

JANUARY 2008

Raising Funds in Diverse Communities



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A service of the Corporation for National and Community Service - Resource and Fund Development Initiative

Dear “Diversity” Colleague,

By mid-century, current “minority” populations are projected to make up more than 50% of the United States. This issue on Raising Funds in Diverse Communities is available to help you maximize the resources that diverse communities bring to social-profit initiatives. Be sure to access the fact and work sheets. Click on the titles on the right to learn more about...

Building Relationships

Trust – The Success Factor

The Five I’s and How They Deepen Relationships and Results

Do you have questions about raising funds among diverse communities? Contact us through LEADline@CampaignConsultation.com. Access previous issues of On-the-Go eTA by clicking on the title at the right.

Building Relationships

Raising funds in a community composed of diverse cultures can have it’s own special rewards and challenges. It takes a great deal of sensitive listening. If you are trying to expand your fundraising approach to a broad audience you will need to take time to consider what you know about others and what you need to learn.

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Here are some approaches that may assist or prevent your program from raising monies in diverse communities

As with all communities, these are generally accepted assumptions that may not hold true for all minority communities.

Do's	Don'ts
<ul style="list-style-type: none"> • Research the formal and informal leaders and organizations in the minority community. • Identify how you and/or your organization may be able to establish a mutually beneficial partnership with an organization in the minority community. • Find ways to give resources, not just take resources from the minority community. • Realize that the make-up of your organization may need to include representation from the minority communities. • Determine what ethnic group title/name the minority community prefers. • Understand that some people in ethnic minority communities consider themselves the majority, so phrasing like 	<ul style="list-style-type: none"> • Don't believe all minority communities are alike – Each has its own culture– learn them! • Don't enter the minority communities' meetings or events acting as if you have all of the answers – LISTEN! • Don't think you will get immediate results from your cultivation efforts, as with all fundraising, it's a process. • Don't just use the majority news outlets to communicate with the minority communities, also learn and use the ethnic radio stations, newspapers and church networks. • Don't only consider what's in it for you, also identify how you can benefit them.

Share Square

Facts for your fundraising volunteers to know

Relationships are the straightest road to fundraising success. Meet with a fundraising leader from a minority community to ask for introductions to other leaders in his/her community. Take time to learn from this volunteer about important facets of his community.

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phrasing like
“diverse
communities” may
be more acceptable.

- Focus on building trust.
- Generate credibility through visibility, sustained interactions and proven results.
- Understand that spirituality and/or religion may play a large role in many ethnically diverse communities.

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Trust – The Success Factor

You gotta have trust first to involve anyone and especially diverse communities. Trust is the number one success factor according to a study conducted by The Amherst H. Wilder Foundation.

The study indicates that to build meaningful relationships with diverse communities “trust” is the first imperative above 19 other important success factors in building partners for social change. [Click here to download a chart created from the Wilder Foundation’s research.](#) Pass around copies of the chart and ask your Leadership Volunteers to choose which is the number one factor for building partners, then brainstorm actions for building trust within a specific minority community. Expect a robust conversation!

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The Five I’s and How They Deepen Relationships and Results

Trust is paramount to building relationship that leads to the natural inclination of people to want to get involved and invested in your program. [The Five “I’s” model](#) shown below can help you both build trust and investment in minority communities. It is a helpful tool for leaders in the social profit sector who wish to expand relationships with individuals in diverse communities. [Click here to access](#)

“We all live with the objective of being happy; our lives are all different and yet the same.”

[worksheets to apply The Five I's in your work with diverse communities.](#) You will also find true life examples of how two social profit initiatives built investment in their respective missions. A Resource sheet is also available in the same download.

– Anne Frank (1949-1945)

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Let us know

Have you found other ways to raise funds for your program in diverse communities?

Contact us at LEADline@CampaignConsultation.com (LEADline is sponsored by the Corporation for National and Community Service through its Resource & Fund Development Initiative.) We would be happy to answer questions or to give you more support.

Thank you for your interest in On-The-Go eTA. We encourage you to [send this and other issues of OTG eTA to friends and colleagues](#) who would benefit from the information. Also, if you're on information-overload, you may request [email removal](#). Otherwise OTG e-TA will be back soon with another edition.

