



Birgit Smith Burton
Founder & CEO
African American Development
Officers Network – AADO
2023 - 2024 AFP Global Board Chair

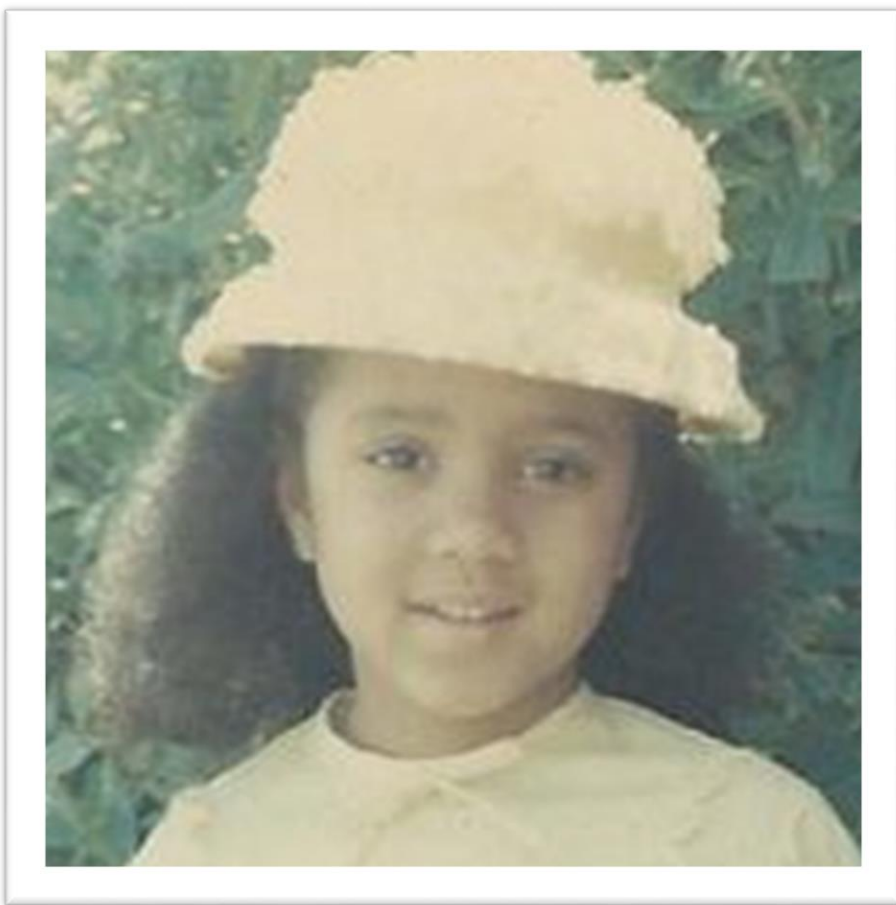




You Can't Make This Up!













A long, straight asphalt road stretches from the foreground towards the horizon, flanked by flat, open land. The sky is bright with a soft glow, suggesting a sunrise or sunset. The road has a dashed white line down the center and solid white lines on the sides.

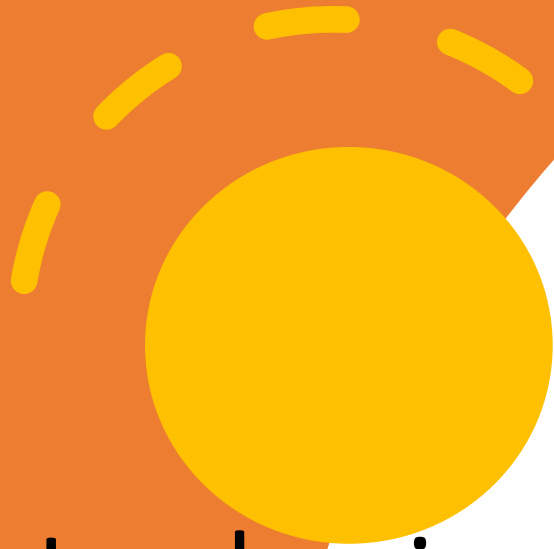
My journey as a fundraiser in 5 quick bullets:

- **Stumbled into fundraising out of college**
- **Joined AFP when it was NSFRE**
- **My first job – 11 years, Second job - 27 years**
- **Founded AADO**
- **Elected AFP Global Board Chair**

The background of the slide features a dark, reflective surface covered with numerous light bulbs. Most of the bulbs are unlit and appear as dark, matte objects. In the center-right of the frame, one light bulb is illuminated, casting a bright, warm glow that contrasts sharply with the dark surroundings. The light from this single bulb creates a soft reflection on the surface below it and illuminates the bulbs immediately adjacent to it.

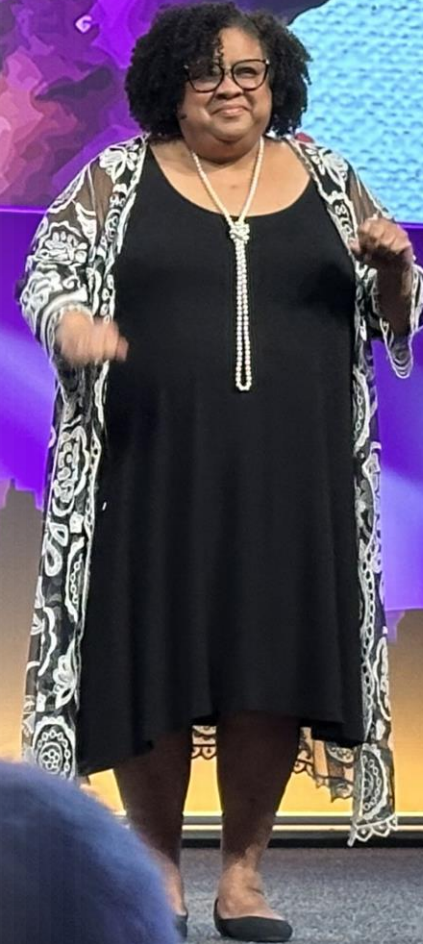
What's the Big IDEA?!

**Understanding the value of
creating a more equitable and
impactful future for Philanthropy**



Inclusion Innovation Inspiration

*As the AFP Global Board
Chair for 2023 & 2024, I
have been committed to
ensuring that AFP meets
the needs of all its
members, respecting
diversity and individual
identity, so that
EVERYONE feels a sense
of belonging.*



In 1959 it was noted that The American Association of Fund Raising Counsel (AAFRC) had represented fundraising firms for 25 years, however, no organization had been established to represent the interests of charitable fundraisers

As a result, three noted fundraisers met to share a common vision:

- Benjamin Sklar of Brandeis University
- William R Simms of the National Urban League
- Harry Rosen of the Federation of Jewish Philanthropies,



They had long considered the need for an association of fundraisers. Their discussions led to the idea of the



National Society of Fund Raisers (NSFR).



As chapters were established, there were eventually several hundred. Each chapter would send three representatives to board meetings and at one point there were nearly 500 board members!

[History of the Association of Fundraising Professionals | Association of Fundraising Professionals \(afpglobal.org\)](#)

1984 – NSFRE Board appointed Minority Task Force to help increase minority participation

1986 – Minority Task Force Committee

1992 – NSFRE Committee on Diversity

2002 – First definition of diversity in fundraising was drafted

2006 – Diversity Summit “The State of Diversity in the Fundraising Profession.”

