

Association of Fundraising
Professionals (AFP)

DE&I Nonprofit Need-To-Know,
Steps To Take

Strategic Mapping, Execution,
and Impact

April 12, 2024, 12 PM – 1 PM



2024 IDEA COMMITTEE MEMBERS AND PRESENTERS



- Presenting, Dr. Abeni El-Amin, *IDEA Committee Chair*
- Presenting, Traci Brewer, *IDEA Committee Member*
- Presenting, Elizabeth Neher, *IDEA Committee Member*
- The Importance of Mentorship, Zack White, *Membership Chair*
- Concluding Remarks, Carrie Thayer Cardwell, *President*

TODAY'S LEARNING OBJECTIVES

Dr. Abeni El-Amin, IDEA Committee Chair

By the end of today's session, you will:

1. Understand the principles, goals, and strategies of the AFP Bluegrass IDEA committee.
2. Obtain or increase comfort with concepts, definitions, and language that advance cultures of inclusion and belonging.
3. Identify 1-2 action steps that you, as chapter members, can take to support the creation of cultures of inclusion and belonging.

AFP INCLUSION, DIVERSITY, EQUITY, ACCESS (I.D.E.A.) STATEMENT OF PRINCIPLES

The Association of Fundraising Professionals (AFP) recognizes that Inclusion, Diversity, Equity & Access (IDEA) are central to its mission.

The following are AFP's Statement of IDEA Principles:

- Recognizing others as different but equal.
- Respect and empathy for all.
- Trust and integrity that facilitates the integration of different and multiple voices in organizational discourse.
- Demonstrated appreciation for different voices, active listening; open to disparate viewpoints and opinions, and facilitating dialogues among the diverse groups.
- Practicing and encouraging transparent communication in all interactions.
- Developing participative decision making; problem solving; and team capabilities.
- Exploring potential underlying, unquestioned assumptions that interfere with inclusiveness.

AFP BLUEGRASS IDEA COMMITTEE

DEFINITION OF DIVERSITY (*SUCCESS*)

Diversity within our AFP Bluegrass chapter refers to an **inclusive community** with varied characteristics, ideas, perspectives, and worldviews, and whose interactions both benefit and challenge each other to grow in an ever-changing global society.

