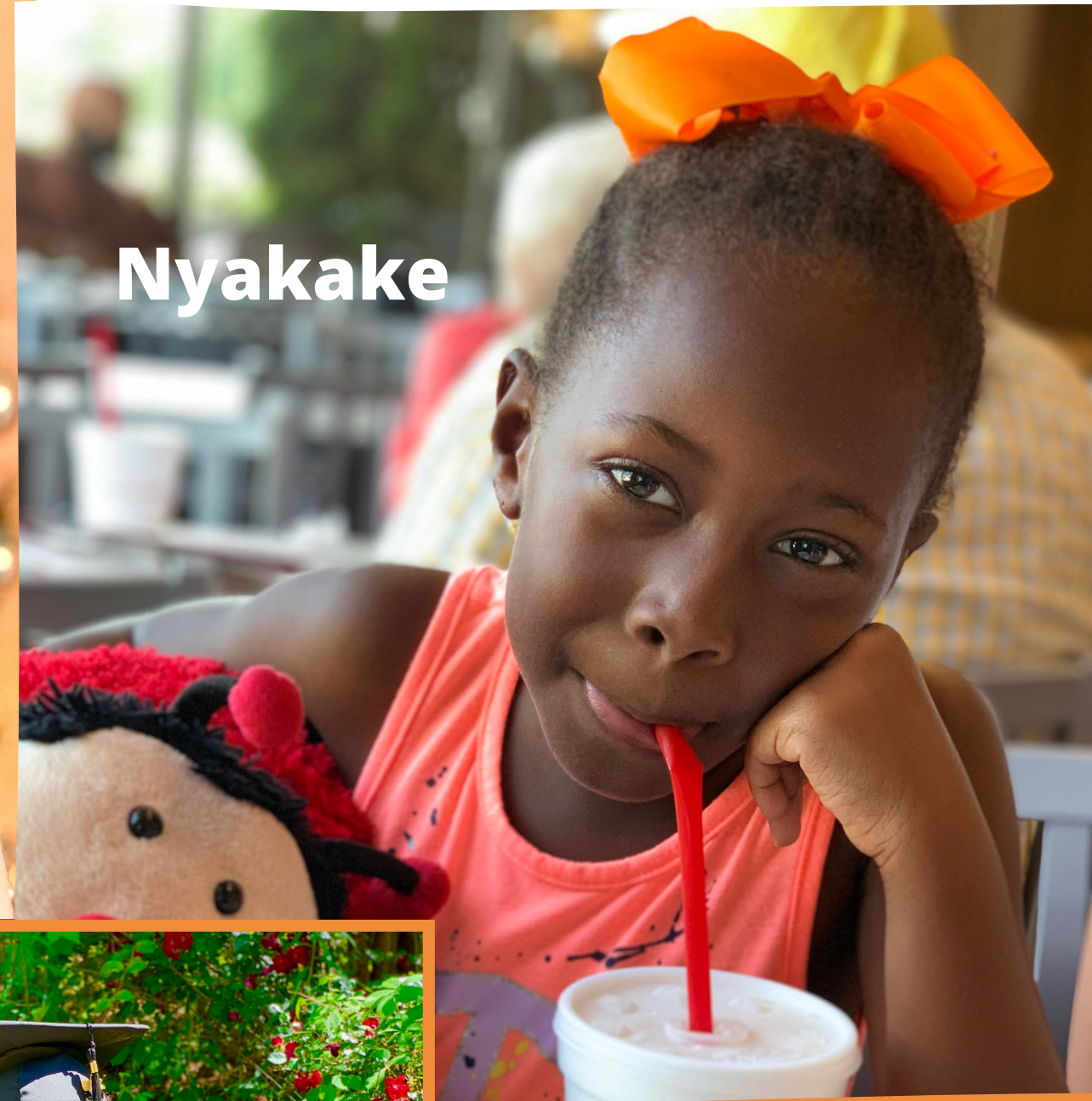
Leading Equity to Build Pipelines

January 2021

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Kusiima



Nyakake



Kahinju

WHAT'S ON
YOUR
MIND?

Learning Objectives

- Building a foundation of knowledge of what Diversity, Equity and Inclusion means and why it matters in fundraising.
- Learn a framework for addressing bias in relationships and when engaging as a team internally and as fundraisers externally.
- Begin to identify ways to take steps towards fundraising through an equity lens

Agenda

1

Building your
understanding:
The power of
KNOWLEDGE

2

Expanding your
donor base: The
power of
EQUITY

3

Finding your
way when the
journey is
unclear: The
power of
ACTION

NORMS

BE BRAVE

- **Be Honest**
- **It's OK to make mistakes**
- **Say the thing**
- **Ask the question**
- **Leave it in the vault**
- **Name your silence**
- **Take a beat**
- **Allow for the silence**

Driving equity work in communicating, engaging and leading people organizations and communities leads to EXCELLENCE IN FUNDRAISING

When we center humanity and celebrate the diversity of experiences and perspectives, ALL people can thrive.





