

Fundraising Day Washington 2004

Diversity, Community and Unrestricted Funding

September 13, 2004

Presented by:

Mikel Smith Koon

President

Fundraising Day Washington 2004

Session Objectives

- ◆ Understand how diversity is valued in our economy and how you are affected
- ◆ Understand how you can increase funding by identifying a donor's diversity initiative
- ◆ Develop useful tools to increase value through diversity

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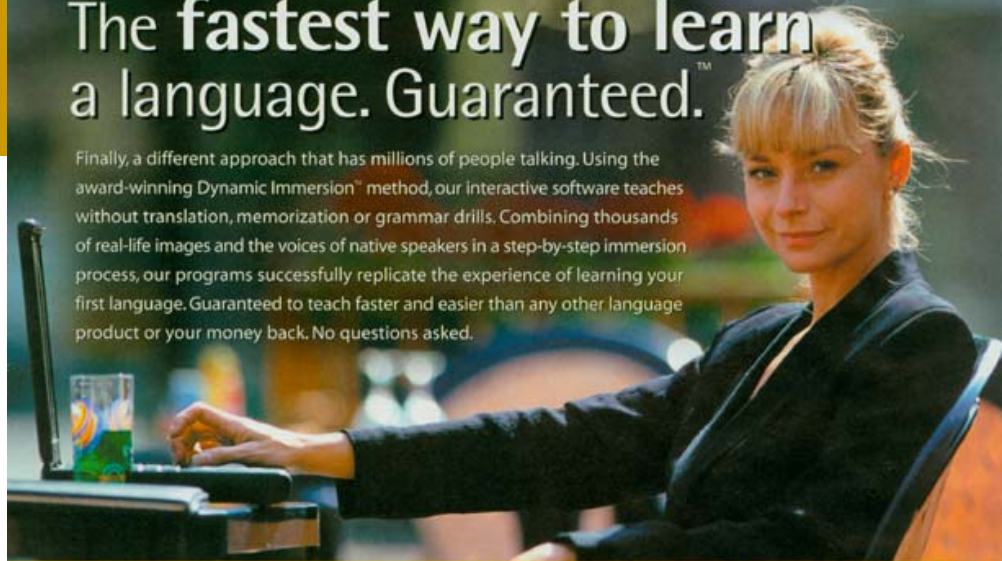
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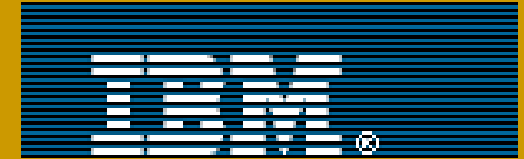


A highly-talented engineer with over 20 years of experience at General Motors, Blake is a prime example of the leadership, diversity and innovation at GM. As a member of the leadership of GM's Mosaik Initiative Team (MIT), and as a member of young Hispanic professionals within the company, Blake initiates her time and energy in advancing efforts within the local community. GM is proud of Blake and her stellar capabilities, and everything she does to give back to the communities that have always been there for us. Her government is an important supporting asset.



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How is diversity valued in our economy?

- ◆ Purchasing power
- ◆ Increased productivity
- ◆ Increased creativity

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Changes in population

- ◆ Continuous increase in immigration
- ◆ Increase in minorities
- ◆ Aging of the Baby Boom generation

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Effect

- ◆ Cultural differences
- ◆ Assimilation issues
- ◆ Language barriers
- ◆ Experience differences

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What is Diversity?

Webster's Definition

di•ver•si•ty \ də-ˈvər-sət-ē \ *n, pl -ties* **1**: the condition of being different: VARIETY

Diversity Training Group's Definition

Relates to all the ways you are different from and similar to other people. In addition, it refers to a mosaic of people who bring variety of backgrounds, styles, perspectives, values, beliefs and assets to the groups and organizations with which they interact.

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Diversity 101

- ◆ What is diversity?
 - ◆ Total inclusion
 - ◆ Not affirmative action
 - ◆ Increased creativity and productivity

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Who Cares About Diversity and Why?

Government

- ◆ 2000 Census Information initiated programs

Companies

- ◆ Image enhancement
- ◆ Recruiting
- ◆ Retention
- ◆ Market expansion
- ◆ Exposure management
- ◆ Productivity
- ◆ Profitability

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Embedded Diversity

- ◆ **Nonprofit constituencies are often a target market**
- ◆ **Nonprofit missions often meet the needs of community outreach initiatives**
- ◆ **Media provides visibility for an enhanced diversity image**
- ◆ **Good relationships provide limited exposure management**

Diversity is often embedded in nonprofit missions

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What's the Value to Nonprofits?

Opportunities for Increased Resources

- ◆ Increased funding
- ◆ Increased marketing and visibility
- ◆ Increased interest
- ◆ Enhanced programs
- ◆ In-kind products/services
- ◆ Volunteer support
- ◆ Guidance and advise

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Practical Tools

1. Identify groups, companies, organizations that can benefit from organization
2. Identify organizations that pursue relationships with constituencies
3. Make sure you are clear on the value the supporter would get

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Practical Tools *(continued)*

4. Identify the best contact
5. Identify a champion
6. Make the connection
7. Follow up and keep in touch!

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Summary

- ◆ Diversity impacts the well-being of our economy
- ◆ Companies and other organizations are looking for ways to enhance their diversity image
- ◆ Non-profit organizations can help supporters enhance their diversity image

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Questions?