



**GLADIATOR**  
consulting

# Centering Community & Anti-Racist Principles in Every Event

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Who Am I?  
What do I do?





# Our Time Together

- Setting the Table
  - Introduction to Community-Centric Fundraising
  - Introduction to Anti-Racist Principles
  - Bringing Change to Event Planning + Fundraising
  - Success Stories
  - Questions + Closing
-

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# Setting the Table

*Why does this all matter anyway?*

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# A Brief History of US Philanthropy



- Pre-Colonization
    - Meaning of Philanthropy
    - Indigenous Culture
    - Religious Tradition
  - Post-Civil War + WW I
    - The Gospel of Wealth 1889
    - private efforts
    - public responsibility
    - Federal Income Tax 1917
  - Post WW 2
    - Civil Rights Movement
    - Tax Reform Act - 1969
    - Trickle-Down Economics
  - Very VUCA 21st Century
    - Recession
    - Pandemic
    - TCJA of 2017
    - Pandemic + Social Isolation
-

# What IS Community- Centric Fundraising?



Community-Centric Fundraising is a fundraising movement grounded in equity and social justice, prioritizing the entire community over individual organizations.

# What Community- Centric Fundraising IS NOT

- New (even if it feels that way)
- Something you can do alone
- Linear or Finite or Exhaustive
- A solution to all your nonprofit woes
- Impossible

# What is Anti-Racism?



*"The only way to undo racism is to consistently identify and describe it – and then dismantle it."*

- Ibram X. Kendi

...anti-racism is an active process. It has the potential to have an impact on the individual, community, and societal levels.

It is important to remember that anti-racism is not a one-time or occasional action. It's a lifelong commitment to fighting for racial equity and justice.

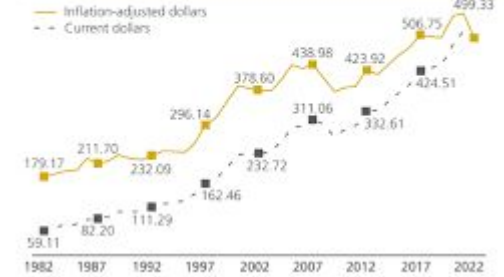
# The Trust Crisis

The public's declining regard for nonprofits may hurt fundraising, advocacy, and hiring. Even business gets higher marks. Charities are using data to look for clues.

Giving USA The Numbers

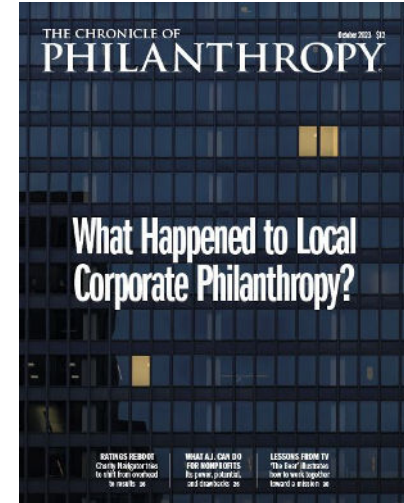
## Trends in total giving, 1982-2022

(in billions of dollars)



the  
generosity  
commission

Millennials Are  
Generous, But Trust Is  
Key



### The Impact of COVID-19 on Large and Mid-Sized Nonprofits

**83%** of organizations experienced a reduction in revenue

**71%** have responded with a reduction in services or available operations

**47%** had at least 10% reduction in nonprofit jobs reported when comparing April 2020 to prior years

**67%** have full-time employees since the start of COVID-19

**51%** have laid off employees since the start of COVID-19

**53%** of organizations had a reduction in individual giving

**92%** suggested additional loan options such as Payroll Protection Loans

**INDEPENDENT SECTOR**

To learn more, please visit [independentsector.org/covid19](https://www.independentsector.org/covid19)

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# Putting it all Together

*Get in where you fit in!*

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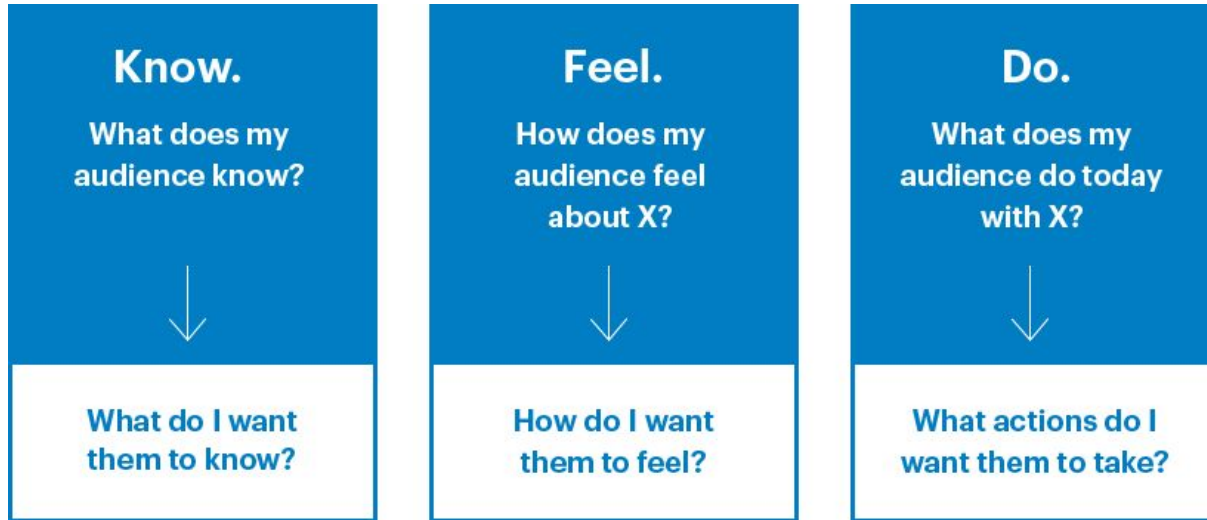
## Before you get started

