

# How to develop inclusive communications and fundraising strategies

## PRESENTED BY:

Dominique Calixte

Coralys Negretti

As part of the 2020 MNN Annual Conference



@YWBoston

eliminating racism  
empowering women





PRESENTER

# Dominique Calixte

*(she/her/hers)*

Associate Director of Annual Giving & Special Events

YW Boston

eliminating racism  
empowering women

**yw**  
boston



PRESENTER

# Coralys Negretti

*(she/her/hers)*

Director of Marketing & Communications

YW Boston

eliminating racism  
empowering women

**yw**  
boston

# WHO IS IN THE ROOM?

Help us learn more about today's audience by answering an anonymous poll about your current role/job title.

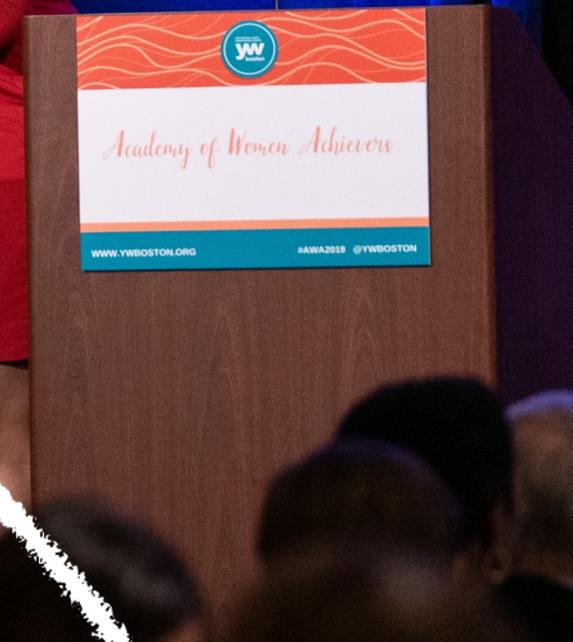


# AGENDA

- **Overview of YW Boston**
- **Part I: Inclusive Communications**
  - Includes interactive portion using Zoom Chat
- **Part II: Inclusive Fundraising**
  - Includes interactive portion using Zoom Chat
- **Question & Answer with the Audience**
- **Closing and Additional Resources**

## WHO WE ARE

YW Boston is creating more inclusive and equitable spaces within the City of Boston and beyond.



*YW  
Boston*



# MISSION STATEMENT

**YW Boston is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all.**

Founded in 1866 as the first YWCA in the United States, YW Boston has consistently been a leader in advancing social equity for over 150 years.





# OUR WORK

Through our Diversity, Equity & Inclusion services—**InclusionBoston** and **LeadBoston**—as well as our advocacy work and youth programming, we help individuals and organizations change policies, practices, attitudes, and behaviors with the goal of creating more inclusive environments where women, people of color, and especially women of color can succeed.



eliminating racism  
empowering women



# OUR WORK



## DEI Services

InclusionBoston

LeadBoston

DEI Workshops



## F.Y.R.E. Initiative

(Fierce Youth  
Reigniting Excellence)



## Advocacy

Awareness

Education

Legislative Advocacy

Coalition Building



## Thought Leadership

Events

Partnerships

Research & Resources



# Diversity, Equity & Inclusion Services



## InclusionBoston

Advances DEI by partnering with organizations looking for improved business and mission-driven results. Our customized, evidence-based approach builds internal capacity and a plan for cultural change while supporting organizations throughout their journey.



## LeadBoston

Cohort-based program that equips mid- to senior-level professionals with the knowledge, skills, and network to propel their leadership, and their organization's success, forward.



## DEI Workshops

Move beyond awareness and towards action by building knowledge that can shift attitudes and behaviors. Workshop offerings include:

*Understanding Social Identities*

*Implicit Bias*

*Microaggressions*

*Intersectionality*



**PART I: INCLUSIVE  
COMMUNICATIONS**

*You*  
Boston



# Inclusive Communications

- What are they?
- Why are they important?
- How do we put them into practice?

# INTERACTIVE EXERCISE

Please participate in the Zoom chat



# Example Company Statement

**“[Our organization] is praying for the recovery of Jacob Blake, who was shot multiple times in the back by a police officer at point range in Kenosha, Wisconsin. Our hearts go out to his family and friends.**

**We stand firmly against reoccurring issues of excessive use of force and immediate escalation when engaging the black community. [We] will continue to stand for all black lives as we demand accountability and systemic change.**

**We will work to enact policy change so these incidents no longer exist.”**

**What words, phrases or messages stand out to you from this company statement?**  
(Please answer using Zoom’s chat function.)