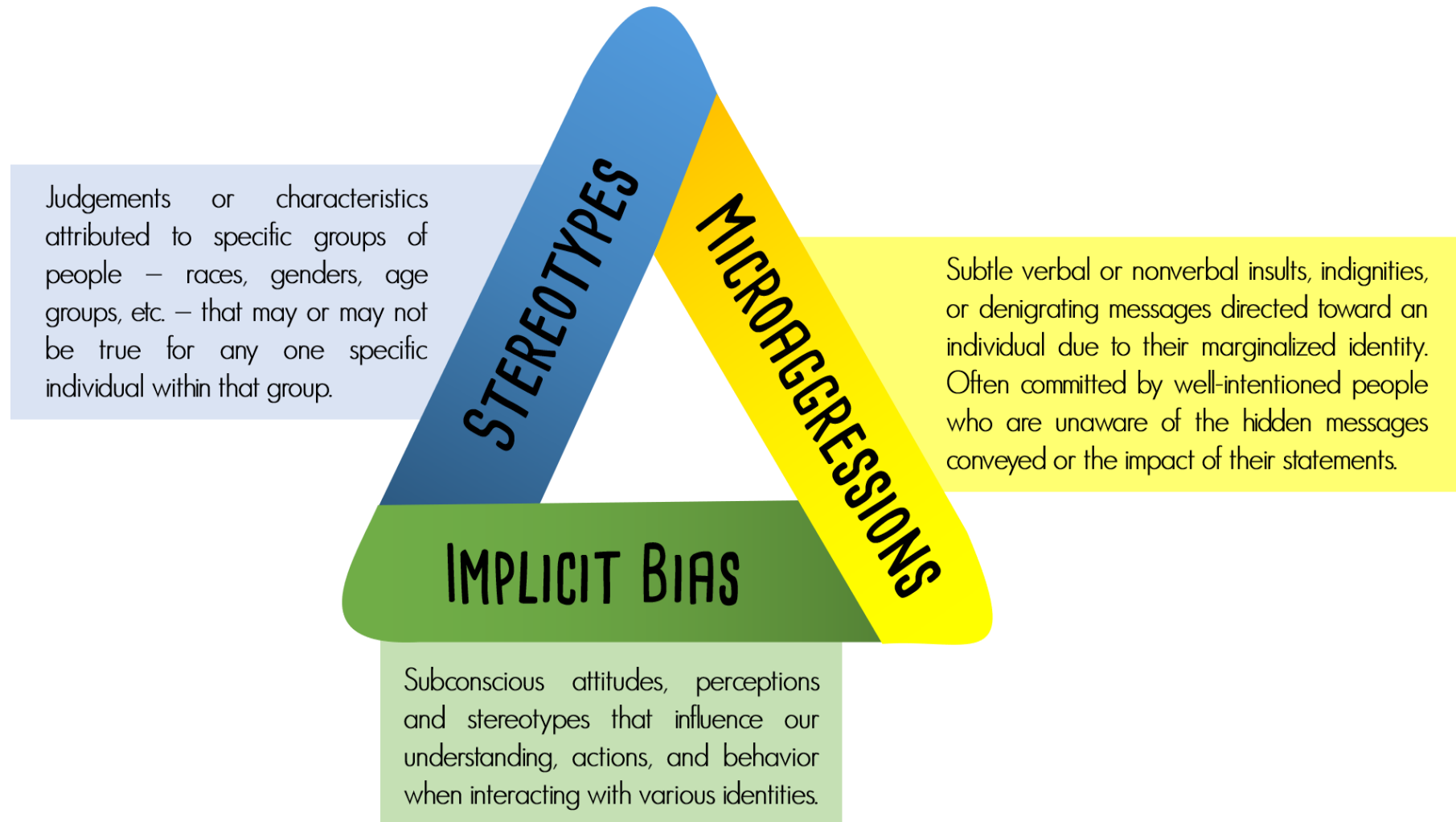
“Diversity is a fact. Equity is a choice. Inclusion is an action. Belonging is an outcome.” – Arthur Chan

MICROAGGRESSIONS: KEY CONCEPTS

Implicit biases manifest microaggressions: Subtle verbal or nonverbal insults or denigrating messages communicated toward a marginalized person, often by someone who may be well-intentioned but unaware of the impact their words or actions have on the target.

Examples of common microaggressions include statements like:

