

A Practical Plan for Executive Management of DEI (Diversity Equity & Inclusion)



Ron Goines

Director, Resource Strategy and Development
Movement for Black Lives
ron@m4bl.org



Patti DeBow

President
ParsonsTKO
patti@parsonstko.com

Agenda

Introductions	10 min
What is “diversity” anyway? Where we often stumble in trying to expand reach	5 min
What <i>can</i> we do to implement our DEI goals? A model for equity & inclusion in outreach	10 min
Putting it into practice Identifying focus areas for your organization’s unique needs	20 min
Open discussion	15 min

Getting to know you

What is your....

- . Role?
 - . Fundraising
 - . Communications/Marketing
 - . Funder/Grantmaker
 - . Consultant
- . Sector?
 - . Education
 - . Arts/Culture
 - . Environment
 - . Healthcare
 - . Social Services
- . Years in the field?
 - . 0 - 5
 - . 5-10
 - . 10-15
 - . 15+

What is “diversity” anyway?



Where we often
stumble in trying to
expand reach

What is “diversity” anyway?

“Our donors are all older, wealthy, women.”

“Our supporter list is too white, too male, too US-centric, too [something].”

“How can we attract a more diverse audience?”

- Have you heard a colleague say something like this?
- Lots of people talk about wanting “diversity” in their donor base or “equity” in fundraising practices
- Where teams often stumble is translating org-level DEI goals into day-to-day tactics
- To really have impact, you need to examine both **WHAT** you’re trying to do, and **WHY** you want to do it
- Broad platitudes often = reductive, tokenization

Tactics for getting beyond platitudes

PARSONS | TKO

SO YOU WANT A MORE DIVERSE AUDIENCE?

"Reach a more diverse audience" is probably the wrong goal to achieve what you're actually looking for. Rethink your approach to outreach, and a more diverse audience will come to you.

1. Be more specific about who your audience is
2. Direct each audience segment to the most relevant content
3. Invest in mobile first – across all channels
4. Build personalized experiences for individual users
5. Ensure your team walks the walk

Many of the tactics that will lead to a more diverse supporter base are also just good outreach practices.

Primarily, you want to ensure you have **very specific goals and target audiences**, from which to build our your outreach plans.

This specificity will also help identify tactics that will help you expand to new audiences and demographics.

Read more on the [PTKO blog](#).



