

CELEBRATING 25 YEARS

THE FABRIC OF FUNDRAISING

MADE WITH
**100%
PASSION**

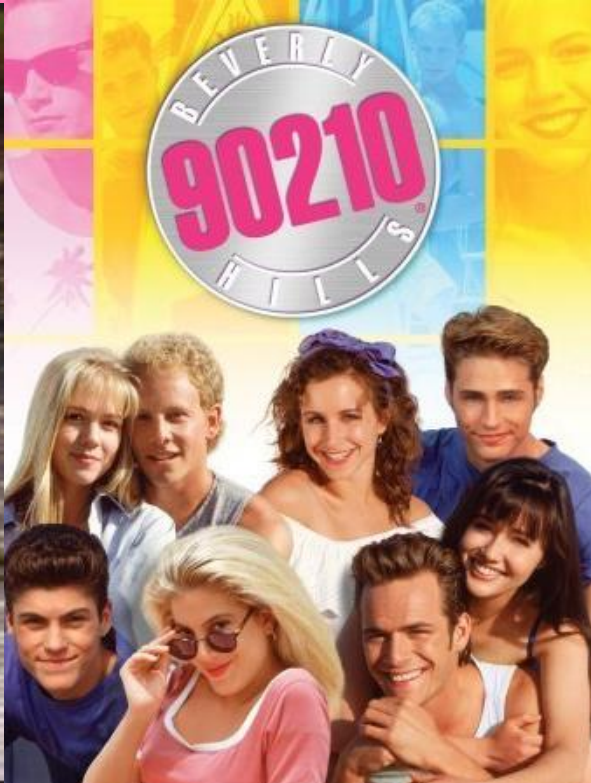
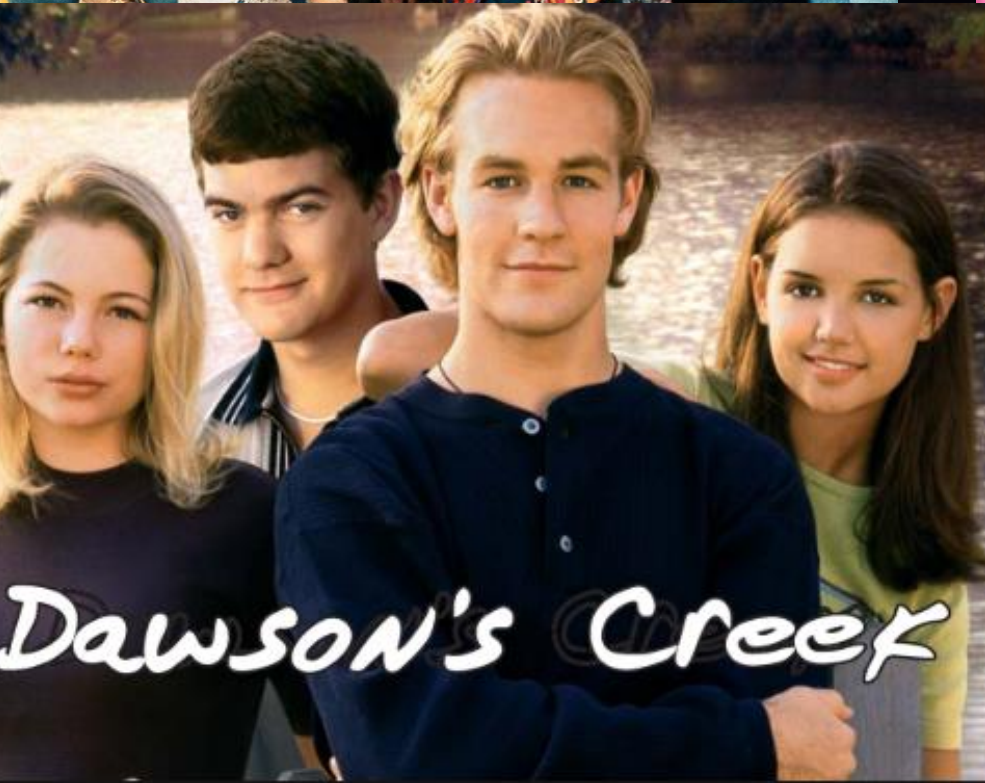
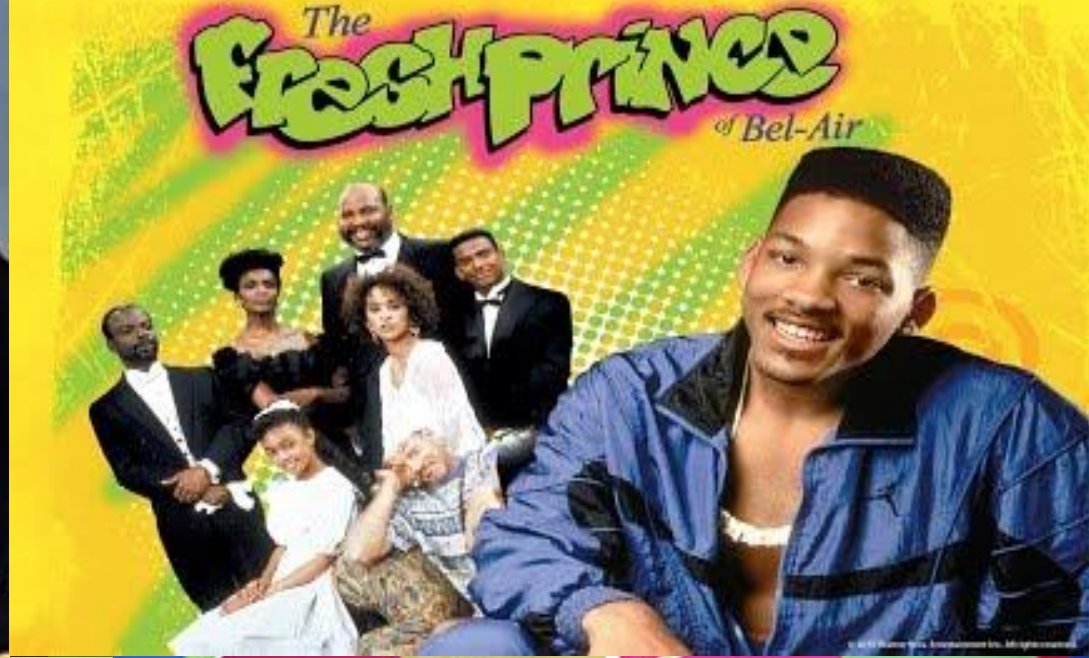
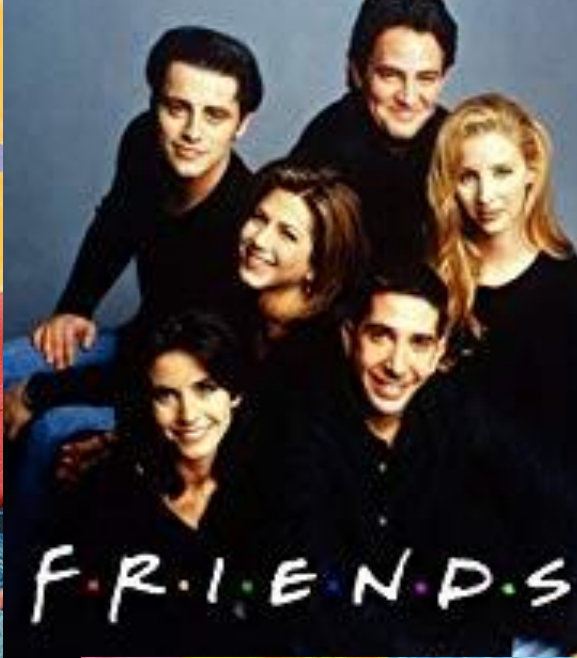