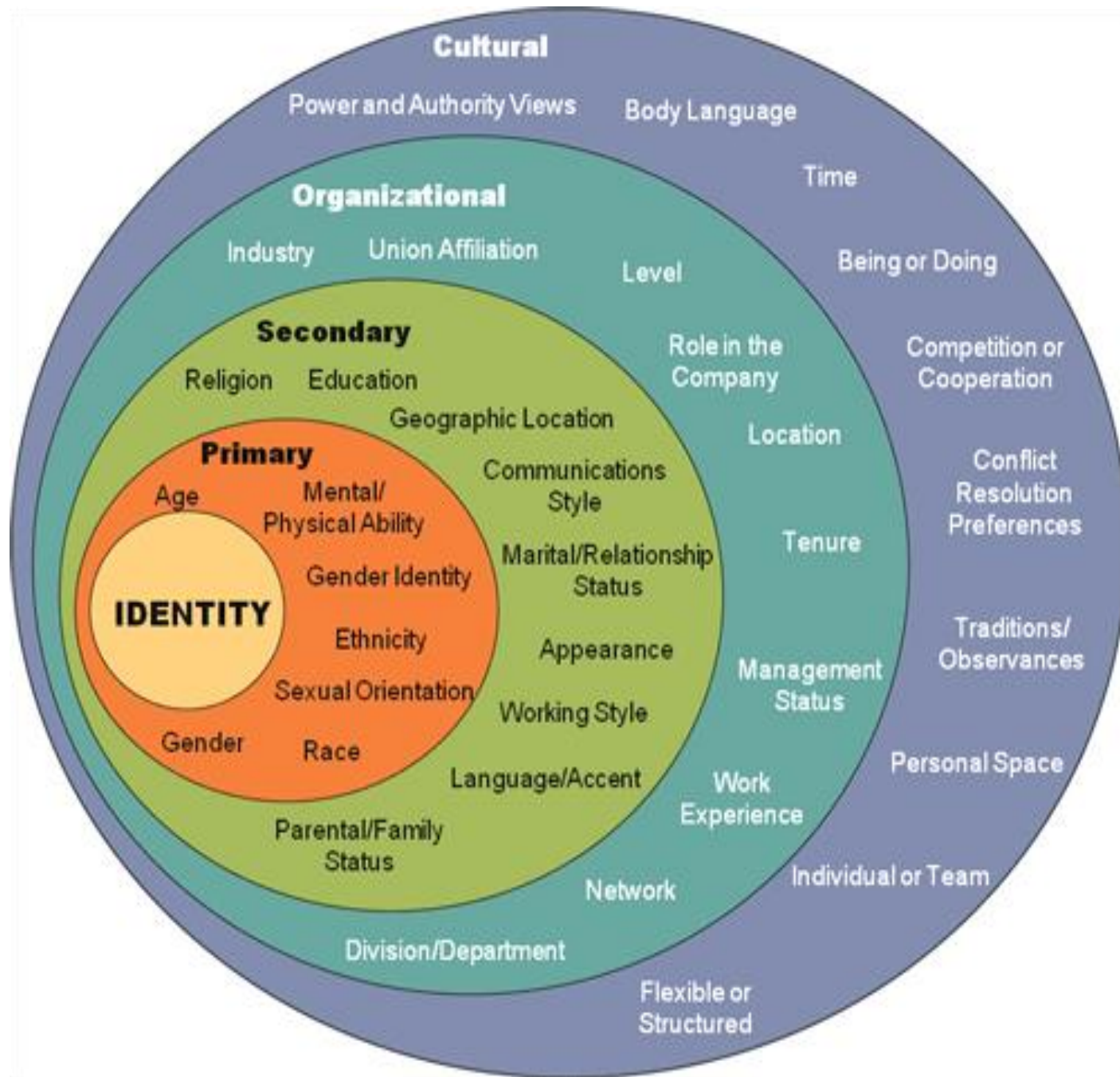
- Where are you *really* from?
- You don't act like a normal Black person.
- You're really pretty for a dark-skinned girl.



INTERSECTIONALITY

Addressing diversity involves:

- Understanding individual differences.
- Raising awareness of bias.
- Guiding and engaging in practices that foster **mutual respect and acceptance** of all groups.



CONNECTING TO STAFF, DONORS, AND POTENTIAL MEMBERS

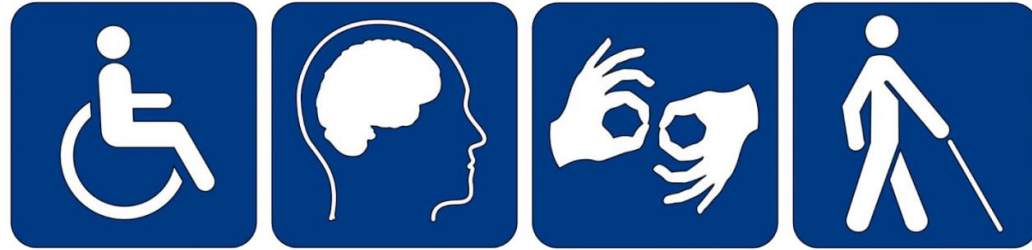
- Implementing and Evaluating DEIB requires developing a planning process and establishing guiding principles to move the needle (Cascio & Aguinis, 2011).
- **DEIB Strategic Planning**
 - By The Numbers.
 - Build a Programmatic Structure (Leadership).
 - Develop Benchmarks.
 - Develop a Communication And Engagement Strategy.
 - Develop Timelines and Dashboards.
 - Manage Expectations.
 - Establish Objectives, Goals, Action Steps, Primary Leads, and Program Targets.
 - Identify Measurable Indicators (KPIs) For Each Goal.
 - Establish an Employee “Buy-in” Strategy and Accountability Mechanism to Promote Organizational Successes and State Failures.
 - Establish a Feedback Loop.



ADDRESSING DISABILITIES:

Traci Brewer, IDEA Committee Member

As we address IDEA in our chapter, we must learn more about including persons with disabilities.