#Bridge23
AMPLIFIED

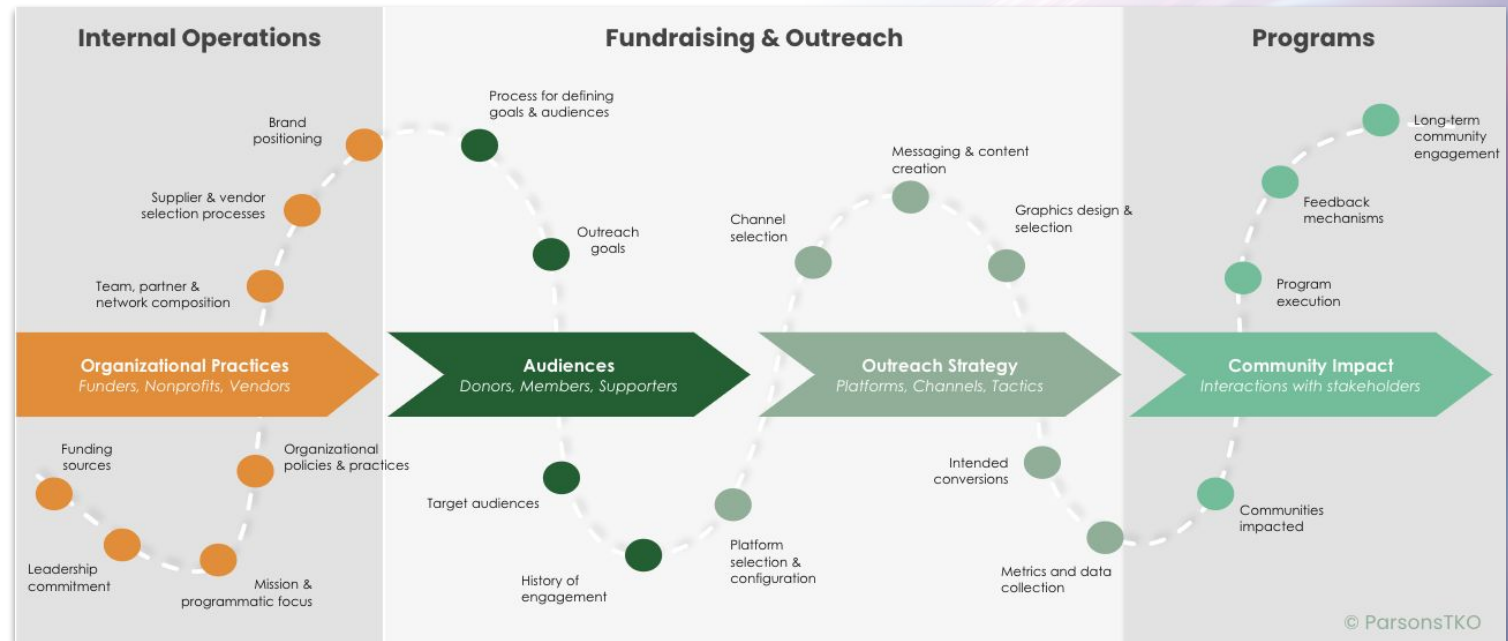
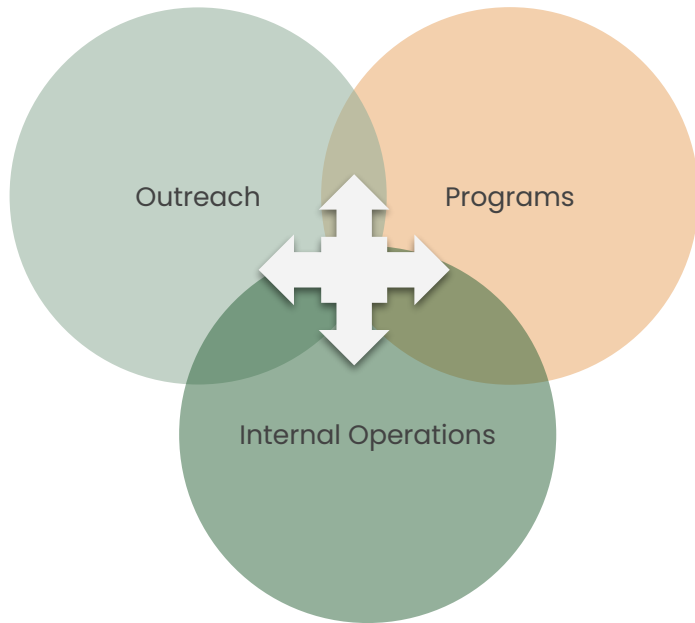
What can we do to implement our DEI goals?