2012- Diversity & Inclusion Committee drafted definition of diversity and inclusion and fundraising

2013 - Diversity & Inclusion Summit

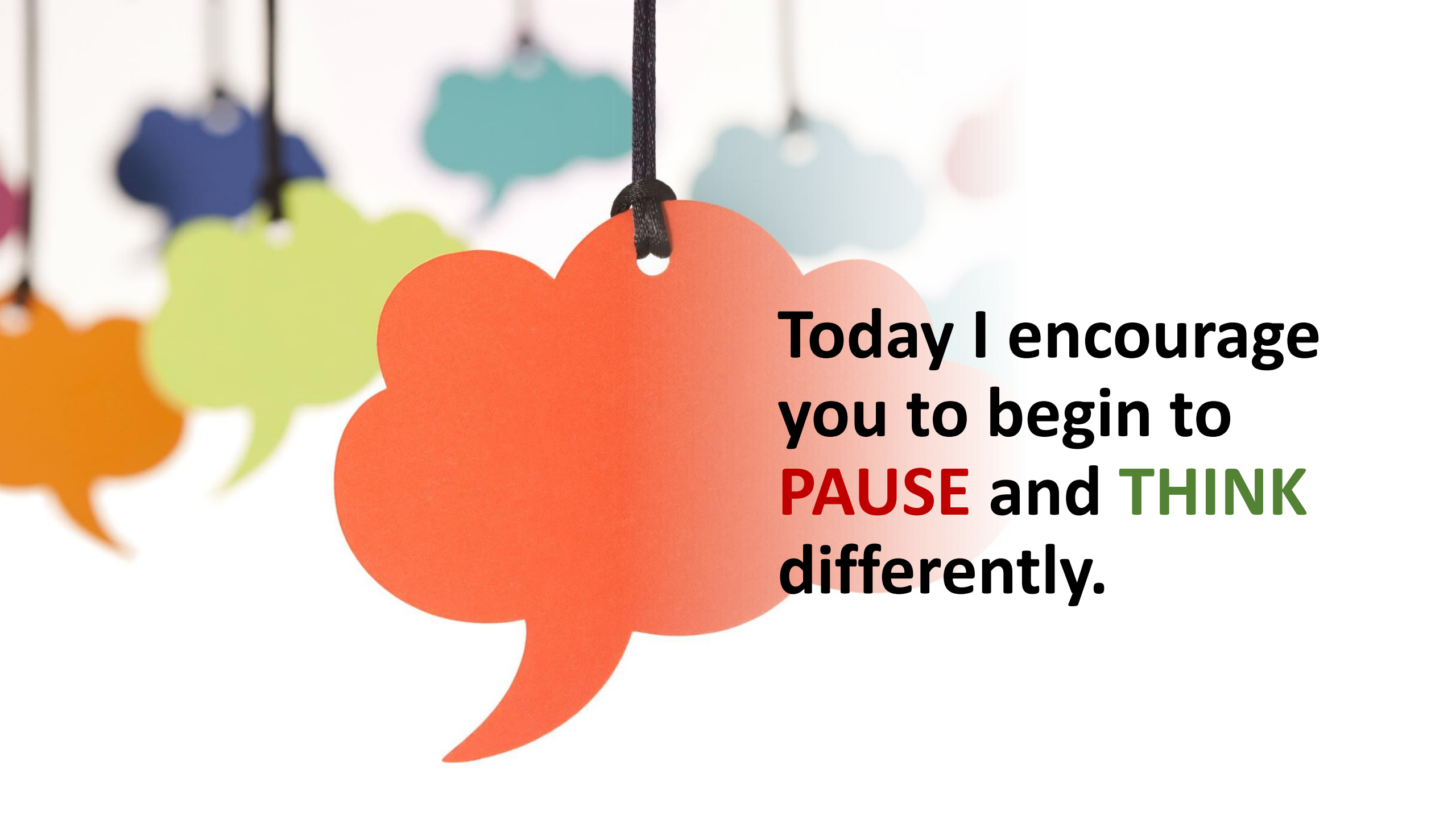


2013 DIVERSITY & INCLUSION SUMMIT





A PROGRAM OF THE AFP FOUNDATION FOR PHILANTHROPY - CANADA & THE AFP FOUNDATION FOR PHILANTHROPY


CO-CONVENED BY AFP, D5 COALITION AND THE JOINT AFFINITY GROUP (JAG)



Today I encourage
you to begin to
PAUSE and **THINK**
differently.



Diversity - refers to people
of different races,
ethnicities, religions, sexual
orientations, genders, or
differing abilities.



-
- **DEI** – diversity, equity, inclusion
 - **DIB** – diversity, inclusion, belonging
 - **D & I** – diversity and inclusion
 - **JEDI** – justice, equity, diversity, inclusion
 - **DEIB** – diversity, equity, inclusion, belonging



LatinX – Gender neutral
alternative to Latina and Latino

BIPOC - Black, Indigenous, and
people of color – popular
acronym used in the U.S.

LGBTQ+ - lesbian, gay, bisexual,
transgender – popular
acronym used worldwide.


These acronyms simply refer to
people who are not white, who
are not cisgender, and who are
not straight. They tell us what
we're not — as opposed to
who we really are.