# Inclusive Communications

## What is inclusion?

The act of including people and perspectives so that others may feel welcomed, respected, supported, empowered, and valued.

**Social Identity:** Social constructions that include how we define ourselves and how others perceive us, including race, ethnicity, gender, ability, and more.





# What are Inclusive Communications?

We define inclusive communications as the act of crafting and delivering communications using a diversity, equity, and inclusion (DEI) lens.



# Inclusive Communications

## What they are

Centered in diversity, equity, & inclusion (DEI)

A long-term commitment

People-centered

## What they are not

Public Relations (PR)

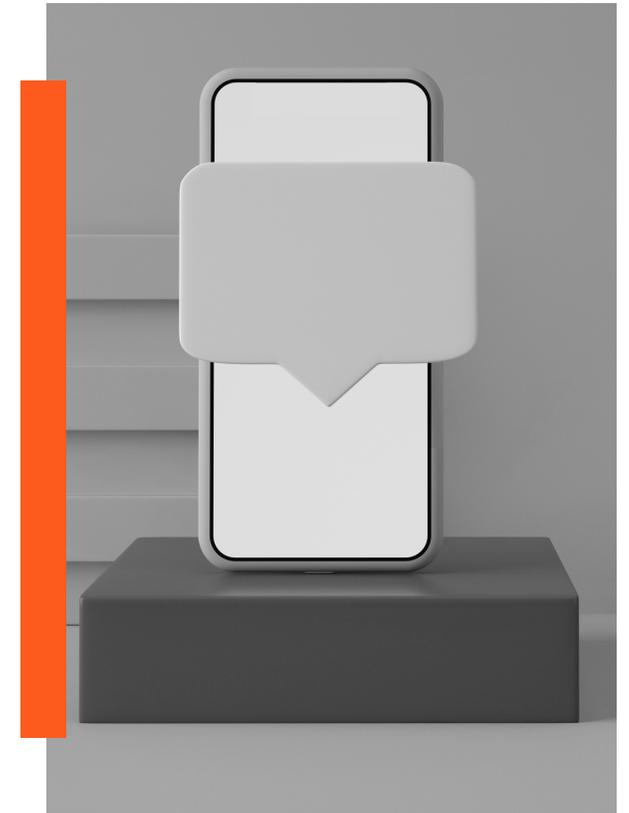
Crisis Communications

Pandering, Political Correctness  
or Identity Politics

**Inclusive communications** aim to recognize the diverse social identities of the people receiving our messages.

# Why Prioritize Inclusive Communications?

- **There is a moral imperative to do so.**
- **We have a responsibility to our stakeholders.**
- **There is a “business case” for them.**
- **They help us build more meaningful connections.**
  - “Know your audience” and “bring your product to your consumer.”
- **They allow us to expand our audiences and markets.**
- **Audiences and stakeholders are demanding it.**
  - By 2050, there will be no ethnic or racial majority in the U.S.
  - 90% of Gen Z Americans support Black Lives Matter.



# Why Should Nonprofits Prioritize Inclusive Communications?

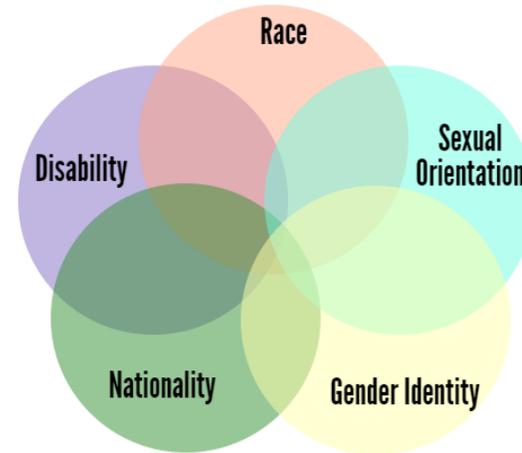
- **Nonprofits have a large amount of power.**
- **Nonprofits deal with personal matters related to inequities and social identities.**
  - Commodification of people's stories and lived experience
  - Empathy as a means of achieving organizational goals
- **The nonprofit sector has its own DEI challenges.**
  - Limited experiences and room for bias
  - Assuming good intentions



# 8 WAYS TO PRACTICE THEM

### 1. Use inclusive language and messaging

- Use gender-inclusive language.
- Use simplified language.
- Go beyond words (photos, visuals, sources)



### 2. Question assumptions about your audience, your message, and yourself

- Don't assume cultural norms.
- Don't make assumptions based on shared experiences with your audience.