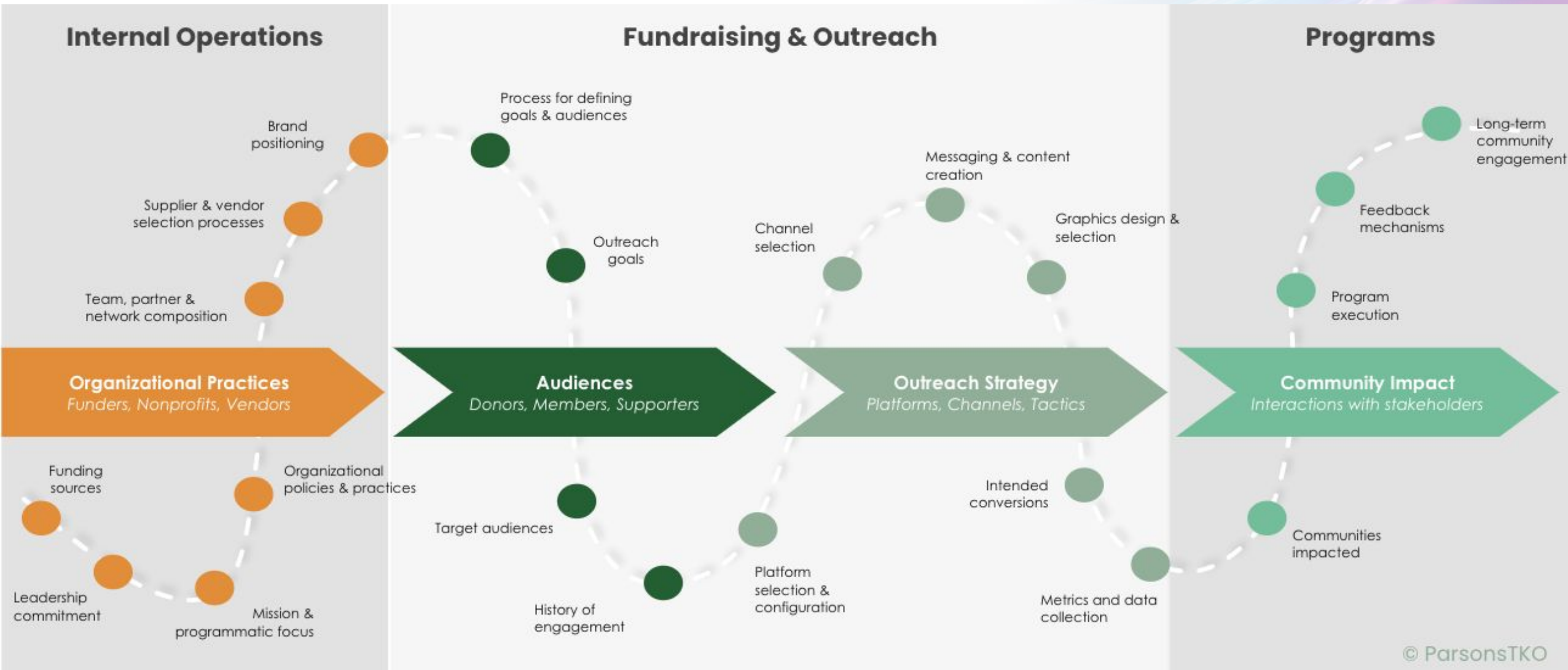
A model for equity & inclusion in donor and supporter outreach

A model for equity across all outreach

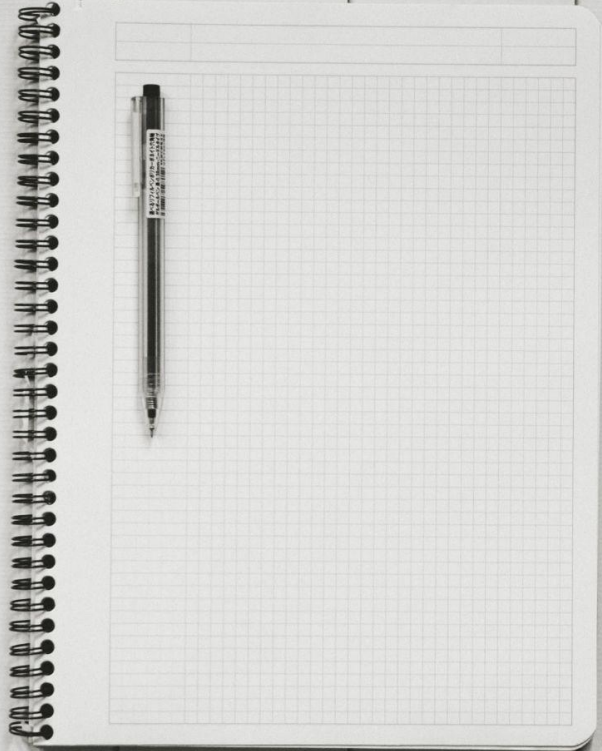
As fundraising and marketing professionals, some tactics to expand reach are out of your control. Collaboration with program and organizational leadership helps determine where to focus.