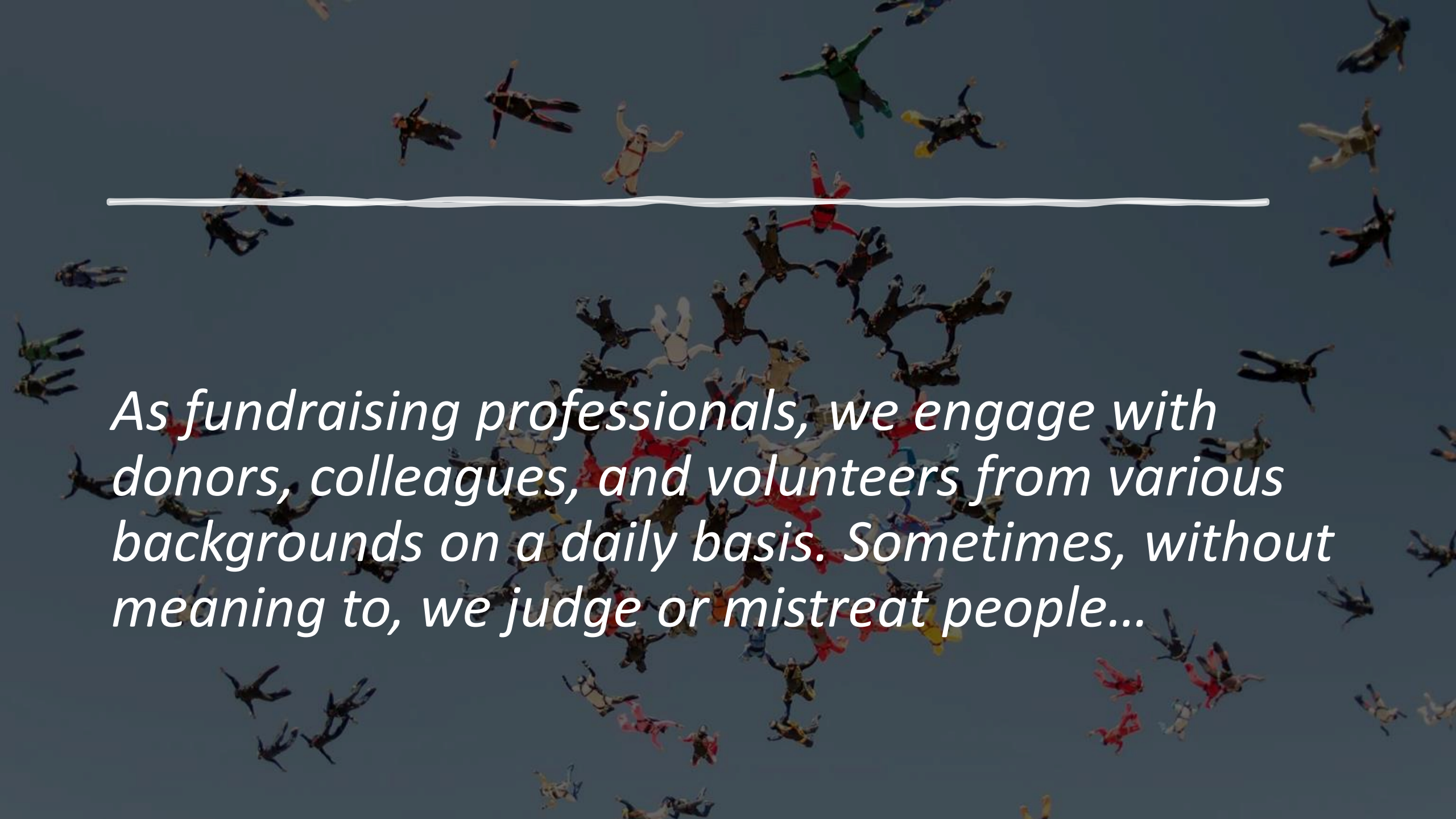


Diversity fatigue is real

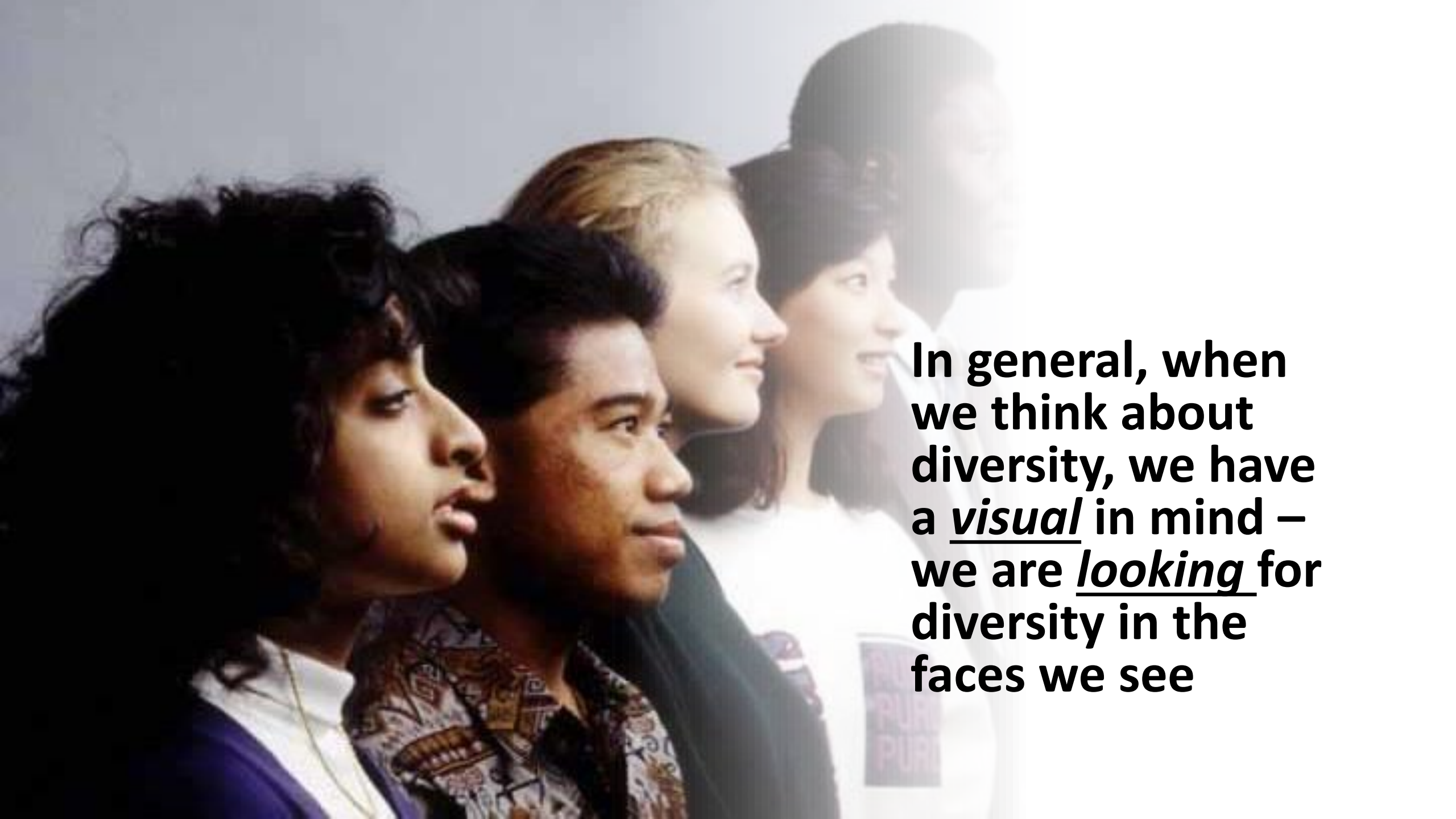
Reports show that fatigue has set in. People are tired of talking about diversity and frustrated by talk not turning into impactful action.

Speaking about diversity may be hard and uncomfortable, however, the **discomfort** that we fear **helps us to bring about change**. When **we work through that fear**, instead of avoiding the discussion, **we push ourselves** to reflect, challenge our biases and perspectives, and become more intentional about **creating spaces where everyone feels welcome**.



A large group of skydivers in various poses against a blue sky, with a white horizontal line above the text.

As fundraising professionals, we engage with donors, colleagues, and volunteers from various backgrounds on a daily basis. Sometimes, without meaning to, we judge or mistreat people...



In general, when we think about diversity, we have a visual in mind – we are looking for diversity in the faces we see



1



2



3



4



5



6

Latinx

African
American

Mental
Illness

16 years
old

90 years
old

Hearing
Loss



Hearing Loss



16 years old



Mental Illness



African American



90 Years Old



LatinX



Indigenous

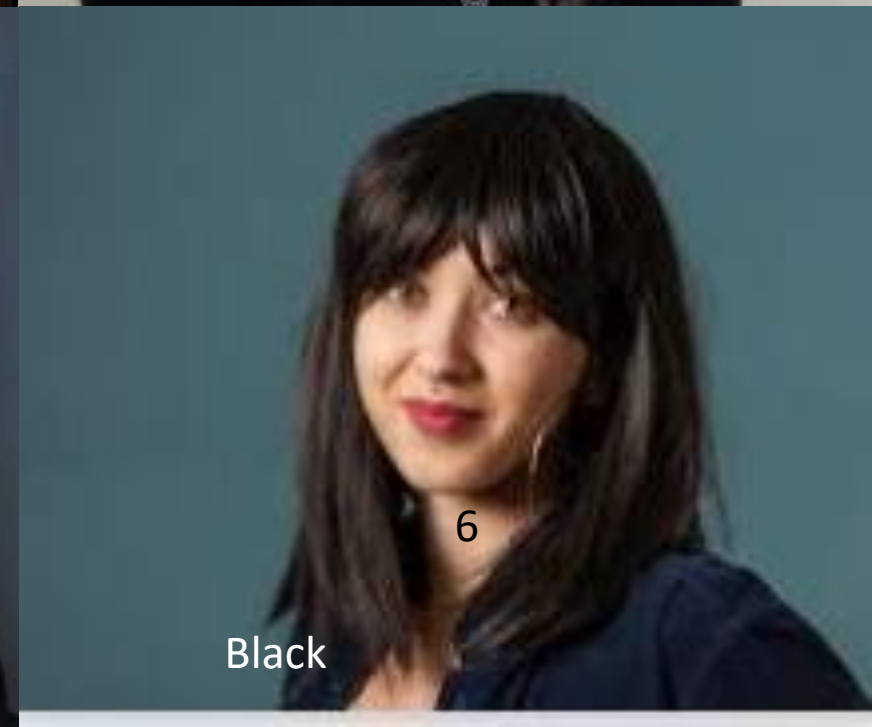
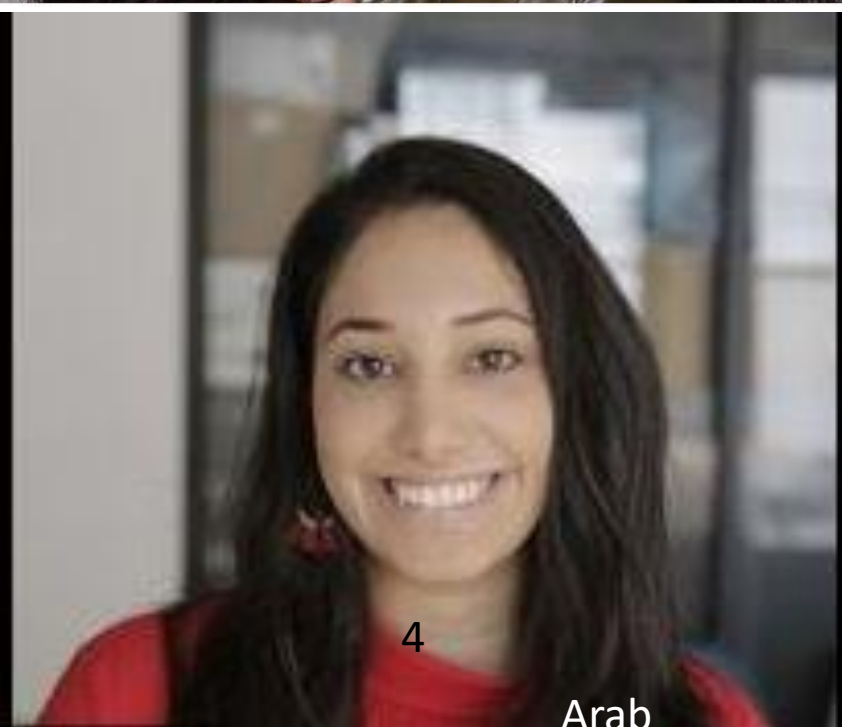
Black

Latina

Asian

White

Arab





Ethnicity Estimate

● Germanic Europe	46%
● Cameroon, Congo, & Southern Bantu Peoples	24%
● Benin/Togo	16%
● England, Wales & Northwestern Europe	6%
● Ivory Coast/Ghana	3%
● Italy	2%
● Norway	2%
● Mali	1%

● Germanic Europe 46%

● England, Wales & Northwestern Europe 6%

● Italy 2%

● Norway 2%

56%



Microaggressions

- Verbal or nonverbal behaviors that occur in everyday interactions. Can be intentional or unintentional.
- Often unacknowledged, they casually degrade, demean, or put down someone who is part of a group.



