CONNECTING WITH DONORS OF COLOR

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OSU - University Development
Tuesday, March 9, 2010
About the Kirwan Institute

- Founded in 2003
- Multidisciplinary applied research institute
- Our mission is to expand opportunity for all, especially for our most marginalized communities

Research Themes

- Structural Racialization
- Talking, Thinking, & Acting on Race
- Opportunity Communities
- Diversity
- K-12 Education & School Integration
- International Program
Current Giving

OSU Minority Alumni: 87,513
OSU Minority Alumni Donors: 34,436

= 39.3% have given

Data source: University Communications database
Current Student Demographics

<table>
<thead>
<tr>
<th>Race/Ethnic Group</th>
<th>% of Total Enrollment, University-wide</th>
</tr>
</thead>
<tbody>
<tr>
<td>African Americans</td>
<td>6.2%</td>
</tr>
<tr>
<td>Asian Americans</td>
<td>4.9%</td>
</tr>
<tr>
<td>Hispanics</td>
<td>2.5%</td>
</tr>
<tr>
<td>American Indians</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

Data source: OSU Statistical Summary
By 2050, 40% of young OSU alumni will be minorities.

Data source: University Communications database
Questions guiding today’s conversation:

- How do you reach out to this ever-expanding pool of potential donors of color?

- How can you connect with these racial/ethnic groups in ways that are impactful?

- What messages or themes resonate with these individuals?

- Donors can give to anyone, anywhere, any time. Why invest in a university?
Communication goes beyond the words we use. There are conscious and subconscious aspects to it.

Our interactions with prospective donors of color can be informed by the mind sciences.
Word Choice Matters

- Using “minority” to refer to people of color is outdated and tends to carry a subordinate connotation.

  - Whites are projected to no longer be a statistical majority by 2042.

  - Context: Numeric or Sociological?

  - We already have “minority-majority” cities and states.
Implicit Bias

- Only **2%** of emotional cognition is available to us consciously.
- Racial bias tends to reside in the unconscious network.
- Messages can be **framed** to speak to our unconscious.
How messages are framed affects how they are perceived.
## Strategic Giving Matrix

<table>
<thead>
<tr>
<th>Type of Giving</th>
<th>Tradition</th>
<th>Impulse</th>
<th>Philosophy</th>
<th>Limits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Giving as relief</td>
<td>Address immediate need</td>
<td>“Love thy neighbor”</td>
<td>Need is limitless</td>
<td></td>
</tr>
<tr>
<td>Giving as improvement</td>
<td>Maximize human potential</td>
<td>“Teach a man to fish”</td>
<td>What if the pond is empty and the rod is broken?</td>
<td></td>
</tr>
<tr>
<td>Giving as social reform</td>
<td>Dismantle structures that perpetuate problems</td>
<td>“Change, not charity”</td>
<td>Who decides what must be reformed?</td>
<td></td>
</tr>
<tr>
<td>Giving as civic discourse</td>
<td>Build community</td>
<td>“Civic engagement” collective time, talent, &amp; treasure</td>
<td>Relationships may not lead to action</td>
<td></td>
</tr>
</tbody>
</table>

Adjusting Frames

- Understanding the way you frame messages can help your outreach to prospective donors of color.

  - What motivates them?

- Research contains insights about the frames and outreach strategies to which donors of color generally respond.
The first donation to a formal nonprofit outside the ethnic community is often the United Way or an alma mater.

- As giving continues, these groups often do not remain the top priorities.

Gifts to universities reflect “gratitude toward their schools for preparing them for success.”

Education and scholarships are among the causes that “receive the most frequent, if not largest, gifts.”
Outreach to Asian Americans

- A personal “ask” from a well-respected friend or business associate is most effective.
  - The asker’s level of prestige matters.

- “Family gifts are an appealing fundraising tool for universities and museums. Gifts named in memory of a deceased family member also hold appeal.”

- Most $1m (or more) gifts from Asian Americans are for capital projects.
  - “The most frequent contribution to an endowment was to the alma matter in response to an ongoing, publicized capital campaign.”

Framing for Latinos

- Familial and culturally-based factors dominate
  - Ex., a sense of personal responsibility to one’s relatives and kin

- “Desire to facilitate Latino equality and acculturation within U.S. society”

- Concerns over youth development and education issues

American Indian Philanthropy

- The building of personal relationships must precede any solicitation of funds.
  - Approach with “honor, respect, and patience”

- Frame requests in terms of the needs of individual members of the Native community (if/when possible).