A model for equity and inclusion in outreach



Putting it into practice



Identifying focus areas
for your organization's
unique needs

Exercise: Defining your donor base

We're going to work on turning a broad goal into something more tactical. Using the cards at your seat, spend five minutes writing down ideas for HOW you want your supporter base to be more diverse.

Hint: these should likely tie back to your organization's broader DEI goals

I want to...	So that I can...
increase the proportion of younger alumni donors	have a donor base that reflects all alumni
transition low-dollar donors to monthly giving programs	have more stability in our annual fund income
drive more and better engagement from women	convert a historically disengaged population to becoming advocates for our cause
implement diversity & inclusion training for my team	improve our interactions with our racially diverse donor base

Case study: M4BL's values-based CRM

The Development team at M4BL wanted to...

- **reach more Black donors**

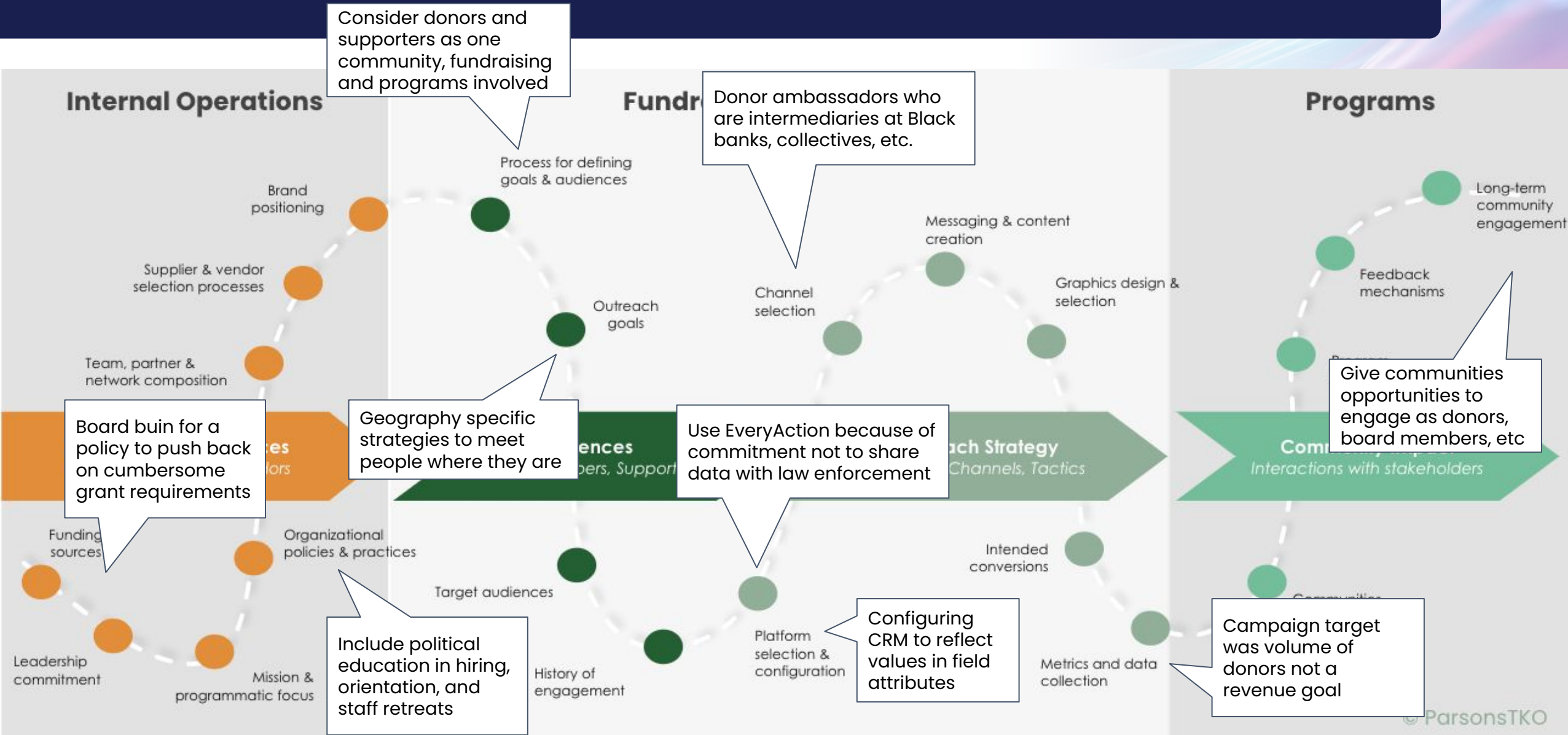
So that they could...