- Why are we hosting an event?
- Communication Considerations
- Culture of Trying + Learning
- Embrace Radical Collaboration
- Find Your People
- Learn from Risk/Failure
- Document + Innovate



# Start With Why

As you are beginning to (re-) imagine your fundraising event, consider:



*Image source: Baker Agency*





# Who is Involved?

## *Questions to consider by community member*

- **Staff**
  - **Planning Volunteers**
  - **Fundraising Volunteers**
  - **Event Volunteers**
  - **Vendors**
  - **Performers**
  - **Impacted Community**
  - **Community Partners**
  - **Sponsors**
  - **Attendees**
  - **Youth**
  - **Who Else?**
- What underlying messages do our marketing or in-room messaging communicate about power or who's centered in the space?
  - Would partnering or sharing benefit with certain groups or organizations grow the system's impact?
  - Are there ways to engage community in shaping an event ahead of the date?
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# Raising Money Before The Event

- **Reimagining Sponsorships**
    - Move from traditional hierarchical structures providing tiered benefits to true partnerships
  - **Recognize all sponsors**
  - **Rethink ticketing**
    - Offer a “pay what you can” option
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# MO Budget Project 20th Anniversary Equitable Sponsorship

## MBP's 20th Anniversary Equitable Sponsorship

© 27 Jun 2023

To reflect our vision of an inclusive and equitable Missouri, we've moved away from the traditional hierarchical structure of sponsorships that provide tiered benefits. We know these can sometimes feel transactional and unintentionally reflect power imbalances related to different giving amounts. We also recognize that while our supporters have different giving capacities, we all contribute to our common goals of advancing policy improvements that benefit Missourians.

**As a result, we invite sponsors to give at a level most appropriate for them. All sponsors will be recognized for their contributions in advance and during MBP's Anniversary Events.**

To sponsor, please complete the form below. You may contribute your sponsorship value online here, or mail it to MBP's office at the address below.

*As a sponsor, we hope that you and your colleagues will join us for our anniversary events. Please let us know the number of complimentary tickets you need. For reference, we expect the actual event to cost approximately \$90 per person.*

\*\*For those who feel more comfortable with a guide for contributions, we are including a table of potential sponsorship levels.

These amounts are based on organizational budget sizes but are not expectations. Please give what is appropriate for your organization.


Organizational Budget	Suggested Contribution
Less than \$500,000	\$250 – \$500
\$500,000 – \$1,000,000	\$500 – \$1,000
\$1,000,000 – \$2,000,000	\$1,500 – \$2,000
\$2,000,000 – \$5,000,000	\$2,500 – \$5,000
Over \$5,000,000	\$5,000 – \$20,000



**Suggested  
Contribution  
Levels**





# Generate Health SUMB Event Ticketing

JOIN GENERATE HEALTH FOR



**Note: This registration form is to attend the event IN PERSON.**  
We will be requiring masks for all in-person attendees. Please see our [full list of agreements](#) to keep our community safe and healthy.

Step 1: Select Registration Options

Registration Options  Contact Information  Confirmation  Payment 

**\$100 Registration (per participant)**  
If you identify as middle or upper class, are currently employed at a stable salaried position, and have limited debt, please consider purchasing tickets at this level. This will enable more cash poor, underemployed individuals, and students to attend.

# of participants

x \$100.00 = 0.00

**\$50 Registration (per participant)**  
These tickets are 'at cost' and enable us to cover the expenses related to putting on this event.



# Generate Health SUMB Event Ticketing

**\$50 Registration (per participant)**  
These tickets are 'at cost' and enable us to cover the expenses related to putting on this event.

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# of participants  
0  x \$50.00 = 0.00

**\$25 Registration (per participant)**  
If you identify as working class or have little-to-no expendable income, these tickets are reserved for you.

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# of participants  
0  x \$25.00 = 0.00

**Pick your price - invest at another level that feels right for you.**

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Amount  
\$0.00

**I'm unable to attend but I'd still like to donate!**

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Amount  
\$0.00






# How could the event look and flow?

- **Bring everyone to the planning table**
  - **Who will you invite to the event?**
    - Consider all barriers to attending, including religious observances, transportation + childcare!
  - **Make the content transformational, not transactional**
    - Consider the attendee experience of a person of color
    - Ensure the content doesn't feel “extractive”
  - **What about accessibility?**
-



# Raising Money “in the Room”

- **Peer-to-peer or live crowd fundraising in lieu of a paddle raise**
    - Why does this matter?
    - Who does this include?
    - What does this look like in practice?
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A decorative floral pattern in the top-left corner, consisting of overlapping white lines forming a stylized flower or mandala design.

# What does gratitude, recognition and aftercare look like?

- Working toward authentic relationships
    - Move beyond the thank you note
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# Handling + Overcoming Objections

- **All money is not good money**
  - **Trial and error is ok!**
    - Fail forward
  - **Rome wasn't built in a day????**
  - **One size does not fit all**
  - **Authenticity - be true to mission, vision, values**
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# Just Remember



- CCF + Anti-Racism are action-oriented
- There will never be a perfect time to begin
- Organize Your People
- Communicate Change
  - *Ask, Listen, Share, Iterate*
- Learn from Failure
- Celebrate Wins

# Stay in Touch!



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## Success + Failure

*“The amazing thing about a long journey is that you can miss exits, run stop signs, head the wrong way down a one-way street, get lost, misplace your keys, find them, make a U-turn, and still, somehow, miraculously reach your proper destination.”*

**— Eleanor Brownn**

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