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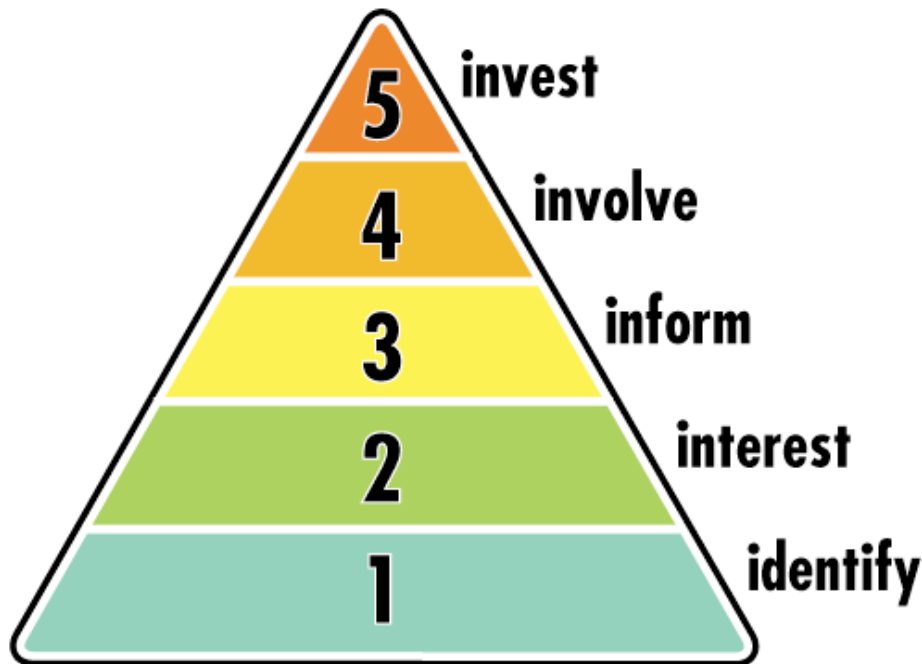


**RESOURCE & FUND
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For more information, contact:
CAMPAIGN CONSULTATION, Inc.
2819 Saint Paul Street, Baltimore, MD 21218 4312 USA
T. 410.243.7979 F. 410.243.1024 Toll Free: 1.877.243.2253
LEADline@CampaignConsultation.com
www.CampaignConsultation.com

Details from above:

"Five i's" of Development



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Resources

The National ASK (Awareness, Skills, Knowledge) to Sustain Institute, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 1998, 2002

The CNCS Resources Now! National Institute, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 2005-07.

Fundraising in Diverse Communities, sponsored by Council on Philanthropy – Philanthropy Midwest Conference, provided by Campaign Consultation, Inc., 2007.

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Learning Products and Services

LEADline:

(*Learning Experiences At a Distance*) LEADline is designed to give information fast. Have a resource & fund development question? Use LEADline and within 24 hours you will receive response and advice from a fundraising professional.

Contact us

LEADline@CampaignConsultation.com

GIZMOs:

(*Giving Information for Zooming Mission Objectives*) GIZMOS are resource and fund development tools for you and your volunteers. They are tangible products in packets, pocket brochures, CD-ROMs, games, etc. They feature a myriad of fundraising topics such as The

Case for Support, an interactive online resource. To order, contact us through LEADline@CampaignConsultation.com or call 410.243.7979 or toll free at 1.877.243.2253.

View and use our newest GIZMO, [Building Your Case for Support](#)

For more information:

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The Chronicle of Philanthropy:

Everyone who comes to a Resources Now! National Institute gets a free subscription to the Chronicle for a year. Participants in CNCS Campaign Consultation workshops receive the latest issue free of charge plus a \$20 discount on one year's subscription.

Workshops/Clinics:

The Corporation for National and Community Service (CNCS), through its T/TA service provider Campaign Consultation, Inc., offers a three-hour workshops and clinics for those interested in mastering key skills need to write for individual donors.

Online Courses/Webinars:

Web course delivery of topics pertinent to resource development such as — **Build Fundraising Volunteer Champions** and **Cause Related Marketing and Corporate Partnerships**.

Available through the Resource Center at,
<http://nationalserviceresources.org>

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Tell Us!

Let us know by contacting us through LEADline@CampaignConsultation.com

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- [December 2007 Donor and Volunteer Stewardship](#)
- [Mid-November 2007 Prospect Research](#)
- [November 2007 Budgeting for Fundraising](#)
- [Mid-October 2007 Raising Unrestricted Funds](#)
- [October 2007 Public Sector Fundraising](#)
- [September 2007 Revenue Generation](#)
- [Mid-July 2007 Database Management](#)
- [July 2007 Using Celebrities](#)

- [Mid-June 2007 Foundation Proposals](#)
- [June 2007 Brochures, Newsletters and Websites](#)
- [Mid-May 2007 Women as Donors](#)
- [May 2007 Postage and Mailing Rates](#)
- [Mid-April 2007 Phonathons and Thankathons](#)
- [April 2007 Annual Fund Mailing Lists](#)
- [Mid-March 2007 Face-to-Face Asking](#)
- [March 2007 Government Funding](#)
- [Mid-February 2007 Rural Fundraising](#)
- [February 2007 Stop-gap Funding](#)
- [Mid-January 2007 Nonprofit Branding](#)

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