- **have funders reflect the community they serve**

Since 2020, M4BL has grown rapidly to a \$20M budget and 600K+ supporters. There was clearly a need to better track both donors and supporters in a modern CRM platform.

Over the last 2 years, PTKO has helped M4BL migrate to EveryAction, configure the platform in a way that aligns with their goals and values, and drive adoption across the organization so they can reach and track donors more effectively.

Case study: M4BL's values-based CRM



Your turn!

Who has an example they'd like to work through as a group?

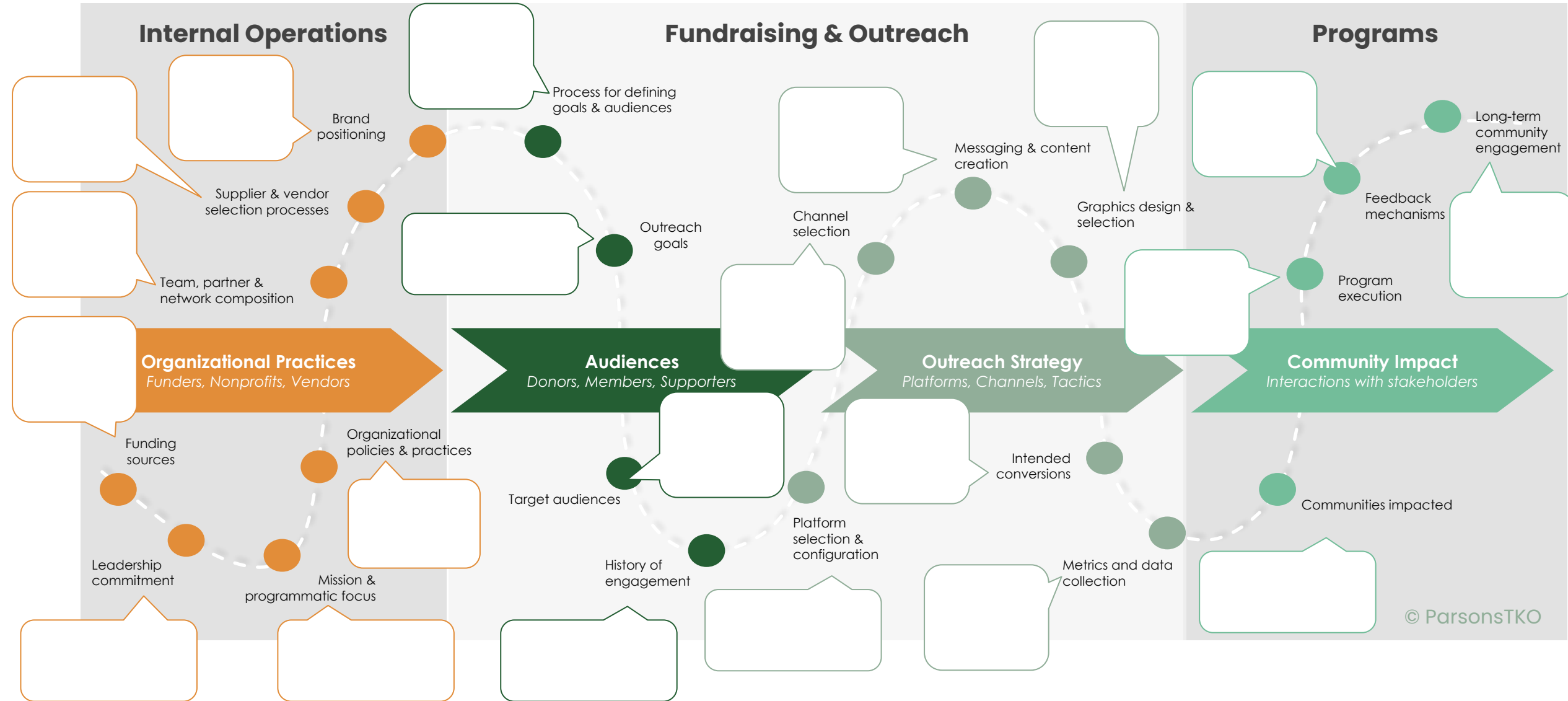
- I want to...
- So that I can...