FUNDRAISING DAY
MAY 30, 2019

**METRO TORONTO
CONVENTION CENTRE**

Cultural Competence: Why it Matters in Major Gift Fundraising

Presented by Tanya Rumble, CFRE & Hava Goldberg, CFRE
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Introductions

- Land Acknowledgement
- Who We Are & How We Come to this Work
- Pet Peeves
- Objectives for the Session
- Creating a Safe Space

What does representation have to do with fundraising?

When we can see ourselves on screen, in books or on a website, we realize (consciously & subconsciously)...

WE MATTER

When groups of donors are not represented in your communications, this sends a message to the donor...

This organization is not for me

Activity 1: Gathering Baseline Data

- In groups of two or three
- Identify a group that is impacted by the mission of your organization, are supporters of your organization, or you wish to build relationships with to further the mission of your organization
- Complete the questionnaire

Report Back

- Reflections / Ahas
- Gaps and Opportunities
- Intersections and intersectionality

Is Your Organization Asking?

- How do we acknowledge and include diverse perspectives?
- How inclusive are our policies and practices?
- Are we perpetuating inequality, injustice, & white supremacy?

Diversity in Canada

- 1 out of 5 Canadians are foreign-born, the highest proportion among the G8 countries.
- People from more than **200 ethnic origins** live in Canada
- More than **200 languages** are spoken as a mother tongue
- Nearly 6,264,800 people (19%) identified themselves as a member of a visible minority group
- 46% of Toronto's population were foreign born
- Growing proportions of the population have religious affiliations other than Christian

What is Cultural Competency?