“Wow, you’re so articulate!”



Possible
interpretation:



I’m surprised at how well you speak. I know other people like you, and they don’t speak as well.



“Your hair is
so cool, can I
touch it?”



Possible
interpretation:



*“Your hair is so different from
mine.” (Drawing uncomfortable
attention to what is a normal part
of their life.)*



“There’s no way I’m going to learn how to pronounce your name, I’m going to give you a nickname instead.”



Possible
interpretation:



“I can’t take the time to learn how to pronounce your name. It’s not important to me”



“I have friends like you.”



Possible
interpretation:



“I associate with people who are similar to you, so I understand your experience.”



“When I look at you, I
don’t see color.”



Possible
interpretation:



“Your identity is unimportant”



“If you work hard you can
succeed like everyone else.”



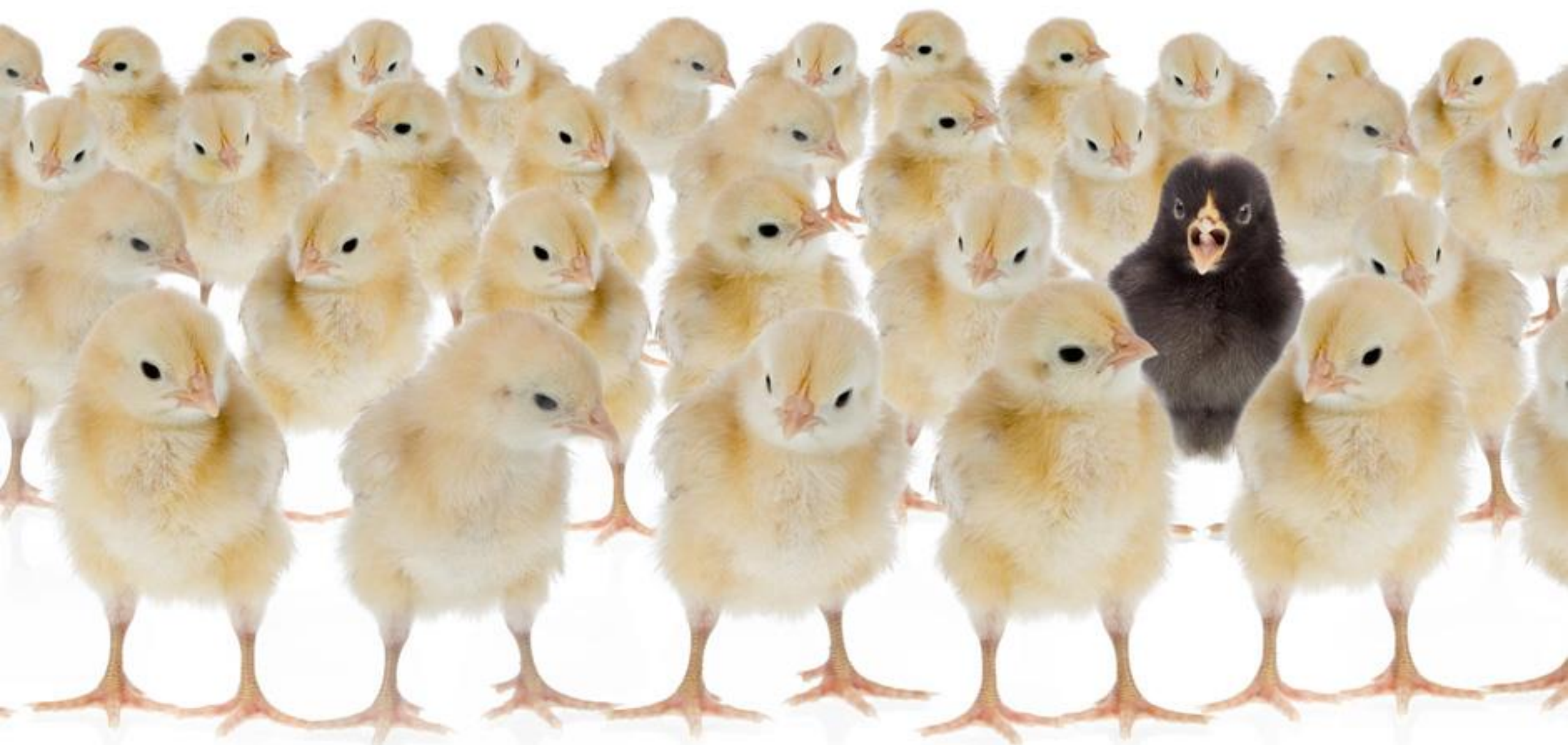
Possible
interpretation:



*“If you don’t succeed you have
yourself to blame.”*

Often, **we don't think** about things that
don't **directly impact us**

Being the *Only*



**Not getting invited
because.....**

You don't act like us
You don't celebrate like us

**Not being included
because.....**

You don't look like us
You don't dress like us

**Not being recognized
because**

You don't think like us
You don't work like us



<http://cute-pictures.blogspot.com>





Diversity in Fundraising:
It's no longer one size fits all

*According to Dr. Emmett Carson,
international thought leader in the
field of philanthropy, fundraising
will require a different approach
“....tailored to the interests, values,
and traditions of the many rather
than a one-size-fits-all approach ...”*



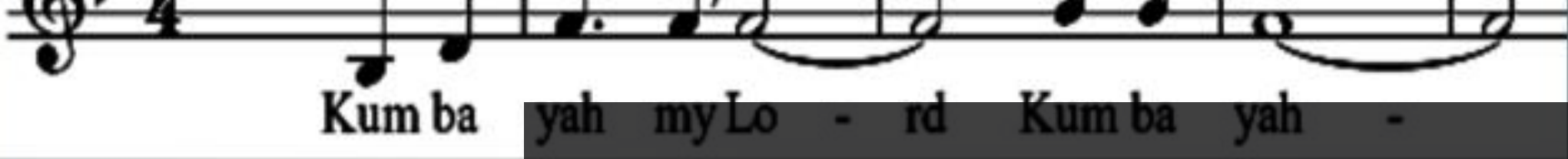
The Donor Universe is Changing



It's important to note that the landscape of philanthropy is complex and diverse, and the experiences and priorities of donors of different races, ethnicities, and cultures may vary widely based on factors such as socioeconomic status, geographic location, and

There are many
studies, surveys,
and research on
giving patterns of
diverse donors...






AS A SECTOR, WE SHOULD
ACKNOWLEDGE THAT DIVERSE
PEOPLE COME TOGETHER AROUND
COMMON CAUSES AND MISSIONS



PEOPLE OF ALL WALKS OF LIFE
GIVE TO ALL CAUSES





HOW DO WE CONNECT WITH
DONORS OF DIFFERENT IDENTITIES
IN WAYS THAT WILL ENGAGE
THEM?



ORGANIZED PHILANTHROPY MAY
BE STUCK IN THE PAST

America is in the midst of a dramatic cultural shift, but **evidence suggests that organized philanthropy may be stuck in the past.** As the nation becomes more ethnically and racially diverse, it is more important than ever to consider whether the fundraising playbook is due for an overhaul.



THERE IS A TENDENCY
TO VIEW DONOR
ENGAGEMENT
THROUGH ONE LENS

A photograph of two fishermen in a boat on a body of water at sunset. The sun is low on the horizon, creating a bright reflection on the water. The fishermen are silhouetted against the bright sky. One fisherman is holding a fishing rod that is bent, indicating a catch. A fishing net is visible in the foreground. The text "WE HAVE DESIGNED MODELS FOR ALLOWING US TO BETTER FISH....." is overlaid on the image in white, sans-serif capital letters. A thin vertical white line is positioned to the left of the text.