Defining Disability:

Disability is anything that impacts a person's ability to do certain activities. This can be anything from a mobility disability, a sensory disability, a learning disability.

There are disabilities that are visible, and less visible (or invisible). Neither of these are more or less valid.

Examples: Person using a wheelchair, hearing impairment, Dyscalculia, Downs Syndrome, Diabetes, or Asthma.

ABLEISM

ABLEISM-What is It?

Ableism is the discrimination of and social prejudice against people with disabilities based on the belief that typical abilities are superior. At its heart, ableism is rooted in the assumption that disabled people require 'fixing' and defines people by their disability. Like racism and sexism, ableism classifies entire groups of people as 'less than,' and includes harmful stereotypes, misconceptions, and generalizations of people with disabilities.

-[Access Living.org/newsroom/blog/ableism-101](https://www.accessliving.org/newsroom/blog/ableism-101)

EXAMPLES of ABLEISM:

- Choosing an inaccessible venue for a meeting or event, therefore excluding some participants
- Using someone else's mobility device as a hand or footrest.
- Framing disability as either tragic or inspirational in news stories, movies, and other popular forms of media.
- Using the accessible bathroom stall when you are able to use the non-accessible stall without pain or risk of injury.
- Talking to a person with a disability like they are a child, talking about them instead of directly to them, or speaking for them.

LANGUAGE MATTERS

LANGUAGE

Person First Language (PFL) vs Identity First Language (IFL)

e.g. person with a disability vs disabled person

Speak how the person or group you are speaking about prefers. There is nuance and preference and there is not one right way. You will not be perfect with your language- don't let perfect be the enemy of good. Just ask!

There are phrases we sometimes use in casual conversations and words that perpetuate ableism like “crazy, stupid, dumb, lame, idiot”. We often don't think twice about these phrases, but they are harmful and we all need to work on omitting them from our vocabulary.

IDEAS INTO ACTION.....

Elizabeth Neher, IDEA Committee Member

My “**why**” is that belonging is an “**us**”
problem

“

IF YOU SEE INEQUALITY AS
A “THEM” PROBLEM OR
“UNFORTUNATE OTHER”
PROBLEM, THAT IS A PROBLEM.

Kimberlé Crenshaw,

Lawyer, civil rights advocate and intersectional feminist



IDEAS INTO ACTION.....

Table of Diversity™

What's Your Diversity Formula?

www.tableofdiversity.com

Mc Multicultural	Nh Native Hawaiian	An Asian Native	Qu Queer	Fm Family Member	At Athlete	Tr Trans									
Pi Pacific Islander	Gg Gay/Genderqueer	Ga Gay	Nv Non-Violent	Np Non-Parent	Mo Monomaniacal	Pd Professional									
As Asian	Nb Non-Binary	Ae Asexual	R Resistant	HI Heterosexual	Re Religious	Gu Guilt	Wi Whiteness	Mt Mental	Up Upper	Ex Executive	Ju Judge	Ms Mother's			
Na Native American	Tr Transgender	Sa Straight	Ac Active	Ur Urban	Ex Extremist	St Straight	Af African	Se Severely	Gx Generation X	Mi Middle	MI Mid-Level	Is Immigrant	Nd No Disability	As Assistant's	
Bl Black	Ma Male	Bi Bisexual	Rc Separated	Su Suburban	El Elite/Liberal	Ad Adaptive	Hi Hispanic	Mr Married	Gy Generation Y	Co Conservative	Lm Lower Middle	Fl Feminine	Bu Business	Ph Physical	Hs U.S. Hispanic
Wh White	Fe Female	Le Lesbian	Da Disabled	Ru Rural	St Student	Bo Biological	La Latino	S Single	Gz Generation Z	Li Liberal	Lo Lower Class	Ic Individual Case	Ch Christianity	Mt Mental	Lt Less Than U.S.
Or Other	Oi Gender Identity	Os Sex Orientation	Ov Occupational Status	Ol Location	Ow Work Experience	On Organizational Culture	Oe Ethnicity	Om Marital Status	Oa Age	Op Political Beliefs	Oc Socioeconomic Status	Or Org. Role	Og Weight	Od Disability	Ou Education

*Bold text signifies traits of the "mythical norm"

Ol Language	Sp Spanish	Ch Chinese	Fr French	Ge German	Ja Japanese	En English	Rs Russian	Mt Multilingual
D Dominance	I Influence	S Strength	C Conscientiousness	Op Openness				

*Bold text signifies traits of the "mythical norm"

IDEAS INTO ACTION.....