Building your cultural competency starts with understanding:

- Culture is complex and dynamic
- People have many intersecting identities
- It's impossible to know everything about every culture
- Never assume, instead ask questions
- It's more than race, ethnicity, gender, class, religion, dis/ability, or sexual orientation, but it's important to take the oppression these groups may feel into account

Cultures of Giving

“There is no formula that guarantees a gift from a “diverse” donor. While there are distinct cultural cues that may inform the giving interests and habits of emerging groups, we must remember that giving is a deeply personal act, and any attempt to apply individual strategies to a wider group of donors will inevitably yield great frustration – on both sides of the table. Giving is also context-driven, which means that we must pay attention to the donor’s personal interests and needs, which may or may not be informed by cultural background.”

Krishan Mehta and Deborah Greenfield “Diversity in fundraising: The inclusive giving journey,” *Excellence in Fundraising in Canada*, Vol. 2.

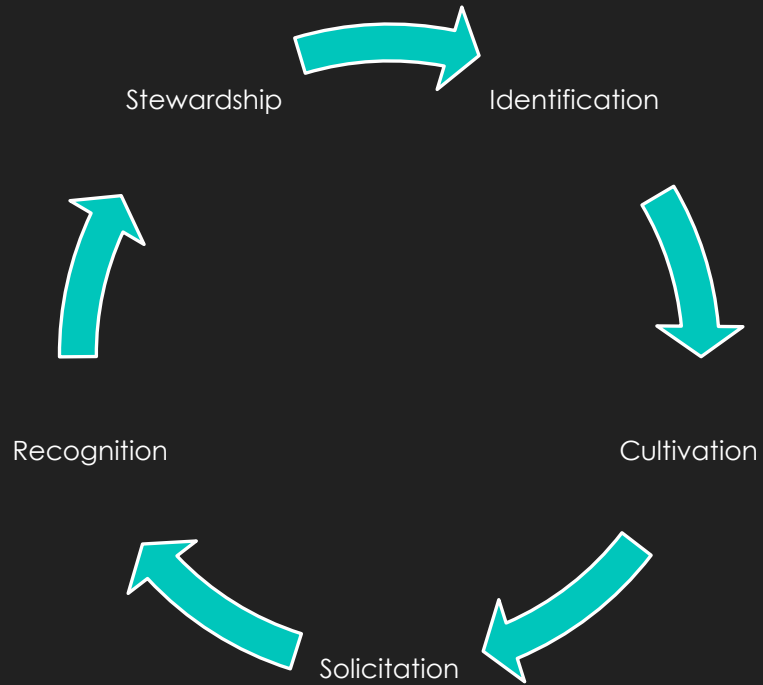
Pitfalls in Cultural Competency and MG Fundraising

- How many of you have heard these phrases:
 - Did you see that organization X has Y community leading a fundraiser for them? We should think about how we get involved with that community because they have capacity.
 - Other examples?
 - How to respond....

Activity 2: Building Culturally Competent Engagement Strategies

- In groups of two or three (please connect with some new folks)
- Brainstorm engagement strategies for the community you previously identified at each stage of the cultivation cycle

Donor Cycle



Opportunities for Cultural Competence at Each Stage:

- Identification
- Cultivation
- Solicitation
- Recognition
- Stewardship

Additional Strategies

- When researching a prospect, add in information on cultural and religious connections
- Become aware of cultural norms that may affect how you frame your ask. How does their culture feel about recognition, asking for a second gift, estate giving? Are there times of year that it is better to ask? Is it customary to give in certain denominations?
- Stewardship practices as simple as celebrations and holiday cards – have you considered the donors cultural and religious practices? And how can you find out what they are?

Do Your Homework

- Communities are happy to help you build connections, learn, and will likely embrace your efforts
- Get involved and ask questions and solicit advice- respectful inquiries demonstrate sensitivity
- Like any Major Gift ask, everything depends on your sensitivity to their timing, their attitudes, and their readiness to give – donor-centred relationship building

Resources

- Volume 2 of ***Excellence in Fundraising in Canada***-Diversity in Fundraising -Krishan Mehta and Deborah Greenfield, CFRE
- Fellowship for Inclusion in Philanthropy, <http://www.afpinclusivegiving.ca/>
- ***“Culture, Inclusion, and Nonprofit Competence: The Unbreakable Links,”*** Stephen Dubb, <https://nonprofitquarterly.org/2018/01/26/culture-inclusion-nonprofit-competence-unbreakable-links/>
- ***“Cultural Competence: Why It Matters to Nonprofits,”*** Doug Toft, <https://nonprofitquarterly.org/2018/01/26/culture-inclusion-nonprofit-competence-unbreakable-links/>
- “The Giving Behaviour of Canadians, Who Gives, How and Why,” Rideau Hall Foundation, https://www.cagp-acpdp.org/sites/default/files/media/rideau_hall_foundation_30years_report_eng_fnl.pdf

Questions & Further Dialogue

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