- Recognize that donors may not desire public recognition of their giving.

Outreach to Latinos

- Respond to appeals by community leaders – both Latino and non-Latino

- Preference for organizations with which they are familiar & have positive experiences

- Address immediate needs
  - NOT capital campaigns, endowments, etc.

African American Philanthropy: Past

- From late 1600s to 1970s - 3 defining characteristics:
  - Collective philanthropy promoted communal (rather than individual) interests
  - Blacks pooled modest amounts from multiple individuals (rather than individuals making major contributions)
  - Was transformative: Sought to improve the socioeconomic status of African Americans via self-help and social protest

African American Philanthropy: Present

- A shift is occurring: Black philanthropy is more likely to be driven by individual interests rather than communal needs.

- 3 reasons for this shift:
  - Some Blacks have significant wealth and can make large gifts consistent with their personal charitable interests.
  - Less racial discrimination lessens the obligation for race-focused giving.
  - Black churches and nonprofits are no longer central to Black philanthropy.

Giving in the African American Community

THEN

Money for services African Americans did not receive from mainstream institutions

- Giving as a survival mechanism
- Ex: Mutual aid societies

NOW

Directing wealth beyond those survival mechanisms

- Economic empowerment
- Self-sufficiency

Highlight the African American tradition of giving

Tangible causes, annual appeals, and impulse giving seem to be the most common approaches to giving.

Address **immediate needs** rather than endowments

Winters, Mary-Frances. “Reflections on Endowment Building in the African-American Community.”
6 Aug 2004.; photo: sxc.hu nosheep
Donors of color tend to go through several stages of giving, including:

- Donating to causes specific to their race/ethnicity
- Donating to mainstream causes, but earmarking money for specific racial/ethnic groups
- Donating in an effort to influence whole institutions
Cultural Competence

- Awareness of one’s own culture
- Awareness & acceptance of the culture of others
  \[=\]
  Cultural Competence

You can’t use the same “ask” that you used for white donors for donors of color.
- Consider how racial, ethnic, and other dynamics shape that person’s interests and goals.
- How are they situated?
Understanding Prospective Donors

- What is salient about the prospective donor’s identity?
  - Race?
  - Geographic Location?
  - Marital Status?
  - Ethnicity?
  - Gender?
  - Age?

- How is he/she situated?
Concluding Insights

- Communities of color are growing in terms of both size and quantity of assets
- Everyone has the potential to give
- Outreach should be framed to resonate with the target group
- Focus on building relationships / direct connections
- Cultural competence is central to forging these bonds
Appendix I

Links to Additional Resources
Resources

- http://classic.cof.org/Learn/content.cfm?ItemNumber=842
- http://archive.changemakers.com/?s=31&n=14
Appendix II

Efforts at Georgetown University

Information from email contact with a Georgetown University African American Advisory Board member
African American Advisory Board

- As outreach to African American alumni, the President created an African American Advisory Board (AAAB)

- The goal of the AAAB is to advise the University on how to better engage African American alumni as well as assist in fundraising efforts.

- Founded in June 2000
AAAB Successes

- The AAAB has increased visibility of AA alumni on campus at various events, **increased donor giving by over 20% by AA alumni**, and provided valuable counsel on issues related to AA students.

- The AAAB created an anchor event that is part of homecoming.  
  - This annual dinner honors distinguished AA alum and raises money for scholarships for AA students.
Georgetown’s AAAB: The University’s Efforts

- The University has provided financial and staff support for this annual dinner.

- They have also supported AA-centric events at reunion and increased outreach to AA alumni for other major University events.

- The University has also increased outreach efforts to AA alumni to invite them to apply to become a Board of Governor, a highly competitive board position at the University. While the acceptance rates are low, the outreach has identified additional service opportunities for AA alumni, as we have data that shows increased services yields increased contributions.
Georgetown’s Affinity Groups

- While the University is not in a position to establish boards for all minority groups, the University has created affinity groups. These groups provide a platform for groups of connected alumni to be engaged in University life and receive staff support from the Office of Advancement.

- Examples:
  - Georgetown Entertainment and Media Association (GEMA), which was founded by an alum who is now head of a major media company. GEMA engages any alum involved in media.
    - GEMA holds annual fundraisers that supports scholarships, hosts major events on campus and supports a robust mentoring program for students.
  - The Wall Street Alliance, comprised of GU alum on Wall Street, many who are also African American
  - The Latino Alliance, which hosts events and fundraisers to support scholarships and academic content related to Latin culture on campus.