### 3. Consider your audience's intersecting social identities

**Intersectionality:** The interconnectedness of social identities that creates overlapping disadvantages.

# 8 WAYS TO PRACTICE THEM

### 4. Consider your subject matter (your subject *matters*)

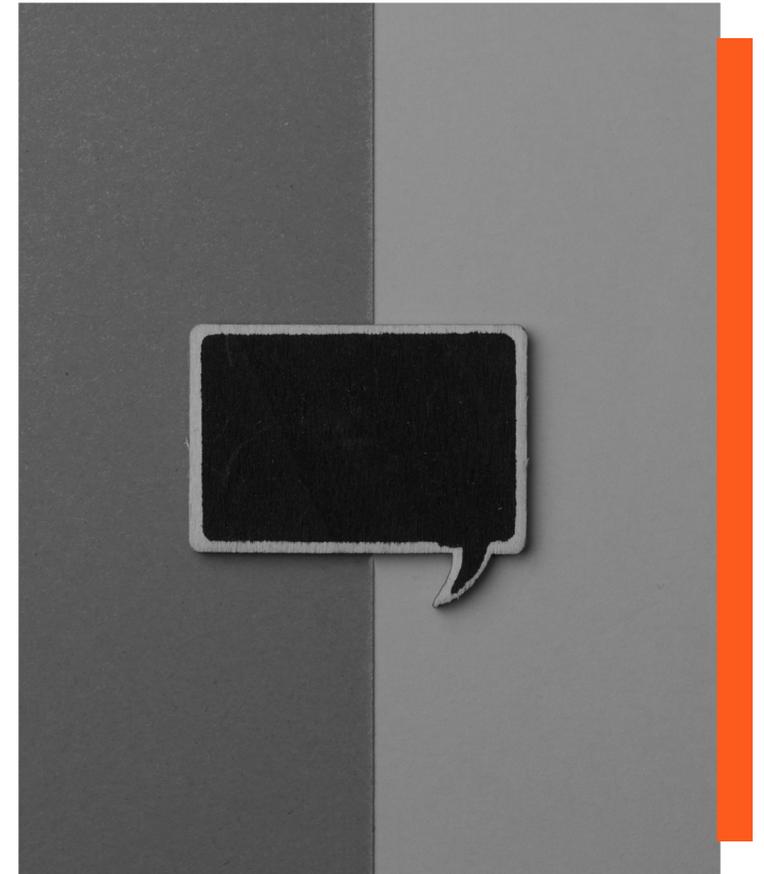
- How much knowledge do you have about the subject?
- How are you framing the subject?
  - “Issues of race” vs. “Issues of racism”

### 5. Consider a broad context

- When and where will your message be received?
- Which perspectives have been historically centered?

### 6. Account for both intent and impact

- Recognize harm
- Be specific (“racially charged” vs. “racism”)
- Practice taking accountability
- Gather informed consent to tell stories



