



# **Attracting, Hiring, and Retaining Diverse Fundraising Talent**

## **Is Your Organization Truly Ready?**



A quick study.....



# ATTRACTING

Diverse Fundraising talent



In terms of diversity, what is your organization's Reputation?



**How is your organization viewed  
by your current employees?**

What would they say about your  
organization's workforce? Would  
they say it's relatively diverse?

(People talk)



**What is your organization's reputation in the community – among other fundraisers?**

Are you well known? Is your organization recognized by its name?

**JOBS! JOBS!  
JOBS!**



Here are the numbers from last month's  
**AADO Jobs Newsletter**

- ✓ 2,158 AADO Newsletters emailed
- ✓ 1,588 AADO Newsletters opened
- ✓ 93% forwarded the AADO Newsletter

AADO randomly surveyed 50 members.  
Here are the top 3 reasons they did not  
seek additional information on a posted job:

- #1 – No salary range was provided
- #2 – Not interested in the location
- #3 – Not familiar with the organization

❑ Post open jobs in places like:

- ✓ AADO - African American Development Officers Network – [aadonetwork.com](http://aadonetwork.com)
- ✓ ASA – Asian Student Achievement – [learnasa.com](http://learnasa.com)
- ✓ [Diversityworking.com](http://Diversityworking.com)
- ✓ Diverse forums – LinkedIn
- ✓ [Glassdoor.com](http://Glassdoor.com)



# HIRING

Diverse Fundraising Talent



# WHAT IF I SAY THE WRONG THING?

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VERNĀ A. MYERS

WHAT IF I SAY THE  
WRONG THING?

25 HABITS FOR CULTURALLY  
EFFECTIVE PEOPLE

Habit #15 in the book

Don't Mistake The  
Mirror For Merit



**Connecting with a candidate  
because of things you have in  
common**

**In-group favoritism** - not a  
prejudice *against* a group, but  
*favoring* others who are a part of  
**your** group

**In-group favoritism** also plays a role among the current staff:

- Who will receives the stretch assignment
- Who will be the point person for the highest-profile opportunities
- Who will be promoted to the top positions or receive the leadership opportunities

# RETAINING

Diverse Fundraising Talent

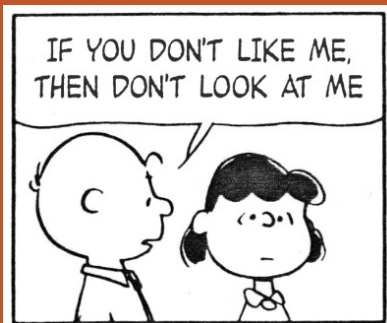


We all know that attracting and hiring diverse employees in the nonprofit sector can be challenging, however, retention is an even bigger issue!!



Habit #14 in the book

Become Mutually  
Adaptive



“We Let Them in; Now it’s Up to  
Them to Figure Out How to Fit in”

It’s not enough to invite difference, you have to  
recognize that difference makes a difference




## **Contributing to how we present ourselves:**

- **how we were raised**
- **our personality**
- **how we have been socialized**



If we want people to flourish in the workplace, ***we can't have an environment that works only for the narrowest group.*** We must appreciate that no matter how broadminded we may think we are on diversity issues we may not understand that **working with people in different cultures requires change in how rules and norms are applied to different groups.**




We can't insist that people who are different from the *dominate* group do their best impression of those who are already in the *majority*.



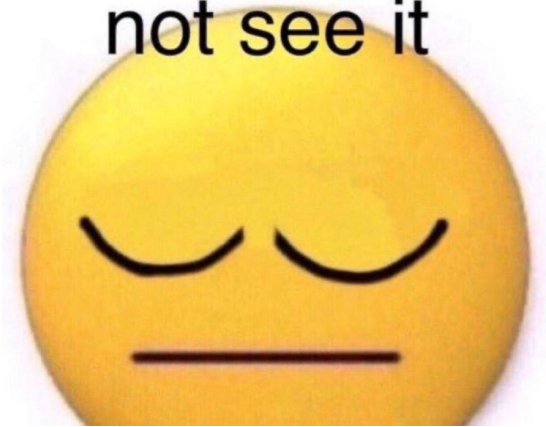
© picture-alliance/AP Photo/B. Marquez

Becoming *mutually adaptive* means that we not only value difference but we are able to see ways that our organization and its individuals can **change practices** and habits to respect and **take advantage of difference**



We see difference but we don't want it to matter

I pretend I do  
not see it



Understanding differences

Loneliness and Isolation

Being the “Only”



✓ **Not getting invited because.....**

- You don't act like us
- You don't celebrate like us

✓ **Not being included because.....**

- You don't look like us
- You don't dress like us

✓ **Not being recognized because .....**

- You don't think like us
- You don't work like us



A few suggestions for ways  
to include others



**Make a different choice for the office social gathering**

Don't pick the safe comfortable and familiar environment. Instead of going to the usual bar and grill after work, ask each team member to choose a different location or perhaps changeup and go to lunch instead – not everyone has the availability to go after work.

**Consider other points of view**

And that means don't just check in with your usual "yes people" who will agree with everything you say. Encourage diversity of thought and don't penalize people for disagreeing with you. Pick other voices in the room to give their opinion. Let them know they are seen and valued.

**Allow others to make the final decision**

This doesn't have to be for leadership only. Pause and let someone else volunteers to make a decision after a discussion has taken place or select someone to make the final decision. Of course not on major decisions that require a vote or more involved decision-making but perhaps what conference should we choose for the team or which book for the team-building project.





**To address the challenge of how to become mutually adaptive:**

- It's important to understand not only the objective forms of different cultures but also the subjective and the ways the groups regard hierarchy, context, emotional expression, relationships, and power.
- Understand the difference between stereotypes and cultural generalizations.
- Look closely at your organization's values and cultural norms – articulated and unwritten. Do those values and ways of doing things make space for difference to be respected so that the organization and the individual can thrive? If the answer is no or maybe – there's work to be done.
- **When you make a mistake – simply and sincerely apologize (Habit #19)**



**We are not  
Perfect, we are learning.  
That's the beauty  
in our journey.**

