



AFP GC Diversity Plan September 2011

In this document, we will discuss diversity needs and desires, and lay out a plan for implementing diversity across chapter initiatives. This diversity plan includes goals, a definition of diversity, reporting, and outreach. As our chapter embraces diversity/inclusion, we have the opportunity to increase membership, committee participation and attendance at programs and events.

In 2009, the AFP Greater Cleveland Board of Directors affirmed its commitment to diversity by adopting the definition of diversity used by AFP International. The definition reads: *Diversity is the seeking and achieving of a broad representation of experiences, perspectives, opinions and cultures.*

Diversity Committee: Carol L. Carbary, CFRE; Toi Comer, DeAnn Hazey, CFRE

Goal #1: Have at least one program (roundtable or luncheon) annually with a focus on inclusion. Work with chapter Program committee to choose speaker(s), plan logistics, advertise, etc.

Timeline: beginning fall 2011 (with October program) and continuing. There is a March 2012 program on diversity also on the agenda.

Ideas:

- 1) What does inclusiveness mean? Where do we (as a chapter, as representatives of our organization, and as individuals) exclude? How can we be more inclusive?
- 2) Soliciting funds from individuals in diverse religious communities (Baptist, Jewish, etc.).
- 3) Soliciting funds from individuals in diverse cultures (Asian, Hispanic, African-American, young).
- 4) Host a panel discussion consisting of diverse donors (why they give and assessing what solicitation approaches work/don't); and diverse fundraising professionals

(strategies of recruiting and cultivating prospective donors while maintaining current donors).

5) Increasing diversity in our profession.

Goal #2: Ensure that all AFPGC materials appeal to a diverse audience and are inclusive in every way.

Timeline: beginning immediately and continuing

Goal #3: Include a diversity tidbit or article in the chapter's electronic newsletter at least twice annually.

Timeline: beginning immediately and continuing. For several months early in 2011, the electronic newsletter included the definition of diversity and our goal to broaden our diversity efforts as a chapter.

Goal #4: Work with nominating committee to bring on new board members that expand the inclusivity of the AFPGC board.

Timeline: beginning fall 2011 and continuing

Goal #5: Work with Professional Development committee to ensure that programs offered enhance inclusivity.

Timeline: beginning fall 2011 and continuing

Goal #6: Present attached resolution to AFPGC board to be adopted.

Timeline: September 2011

Goal #7: Apply for 2011 Friends of Diversity Chapter Certification

Timeline: January 2012

Goal #8: Reach out to diverse groups in non-profit and fundraising across Northeast Ohio.

Timeline: 2012 and ongoing

Other ideas to consider in the future:

- Each year, (at possibly our NPD) recognize an outstanding fundraising professional from a specific ethnic group, or grassroots organization, etc.
- Coordinate focus groups consisting of diverse donors and fundraising professionals that embrace our definition of diversity and learn their perceptions of AFP, what are their expectations of AFP, what workshops/presentations would they be interested in hearing about/attending, and find out if they have a specific skill set they would be willing share at one of AFP's forums that would be beneficial to other fundraising colleagues, etc.
- A frequently asked question/answer component on our website, as it relates to our position/programs involving diversity/inclusion.
- Develop a Fellows program similar to that of Chicago – this is akin to a mentorship program. New diverse fundraisers join this program for a year. During this time, their leadership potential in the field of fundraising is cultivated. Participants must be members. More can be found on Chicago's chapter website.

This plan was reviewed by the Executive Committee and the full membership of the AFP GC board and adopted on November 10, 2011

AFP Cleveland Board Resolution on Diversity

We, the board of the AFP Cleveland Chapter, acknowledge and adopt AFP's broad and all encompassing definition of diversity:

Diversity is the seeking and achieving of a broad representation of experiences, perspectives, opinions and cultures.

RESOLUTION

WHEREAS the Cleveland Chapter embraces AFP's international goal of diversity; WHEREAS the Cleveland Chapter is committed to educating and encouraging its members and the nonprofit sector to better serve the community; WHEREAS the Cleveland Chapter has served as the resource for and has made significant investments in the area of inclusivity, therefore BE IT RESOLVED THAT;

The Cleveland Chapter officers and Board of Directors shall be champions for inclusivity in their leadership of chapter operations, committee work and all other board related activities;

Inclusivity is recognized and embraced as critical to the mission of the Cleveland Chapter and shall remain an integral, ongoing and proactive part of the organization's governance, committees, membership, programs, policies, activities, goals and priorities in the future;

The Cleveland Chapter provides access and opportunities for service and leadership to all segments of our not-for-profit community;

The Cleveland Chapter strives to be inclusive in its planning and programs, and inclusivity is part of its plans; and the Committee on Inclusivity helps develop guidelines for consideration in the Cleveland Chapter's plans and programs;

The Committee on Inclusivity serves as a springboard for ideas and generates concepts related to the diversity of the Cleveland Chapter's membership and the inclusion of all communities.

ADOPTED by the AFP Cleveland Board of Directors: November 10, 2011