- Set a personal annual goal – make it measurable
- Identify resources that will help you learn about perspectives that are different than your own
- Track your progress

MENTORING:

Zach White, Membership Chair, AFP of the Bluegrass

- Participation in AFP of the Bluegrass' Peer Mentoring Initiative offers you a chance to:
 - Establish a lifelong professional relationship with a protégé or mentor;
 - Network with other development professionals;
 - Strengthen the Bluegrass' philanthropic community;
 - Learn new skills and develop existing skills;
 - Help foster the development and growth of fundraising professionals.

CONCLUDING REMARKS AND ANNOUNCEMENTS: CARRIE THAYER CARDWELL, PRESIDENT

Next Meetings:

EXECUTIVE DIRECTORS AS FUNDRAISERS

When: May 9, 2024, from 11:45 AM to 01:00 PM (ET)

Where: Bluegrass Care Navigators, 1733 Harrodsburg Road, Lexington, KY, 40504, US

MAJOR GIFTS ROUNDTABLE

When: Jun 14, 2024, from 11:45 AM to 01:00 PM (ET)

Where: Goodwill, 130 W New Circle Road, Lexington, KY 40500

August 22: Summer Social

September TBD: AFP & KNN
Half-Day Mini Conference @ Mane on Main

October 11: Ethics Month Annual Meeting

November 7: National Philanthropy Day Event



AFP Members: \$35 per lunch.
Prospective Members: \$50 per lunch
Program Topics are subject to change

afpbluegrasschapter.org

AFP OF THE BLUEGRASS – IDEA FELLOWSHIP

AFP of the Bluegrass encourages diverse or underrepresented fundraising professionals or organizations to apply for an AFP of the Bluegrass IDEA Fellowship.

Recipient Benefits

- A complimentary year of membership
- A complimentary monthly luncheon
- Mentoring
- Publicity through AFP of the Bluegrass meetings, IDEA newsletters, and social media.

Apply Here:

https://docs.google.com/forms/d/e/1FAIpQLSdDrYJRBo2PwkmwCIBquQCP_TKvrRk5GqcCyx_E0pKxLAHEsQ/viewform

SURVEY SAYS....



Association of Fundraising Professionals - KY, Bluegrass Chapter - Inclusion, Diversity, Equity, Access (IDEA) Survey 2024

Thank you for participating in the Association of Fundraising Professionals - KY, Bluegrass Chapter events. We are gathering information from members of the Association of Fundraising Professionals (AFP) - KY, Bluegrass Chapter regarding Inclusion, Diversity, Equity, Access (IDEA).

These survey responses will help inform the AFP KY, Bluegrass Chapter Board on ways to improve inclusion, Diversity, Equity, and Access (IDEA) practices and policies. There are no wrong answers. This survey will take between 10-15 minutes to complete.

For Assistance or Questions:

**Dr. Abeni El-Amin, Ph.D. - BA OL, Ph.D. - PP/SC, Ed.D., D.PC,
MPHA, MHA, M.Psy - I/O, LSSMBB, CCHW
Association of Fundraising Professionals - KY, Bluegrass Chapter
IDEA Committee Chair (2024)**

President
Project Ricochet, Inc.
www.projectricochet.org
aelamin@projectricochet.org
919-827-3118

Survey Found Here:
<https://forms.gle/YJ6mjJJo3S6iFubD9>

NEXT STEPS AND ACTION ITEMS:

1. Help promote the IDEA fellowship:
 - a. Like and Share IDEA-related social media posts.
 - b. Share the fellowship opportunity with your network.
2. Complete the 2024 IDEA survey.
3. What is one thing that you personally will *do* as a result of today's session?

QUESTIONS, DISCUSSION, AND COLLABORATION



For More Information
Abeni El-Amin, Ph.D., Ed.D.
President and CPO
Project Ricochet

AFP of the Bluegrass
IDEA Committee Chair
aelamin@projectricochet.org

RESOURCES

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