Let's discuss:

- Which points on the model look like opportunities to work on that goal?
- Which things are you already good at, or know you need to work on?
- What are things you can address within your team, vs those that need broader organizational support?
- How do these align with your org's stated DEI goals?

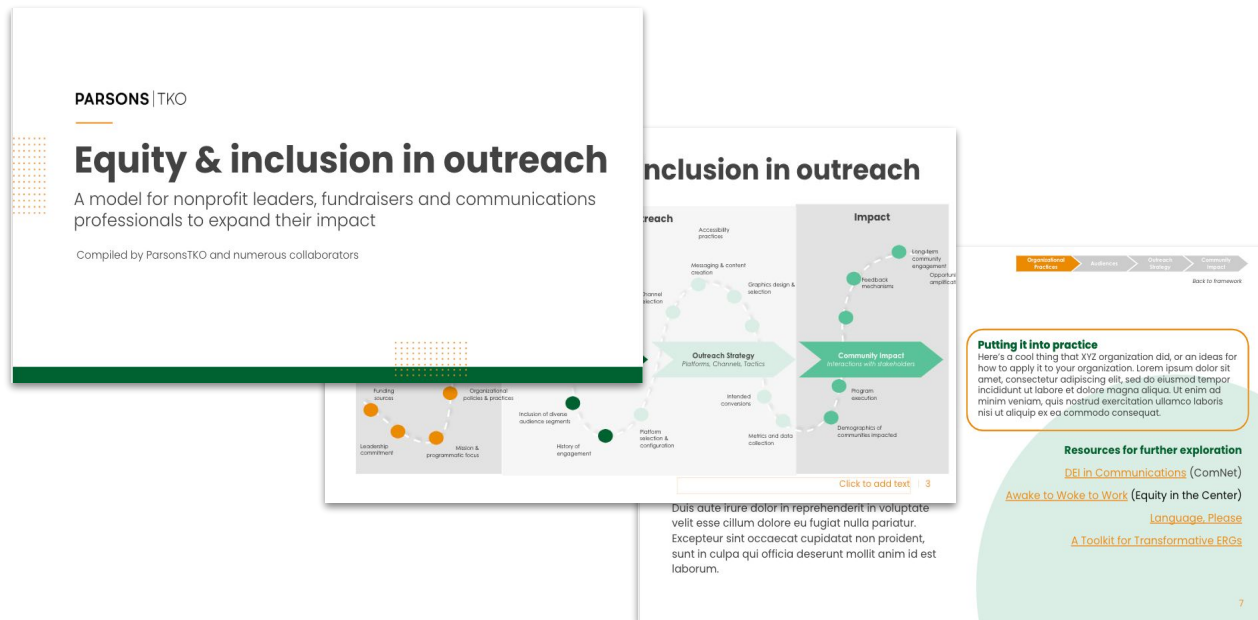
I want to...

So that I can...



Thank you, and Q&A

You can scan this code (which is also on the handouts on your tables) to get a full copy of our Model for Equity & Inclusion in Outreach report.




Next Up!



Have a great evening!

**See you in at 7:30 AM
For a light breakfast in the
Solutions Showcase!
Sessions will begin at 8AM!**



#Bridge23
AMPLIFIED