

Embedding a Racial Equity Lens in Fund Development Programs

Consider an IDEA— is it relevant or valuable to my agency?

Where do we start?

Who supports the agency's Culture of Philanthropy?

Decide an Idea is Important

Make it Formal

Make it Informal

Manage, Measure & Tweak

- **Change can happen at every level in an organization**
 - ❖ Is the idea important?
 - ❖ Who says, do they matter; who agrees and do they need to?
 - ❖ How does it look (or not look)?
- **Check Your Bias(es)** Tool: Harvard Implicit Bias Test
 - ❖ What do I believe about my role & activities as a Development Professional?
 - ❖ Where do I bring unconscious bias into the way I prospect, build relationships and make an ask?
 - ❖ What systems & power structures do I/my activities enforce?
 - ❖ What is one small change I can make to combat my own bias?
- **Consider the Board, other Key Devp Volunteers, Staff?**
 - ❖ What is their Composition/Matrix?
 - ❖ What are the "Peer to Peer" Opportunities?
 - ❖ What is their Personal Capacity vs Fundraising Effectiveness?
 - ❖ What Professional Development opportunities are provided?



103

Development Activities & Operations

Corporate & Foundation Giving

Donor & Other Stakeholder Communication

- **Check our Internal Structure and Process**
 - ❖ How do we identify/attract prospects?
 - ❖ What criteria do we use for qualifying prospects?
 - ❖ Who asks for gifts; How do we thank & celebrate people?
 - ❖ How do we use feedback from donors & staff to inform our fund development program?
- **Consider the Complicated Power Structure**
 - ❖ What could change look like?
 - ❖ How do we build transformative relationships w/ funders?
 - ❖ How can we Reduce Harm vs. Achieve Vision?
 - ❖ What words/language do we use in our grant applications? Code Words about Race; Avoid "Poverty Porn"
 - ❖ What about Outcomes and Outputs?
- **Think about What & How we Communicate**
 - ❖ How do we communicate with stakeholders?
 - ❖ What data exists on who receives & responds to our appeals?
 - ❖ Do Generational Labels & other Stereotypes hold us back from raising more money?


104