WE HAVE DESIGNED
MODELS FOR
ALLOWING US TO
BETTER FISH.....



..... THE EXACT
SAME FISHING
HOLES.....



.....FOR THE EXACT SAME PEOPLE!!

THE NEWS

READ ALL ABOUT IT!

**EXTRA! EXTRA!
BREAKING NEWS!**

THESE ARE REAL
HEADLINES!!

It is pride season, the best time to solicit the LGBTQ+ community!

Should people with special needs or disabilities be solicited for charity?

American Muslims are most charitable during Ramadan!

Despite what you have heard, millennials do give!

What are the ways to tap into Hispanic generosity?

What is the idea of reciprocal giving in the Native American communities?

Bright prospects for Asian-American giving!

How to raise money from African Americans



SURVEYS SAY...

The majority of all racial and ethnic groups noted that it was important to support nonprofit organizations

More than half the population are expected to identify as non-white by 2030

It's also recognizing that reaching out with a message of "can you help?" is a necessary step for engaging **everyone**

It's knowing what really matters to prospective donors in terms of where they give and how they may want to be involved

African-American and Hispanic donors are being solicited less frequently

Surveyed, these groups said that they would give more if asked more often

The color of a person's skin does not determine if and how much they will give



- Statista, a company that specializes in market and consumer data, reported that the Hispanic market had a purchasing power of \$1.7 trillion in 2017 which continues to grow placing them as a key element of the economy that should not be ignored. Based on that number and nonscientific estimates, **the potential annual giving of Hispanics in the United States could be in the tens of billions.**

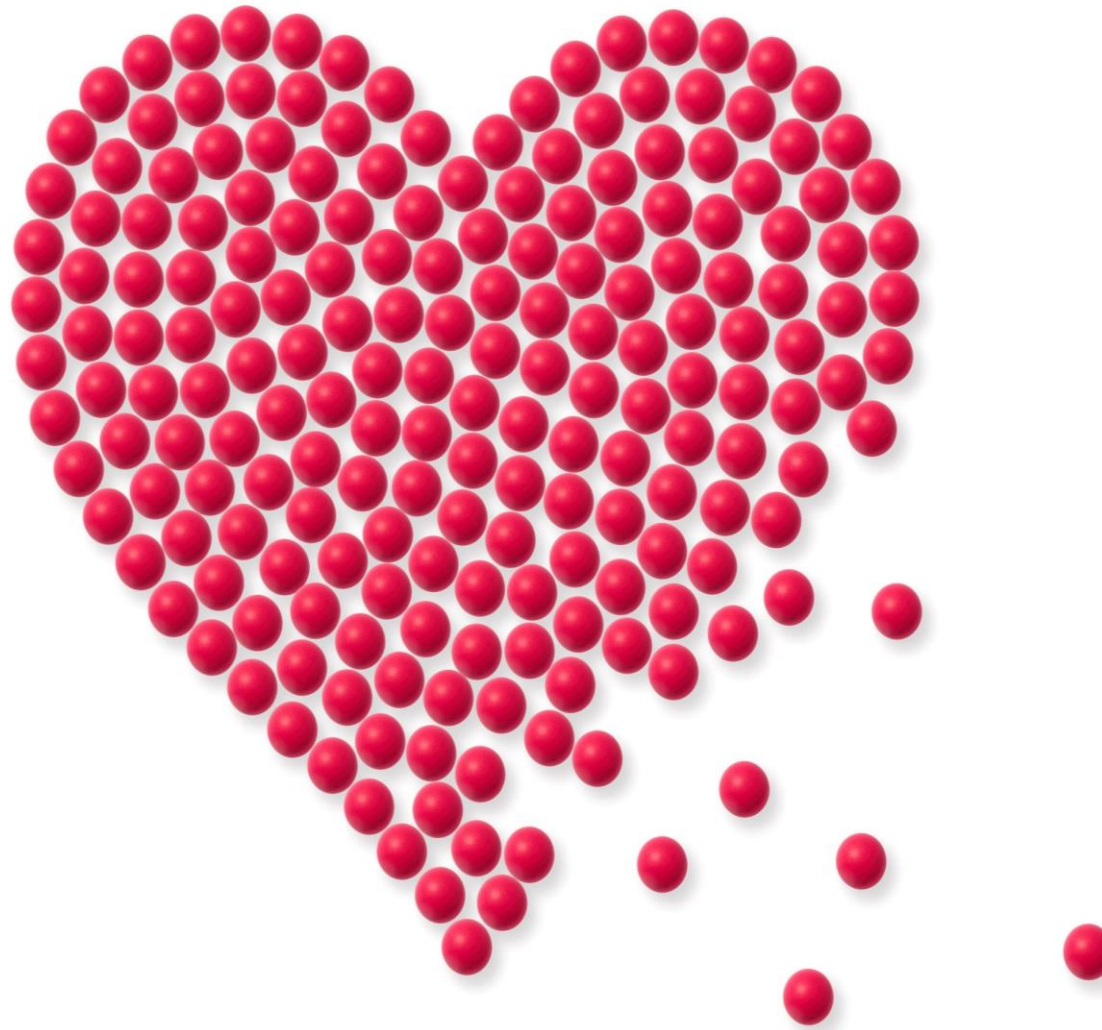


- **Nearly two-thirds of Black households donate \$11 billion each year to community-based organizations** according to a joint 2012 study from the W.K. Kellogg Foundation and Rockefeller Philanthropy Advisors.

**TRUE
STORY**



Apologize



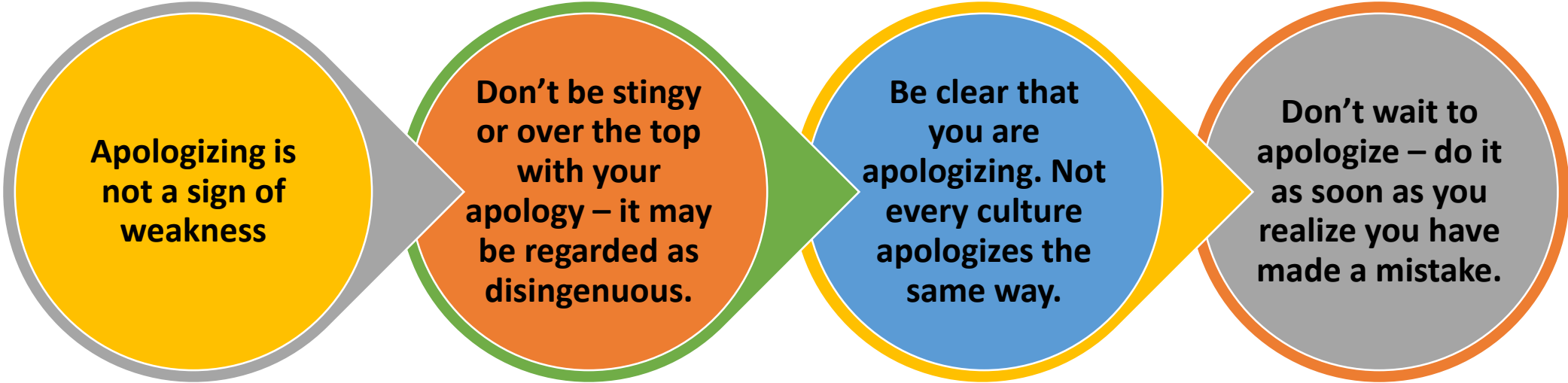
LOVE **IS** HAVING TO SAY
YOU'RE SORRY
LEARN TO APOLOGIZE

“I’m sorry, I see that I offended you.”

“That was wrong, wasn’t it?”

“I’m very sorry I said that. What should I have said?”

**“I really wish I knew what I said,
please tell me.”**



**Apologizing is
not a sign of
weakness**

**Don't be stingy
or over the top
with your
apology – it may
be regarded as
disingenuous.**

**Be clear that
you are
apologizing. Not
every culture
apologizes the
same way.**

**Don't wait to
apologize – do it
as soon as you
realize you have
made a mistake.**

An aerial, high-angle photograph of a busy pedestrian crosswalk. The crosswalk is marked with wide, white diagonal stripes on a dark asphalt surface. Numerous people of various ages and ethnicities are walking across the crosswalk in different directions. Some are carrying bags, backpacks, or shopping bags. The scene is captured from a high vantage point, looking down on the crowd. The overall tone of the image is slightly desaturated, with a cool blue-green tint. Overlaid on the center of the image is white text.

