



AFP GC Diversity Plan I.D.E.A July 2019

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 2019 the AFP Greater Cleveland Board of Directors affirmed its commitment to diversity by adopting the definition of diversity used by AFPI.

Diversity Committee: Carol L. Carbary, ACFRE; Betsey Kamm CFRE, Phyllis Harris, Herbert Smith, Holly Sukol, Jena Olsen, Fran Anderson, Bob Cahen

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 2019 and continuing.

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.

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

Timeline: Immediately

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

Timeline: Immediately

Goal #7: Apply for 2019 Friends of Diversity Chapter Certification

Timeline: January 2019

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

Timeline: 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.

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:

Inclusion: The ability of AFP GC to attract, retain, accommodate, and involve a range of diverse people who are valued, accepted, and comfortable.

Diversity: AFP GC defines diversity as a core value. It is an inclusive concept encompassing all individuals and communities. The state of being diverse means having the broadest possible representation of individuals, experiences, and perspectives in all-encompassing terms.

Equity: Creating a level playing field for individuals or groups according to their respective needs, which may include equal treatment or treatment that is different but is considered equivalent in terms of rights, benefits, obligations and opportunities.

Access: The commitment to foster attitudes, behaviors, and procedures to facilitate access that promotes equity and diversity, fosters inclusion and allows people to maximize their contribution to our association and communities that our members serve.