8 Identities

- Age
- Religion
- Race
- Sexual Orientation
- Socio Economic
- Immigration Status
- Gender
- Ability

- Geography
- Marital status
- Race
- Religion
- Political Affiliation
- Schools Attended
- Socio Economic
- Sexual Orientation
- Ethnicity
- Age
- Gender
- Ability

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Human Resources:

- **Hiring new staff**
- Equity in pay across the organization
- Flexibility of work
- Equity in roles and responsibilities
- Promotion and retention
- Equity in succession planning
- BOD and Leadership Team recruitment and training

Culture:

- **Psychological safety(create a safe space)**
- Recognition of positional authority and dismantling inherent inquiry of structure (who leads meetings? Who determines the agenda? Is there an order to who gets to speak? Is there an objective way of evaluating ideas during brainstorming sessions particularly in light of identity and positional authority?)

Philanthropic Strategy

- Diversity in BOD without using racial bias around wealth and race
- Eliminating confirmation bias of donor behavior across lines of difference

Products and Services:

- How products are designed to be accessible
- How products reflect the diversity of cultures, languages and histories

Thought Leadership

- Thought leader in how diversity must be acknowledged in your particular industry and openly discussing systemic changes that are necessary as we evolve as a society

Marketing and Communications

- Images used
- Deficit language

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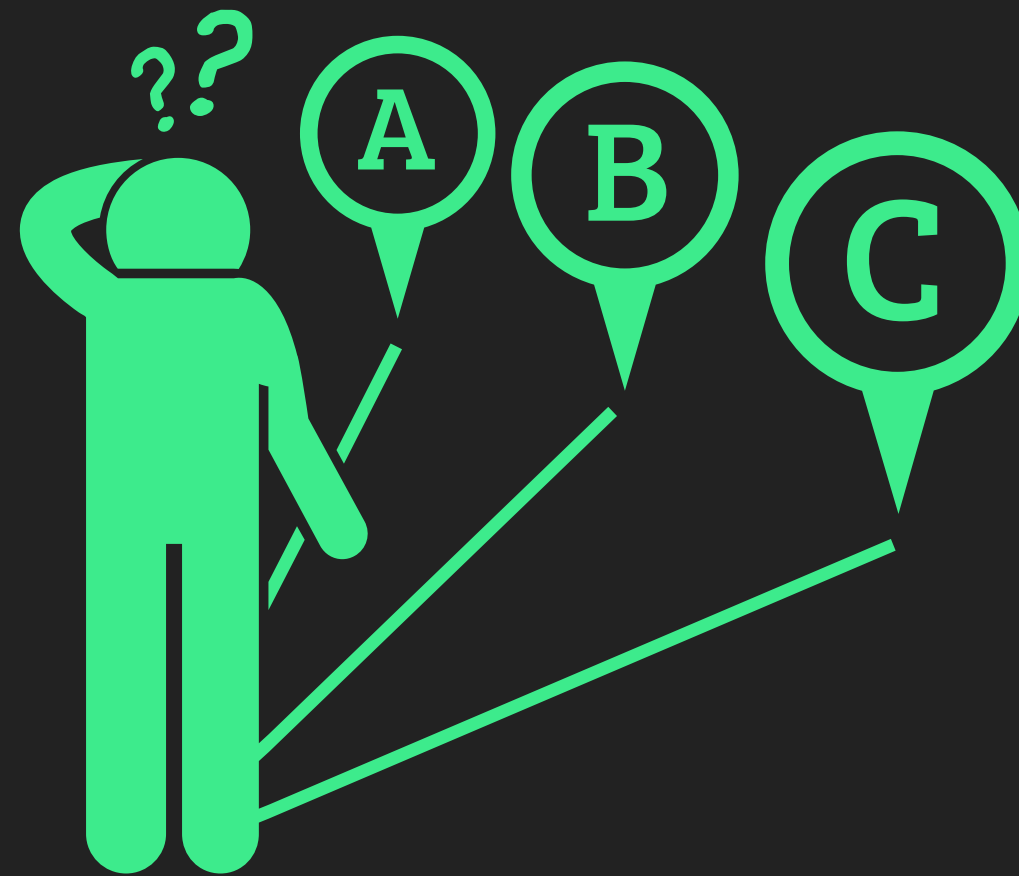
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RESPONDING TO BIAS



Identify bias



Decide how to respond



Respond

STRATEGY	WHAT TO DO...	EXAMPLES
Listen Actively	Paraphrase to reflect back the person's words; Describe their behavior	So you're saying...; I hear that you feel...; You seem to be grouping all X in one way is that what I hear you saying?
Ask Questions	Ask open ended questions that are opinion focused and solutions-oriented	Could you say more about that? ; Can you give an example of what you're saying? How did you develop that belief?
Explain Alternative Viewpoints	Reframe the bias; present new alternative information	I've heard it explained like...; This is how that statement impacted me...; I was socialized to believe...
Challenge or disagree directly	Challenge the validity of the statement; express blunt disagreement	I've heard/experienced the opposite; I have a felt differently when..., I have read and learned about that and what you are saying is not only untrue but it is also harmful. Comments like that contribute to...

- Celebrating Diversity
- Leading Change
- Building Equity



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