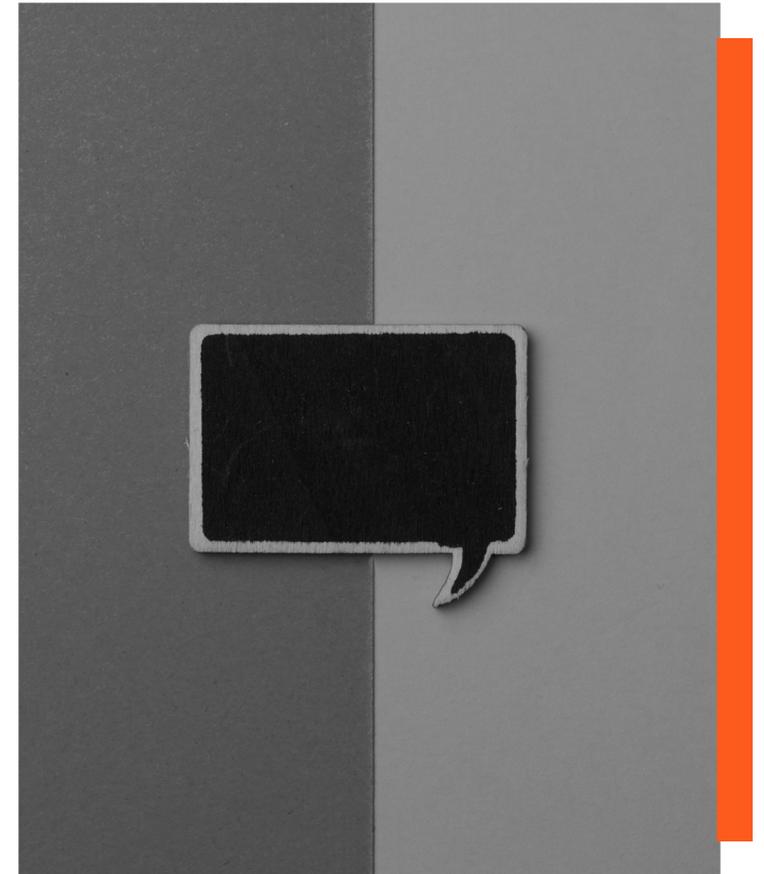
# 8 WAYS TO PRACTICE THEM

### 7. Seek out and incorporate feedback

- Provide ways to give feedback
- Seek out feedback in creative ways
  - Social listening (social media monitoring)
  - TweetDeck, Twitter lists, Hashtags
- Build a process for incorporating feedback

### 8. Practice, practice, practice!

- Create the habit
- Build a baseline of knowledge about DEI
- Know when to ask for help



Considering awareness and knowledge

# YW BOSTON MESSAGING PHILOSOPHY

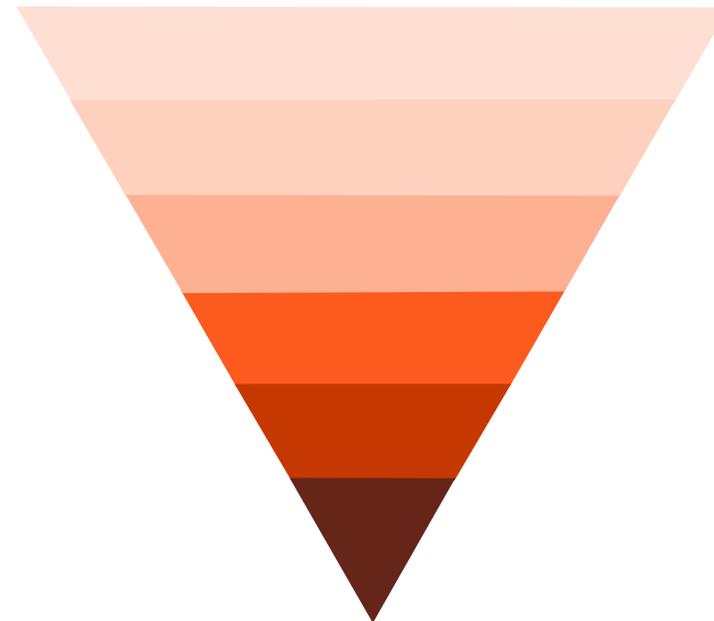


## Who?

- General public
- Event attendees
- Social media followers
- Newsletter subscribers
- Donors
- Community Partners
- Board Members
- Program Participants
- Facilitators
- YW Boston staff

## How?

*General (broad) familiarity with the topic*



*Narrow (specific) familiarity with the topic*

## Where?

- Social Media
- Event networking
- Introductory calls
- Marketing Emails
  - Blog posts
- Speaking engagements
  - Workshops
- Program sessions
- Program curriculum
- Internal documents and reports



# Inclusive Communications **HOW TO PUT THEM INTO PRACTICE**

## Think broadly about audiences and context

- Social identities
- History and current events
- Level of familiarity

1

## Take power into account

- Intent vs. Impact
- Check your assumptions

2

## Be pro-active through

- Practice and habit-building
- Gathering feedback
- Continued learning

3



**“The development  
of the skills  
happens in the  
offseason.”**

**- Beth Chandler**

President & CEO  
YW Boston

**PART II: INCLUSIVE  
FUNDRAISING**

*Yum  
Boston*

# QUESTION FOR THE AUDIENCE

What challenges have you discovered in implementing inclusive fundraising practices?

Please participate in the Zoom chat.



# Inclusive Fundraising and Communications

**Your fundraising strategies should do three things, which directly connect with communications:**

- **Attract** – Online content, events, partnerships, etc.
- **Engage** – Emails and other virtual touch points
- **Convert** – Show impact and steward relationships



# What is Inclusive Fundraising?

The active work of grounding your fundraising practices in equity, anti-racism, and justice, so that folx who are missing from the funding conversation are now invited to the table.



