



community·centric  
fundraising

The work to integrate race, equity, and social justice into fundraising is ongoing and will require lots of discussions and experimentations. However, below are examples of things you can start implementing at your organization. Use this list to plan when and how you'll start applying these strategies. Decide whether you have the freedom and resources to enact each strategy now, or if you need to set medium to long-term timelines. Either way, make a plan and try stuff out. Also, capture any lessons you learn that may be helpful to the field.

We know this is a long list, but it's also still a work in progress. We'll update this list as we go along. This is meant to be a starting place for you and your organization on a journey toward being more community-centric. We're so happy we're in this movement together.

WHAT	WHEN	WHO	HOW
Ground your fundraising in race, equity, and social justice			
Get your development team enrolled in trainings on undoing racism, especially anti-black racism			
Invite donors, board members, and volunteers to these same trainings and conversations			
Find out which Indigenous Nation(s) your organization and its program spaces are on, and acknowledge it in your fundraising work			
If you are a white-led organization, ensure your budget includes significant funds in your budget for any partner organizations that are led by BIPOC communities before you solicit funds.			
Advocate with funders and donors for funding for Black and Indigenous organizations			
Invest in BIPOC staff and staff from marginalized communities			
If you have development staff of color, increase their professional development budgets			

WHAT	WHEN	WHO	HOW
Encourage and provide time for fundraisers of color to talk to other fundraisers of color outside your organization so they have the support they need			
Audit your salary structure to ensure there is pay parity for staff of color, women, disabled people, etc.			
Support other nonprofits			
Regularly highlight partner nonprofits' work in your communications (with their permission)			
Introduce other nonprofits to your existing donors			
Volunteer at other nonprofits' events, with their permissions			
Pass along funding opportunities that might be helpful to other orgs			
Don't apply to certain grants if other organizations are better fits. Encourage the funder to fund these organizations instead			
Decline funding if your organization can afford to; recommend another organization that might be struggling to get that fund			
Think about having joint funding campaigns			
Give credit to other organizations in your annual reports, grant reports, and at event			
Share your templates, ideas, data, etc. with other organizations			
Offer to help other nonprofits write grant proposals, theories of change, logic model, or whatever they might need			
When appropriate, such as on one-day giving days, encourage the people on your mailing list to give to your partner organizations			
Recognize donors of time and talent, not just donors of cash			
Send volunteers handwritten thank-you notes and other forms of appreciation			

WHAT	WHEN	WHO	HOW
Send clients handwritten thank-you notes and other forms of appreciation for their participation in helping you raise money			
Provide compensation to people from marginalized communities who help you fundraise by sharing their stories or in other ways			
Stop listing donors by donation levels. If you must list them at all, list by alphabetical order and omit the giving levels			
Audit for poverty tourism			
Go through your website, social media, and other forms of communication and reflect on whether your org may be perpetuating stereotypes, especially if your organization is mostly white			
Think carefully before asking people to share their personal stories to a room full of white donors and maybe stop doing that			
Reconsider how you do tours of programs so program participants don't feel like they're being gawked at			
In your communications, include how donors benefit also, to avoid the "charity, pity toward others" mentality			
Ensure your communications and events are accessible			
Make sure all your fundraising and other videos are captioned			
Put image descriptions/alt-text on all your images			
Have fonts big enough and with contrasting backgrounds			
If you have podcast or videos, make sure there are also complete transcripts			
Have live captioning at your events			
Have challenging conversations with donors			
Provide opportunities for donors to be engaged with discussion on taxes, colonization, slavery, reparation, wealth inequity, etc.			
Encourage donors to think about where their families' wealth came from			

WHAT	WHEN	WHO	HOW
Identify donors who have said racist, sexist, ableist, xenophobic, LGBTQ-phobic things and find time to give them feedback			
Push back against donors who make ridiculous requests (Be OK with losing some donors)			
End transactional practices			
Do not list your admin/program ratio. For example, "95 cents of every dollar you give go to programs.			
Avoid saying things like "We got a funder/donor to underwrite this event, so 100% of your donations go to programs/services.			
Do not segment out how donor dollars are being used. For example, "\$50 buys backpacks filled with school supplies for 5 kids." Be holistic: "Thanks to our community, including you, we are able to provide 500 with backpacks filled with school supplies."			
Publicly thank donors and funders who provide general operating dollars, as they don't get thanked enough			
Provide feedback to donors and funders who make burdensome funding and reporting requests			
Change your fundraising communications to use an inclusive "we" instead of the donor-focused "you."			
Support Transformative Work			
Create and implement an advocacy plan			
Publicly support Black Lives Matter and Defund the Police			
Write op-eds and speak out in other ways to challenge perceptions and practices that harm people from marginalized communities			
Support and encourage donors to give money to causes such as voter registration, changing regressive tax policies, helping leaders of color to run for office, etc.			