We are not perfect; we are
learning and healing. We are
on this journey together

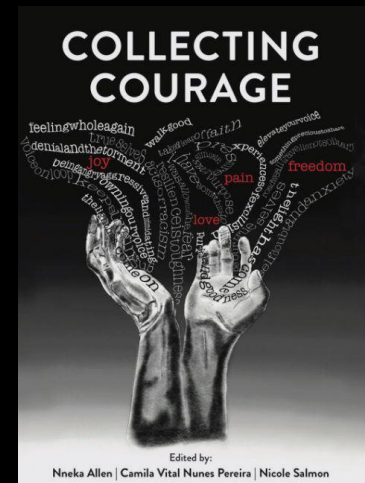
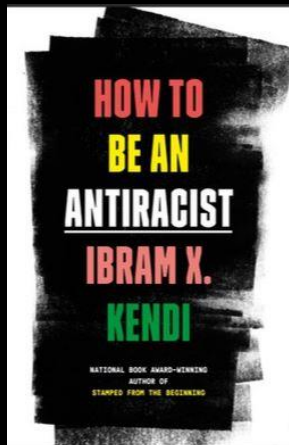
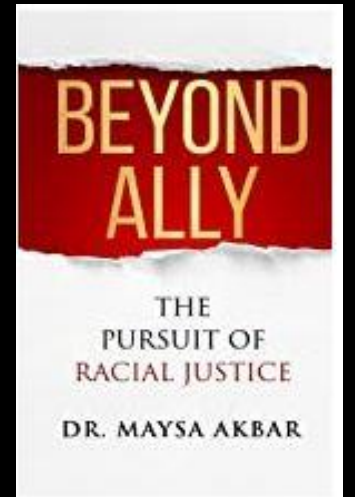
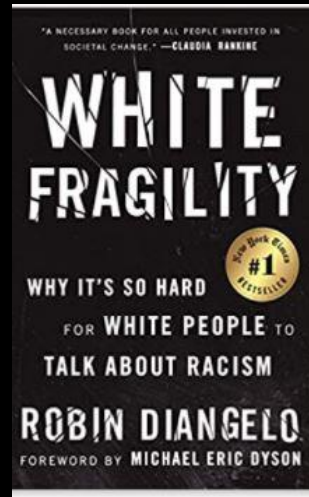
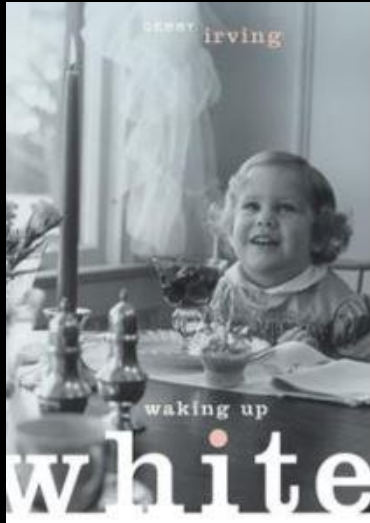
**At the end of the day, it all comes
down to one important and
relatively *simple* thing that we *all*
must do when soliciting diverse
donors.....**

ASK

The image shows the word "ASK" in large, bold, black capital letters. Each letter is cut out of a white piece of paper. The papers are pinned to a brown corkboard with three pushpins: a red one for the 'A', a yellow one for the 'S', and a blue one for the 'K'. The pushpins are placed at the top of each letter's paper strip. The entire scene is framed by a thin yellow border.

**So, let's look at why it's
so difficult to
understand or relate to
diverse donors,
colleagues, or teams....**



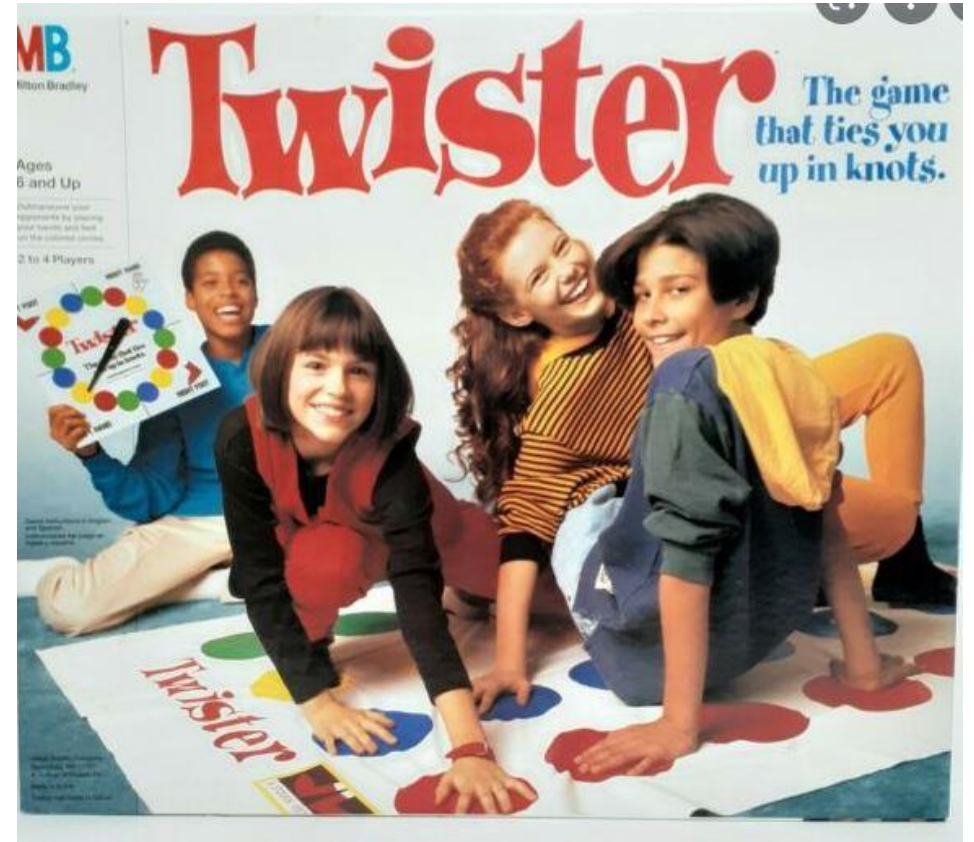


VERNÄ A. MYERS

WHAT IF I SAY THE WRONG THING?

25 HABITS FOR CULTURALLY
EFFECTIVE PEOPLE

My go-to Book!!!!



How do we do a better job of engaging everyone?