## How not to do it

- **Avoid phrases that center pity towards others**
  - Inner-city
  - Under-privileged
- **Avoid opportunities for communities to be a stop on a poverty tour**
- **Avoid stereotyping**
- **Avoid being transactional**
- **Avoid being heavily 'you' centered**
  - You are the reason for...



# How do you do it?

- Be intentional
- Be relevant
- Be clear
- Be deliberate
- Be specific
- Use a strength-based approach

# Strength-Based vs. Deficit-Based Language

## OLD DEFICIT-BASED

Step Up addresses girls' barriers to success.

Step Up seeks to reduce dropout rates and end the dropout crises.

Step Up teens are often facing difficult family situations like violence, abuse, unemployment or illness.

Summer internships are essential for crime prevention.

We need to find more summer internships for at-risk girls.

<https://www.youtube.com/watch?v=VmZ2tijiV9c>

## NEW ASSET-BASED

In Step Up, girls set goals.  
In Step Up, teens sharpen their problem solving skills.

Step Up works with girls to prepare for graduation.  
Step Up teens are graduating high school on time.  
In Step Up, girls work with each other and their mentors to think about and plan for life after high school.  
Step Up teens support each other in graduating from high school on time and ready for the next step.  
At Step Up, girls find the time, space and attention they need to realize their goal of graduating high school on time.  
Step Up seeks to increase graduation rates.

Step Up teens are aspirational and taking action to graduate high school confident, college-bound, career-focused, and ready to join the next generation of professional women.

Through the Young Luminaries summer internship program, girls have an opportunity to contribute to the community.

Girls from our community are seeking summer internships.

<https://www.youtube.com/watch?v=yAJ3BKzVReM>

# Strength-Based vs. Deficit-Based Language

**Concentrates on the inherent strengths of individuals, families, groups and community**

- Draws on emotion without stereotyping
- Avoids poverty porn

eliminating racism  
empowering women



---

---

## NEW ASSET-BASED

---

In Step Up, girls set goals.

In Step Up, teens sharpen their problem solving skills.

---

Step Up works with girls to prepare for graduation.

Step Up teens are graduating high school on time.

In Step Up, girls work with each other and their mentors to think about and plan for life after high school.

Step Up teens support each other in graduating from high school on time and ready for the next step.

At Step Up, girls find the time, space and attention they need to realize their goal of graduating high school on time.

Step Up seeks to increase graduation rates.

---

Step Up teens are aspirational and taking action to graduate high school confident, college-bound, career-focused, and ready to join the next generation of professional women.

---

Through the Young Luminaries summer internship program, girls have an opportunity to contribute to the community.

---

Girls from our community are seeking summer internships.

---

<https://www.youtube.com/watch?v=yAJ3BKzVReM>

F, U, N, D, R, A, I, S, I, N, G,

# Why Use Inclusive Fundraising Practices?

**A shift towards more inclusive fundraising strategies is essential because it will allow organizations to:**

- Connect and address the needs of the communities
- Seize the opportunity to diversify and stabilize funding stream
- Better align with mission-driven work



# Barriers to Inclusive Fundraising

- Scarcity Mindset
- White Saviorism
- The idea that the nonprofit sector and the people who support the sector are well-intended



# What You Can Do Right Now

- Create a list of words to avoid
- Schedule audits of donor-facing content throughout the year





## INCLUSIVE FUNDRAISING

# HOW TO PUT IT INTO PRACTICE

1

Consider the language you are using, both internally and externally.

2

Avoid creating a sense of charity or pity.

3

Be intentional – recruitment, partnerships, and staffing.

# QUESTIONS?

We want to hear from you!



# Check out our upcoming events!



## 25<sup>th</sup> Academy of Women Achievers

Thursday, October 29<sup>th</sup>

11:30AM – 1:30PM

Visit [ywboston.org/awa](http://ywboston.org/awa) to register



## Elevating Lives 2020: Delivering on Promises of Racial Justice

Thursday, November 12<sup>th</sup> and

Wednesday, December 2<sup>nd</sup>

10:30AM – 12:00PM

Visit [ywboston.org/elevatinglives](http://ywboston.org/elevatinglives) to register



Thank you for joining us!



Download Presentation

Scan the QR Code with your phone to access a copy of this presentation as well as additional resources mentioned today.

Or visit [ywboston.org/MNN2020](https://ywboston.org/MNN2020)



Sign Up For Newsletter

Scan the QR Code with your phone to sign up for YW Boston's newsletter to receive DEI content, event invitations, and more.

Or visit [ywboston.org/newsletter](https://ywboston.org/newsletter)