In simplest terms



Diversity

*Having a seat
at the table*



Inclusion

Having a voice

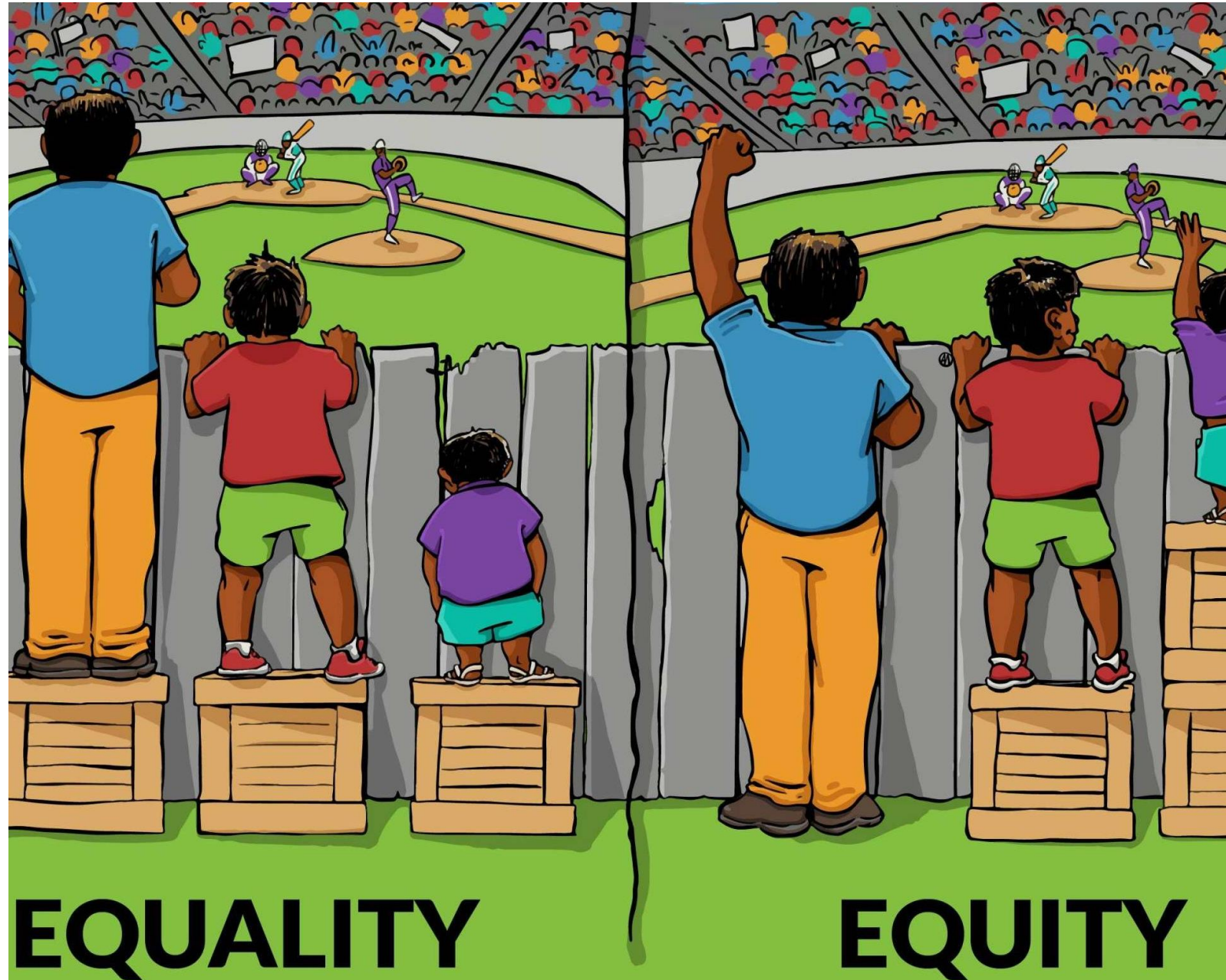


Belonging

Being Heard

Equality =
everyone receives
the same

Equity =
everyone receives
according to *their*
needs





Phrases and comments that are considered insensitive

Chances are you have been in a situation where you have heard or even said something that is inappropriate or offensive to a particular group of people. There are many phrases and comments peppered throughout our language that may seem harmless but are uncomfortable or even hurtful to others.



They worked me like a slave

Let's have a pow wow

Low man on the totem poll

Master bedroom, master plan

Blacklist

Tone deaf

Blind leading the blind

You guys



OOPS!

Oops when you have offended someone



Ouch when you have been offended by someone

Unconscious bias refers to unconscious forms of discrimination and stereotyping based on race, gender, sexuality, ethnicity, ability, age, and so on...



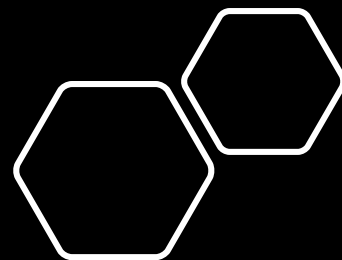
True story



A young boy with brown hair, wearing a dark blue pilot's cap with a gold emblem and a white shirt with a striped tie, is smiling. He is standing in front of the cockpit of a large airplane, with various instruments and windows visible in the background.

National Take Our Kids to Work Day!







Often shows
up in hiring...



Attracting, Hiring,
and Retaining
Diverse Fundraising
Talent

Is Your
Organization Truly
Ready?



—
ATTRACTING

Diverse
Fundrais
ing
talent

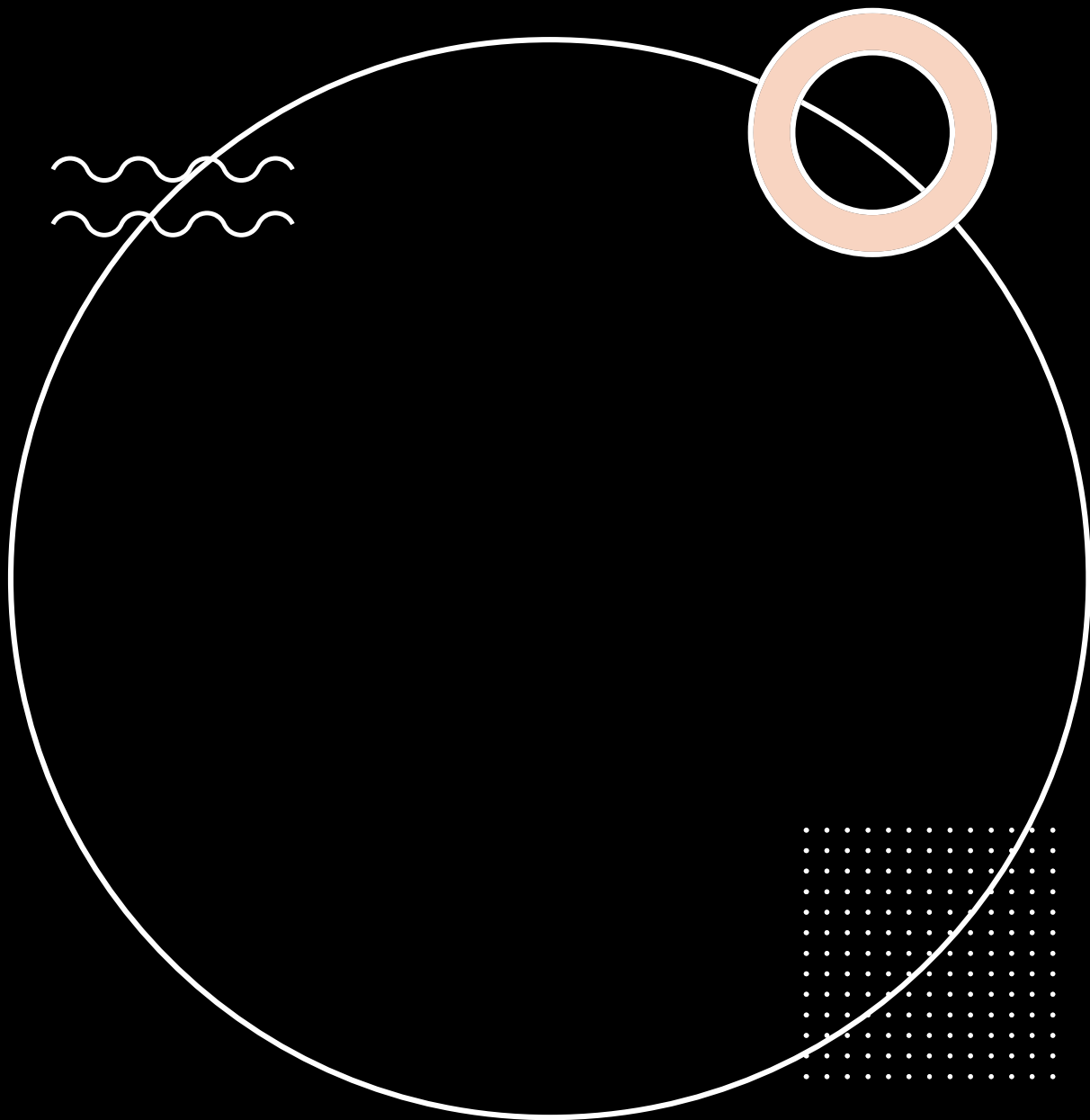
A large, diverse group of stylized people in business attire standing together. The group includes men and women of various ethnicities and ages, dressed in professional clothing like suits, blouses, and dresses. They are arranged in several rows, with some individuals in the front holding briefcases or folders. The background is a solid blue color with a subtle gradient.

In terms of diversity,
what is your
organization's
Reputation?

- How is your organization viewed by your current employees?

- What would they say about your organization's workforce? Would they say it's relatively diverse?

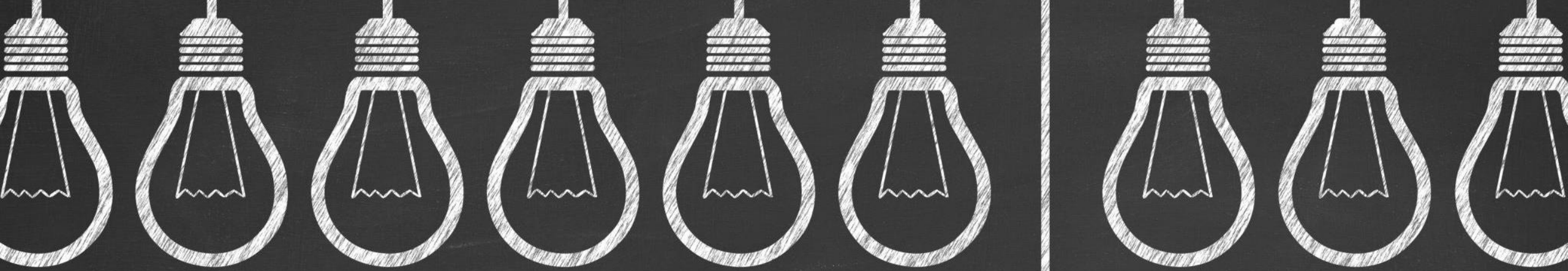




- What is your organization's reputation in the community – among other fundraisers?
- Are you well known? Is your organization recognized by its name?

- Post open jobs in places like:
 - AADO – African American Development Officers Network – aadonetwork.com
 - ASA – Asian Student Achievement – learnasa.com
 - Diversityworking.com
 - Diverse forums – LinkedIn
 - Glassdoor.com





HIRING

Diverse Fundraising Talent



Don't Mistake The Mirror For Merit

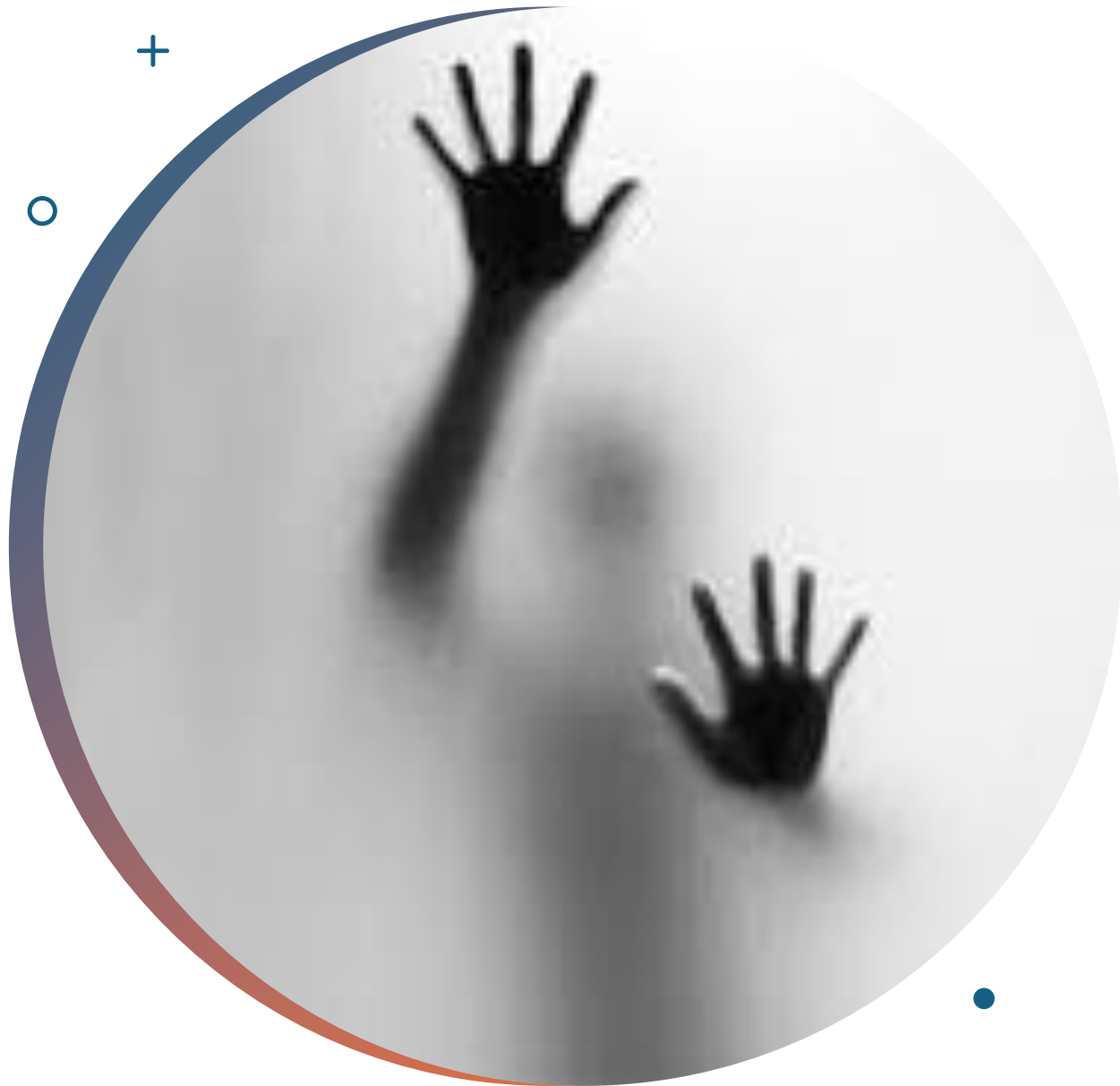
- Connecting with a candidate because of things you have in common
- In-group favoritism - not a prejudice *against* a group, but *favoring* others who are a part of your group



RETAINING

Diverse Fundraising
Talent





We all know that attracting and hiring diverse employees in the nonprofit sector can be challenging, however, retention is an



-
- **In-group favoritism** also plays a role among the current staff:
 - Who will receive the stretch assignment
 - Who will be the point person for the highest-profile opportunities
 - Who will be promoted to the top positions or

If we want people to flourish in the workplace, ***we can't have an environment that works only for the narrowest group.*** We must appreciate that no matter how broadminded we may think we are on diversity issues we may not understand that ***working with people in different cultures requires change in how rules and norms are applied to different***





We can't insist that people who are different from the **dominate** group do their best impression of those who are already in the **majority**.

I pretend I do
not see it



We see
difference
but we don't
want it to
matter

Assessment of Inclusion, Diversity, Equity and Access (IDEA)



2021 survey conducted by AFP in collaboration with nine organizations released a study of inclusion, diversity, equity and access (IDEA) issues in the fundraising profession - based on survey responses from more than 2,000 professionals.

The study shows that the fundraising profession and the organizations it serves have seen significant instances of bias and discrimination:

- 25% were harassed or were the victim of micro-aggressions from their employers' donors, potential donors, or volunteers.
- 37% have left a job because they felt isolated from or unwelcomed by their co-workers: 60% of Black

In addition to race and ethnicity, sources of discrimination included age, appearance, disabilities, gender, and religion:

- 30% of fundraisers under age 35 reported experiencing bias because of their age.
- 25% of study participants who have ever been discriminated against because of their appearance reported a type of bias from their co-worker.

Reporting Discrimination

About half of those who experienced discrimination or bias did not report to supervisors or leadership, highlighting the need to be proactive in providing supportive environments.



A large crowd of diverse people, representing various ages, genders, and ethnicities, is arranged to form the geographical shape of the United Kingdom. The individuals are densely packed within the outline of the country, with some smaller groups positioned around the main landmass. The text "People talk" is centered over the image in a white, sans-serif font.

People talk

Money, Power, and Race: The Lived Experience of Fundraisers of Color

Fundraisers of color identified themes throughout their careers:

- The competency of fundraisers of color is questioned while white fundraisers are assumed to be proficient.
- Belittlement happens as a matter of course in dealing with donors, board members, and, in some positions, executive staff.
- Internal support, particularly at the executive leadership level, is key to individual professional success.
- Fundraisers of color who do navigate the racial barriers find development to be a very rewarding way to contribute to social change.





An Aha Moment:
*A moment of
sudden insight or
discovery*



AFP President Mike Geiger to Step Down at the End of the Year

In his seven-year tenure, Geiger improved financials and led the organization through the pandemic. A search firm is being hired to find his successor.



**We are not
Perfect, we are learning.
That's the beauty
in our journey.**

