



FOCUS ON FUNDRAISING

BUILDING POWER FOR EXECUTIVE LEADERS OF COLOR

PROGRAM DATES:
FEBRUARY 4, 2021 – MAY 4, 2021



PROGRAM ELEMENTS

Focus on Fundraising: Building Power for Nonprofit Leaders of Color is designed for nonprofit executive directors who want to build their leadership and fundraising skills to raise funds and work in partnership with staff and board to grow the organization. Executive directors will participate in conversations and exercises to build mission-driven philanthropy that helps them evolve as nonprofit leaders. With an emphasis on raising up the biases facing nonprofit leaders of color in the fundraising arena, this program will help participants manage scenarios that emerge within their role as it intersects race and class dynamics, especially the particular challenges facing communities of color regarding fundraising from individuals and institutional philanthropy.

Led by expert nonprofit professionals, 8-10 participants will experience workshops aimed at enhancing your ability to work with stakeholders at all levels: donors, board members, volunteers and staff. Each group session will include access to senior BIPOC leaders in the field who will speak openly and candidly about their fundraising successes and challenges, and the arc of their learning curve. Participants will also be assigned to a coach to work on customized professional goals throughout the course of the program.

Clarence Patton from Pipeline Consulting will work with the **Focus on Fundraising** cohort to provide expertise and training in the area of Diversity, Equity and Inclusion.



PROGRAM PURPOSE

Focus on Fundraising: Building Power for Nonprofit Leaders of Color will develop current and future BIPOC nonprofit leaders who are confident and competent in their fundraising role, including:

- Building their personal fundraising skills, starting from an understanding that the CEO role requires care and feeding of the development function
- Learning how to enhance these skills in their staff and organizations
- Developing their ability to work with their boards to establish an effective fundraising team

The ultimate result of **Focus on Fundraising: Building Power for Nonprofit Leaders of Color** will be greater mission-centered growth and impact as executive directors lead their organizations in raising more money in a more sustainable fashion.

PROGRAM GOALS

- Executive directors of color inexperienced in fundraising will gain essential fundraising skills and competencies enabling them to raise money for their cause from varied constituencies with greater confidence, and to build donor relationships that will grow over time, resulting in larger gifts and more sustained support
- Organizations located in low-income communities will enhance their ability to attract and retain private dollars through the increased skill sets of their leaders to draw private donor support
- Communities of color and under-resourced communities will become more highly leveraged as a result of the additional resources raised through successful private fundraising efforts

WHO WILL BENEFIT?

- Executive Directors who come from backgrounds in program or advocacy, but don't have knowledge of development work and fundraising experience
- Executive Directors who work for under-resourced organizations Executive Directors who have to navigate the tensions that come up around the power dynamics of money, class and race
- Executive Directors who want to overcome any fears around fundraising and improve their communication and messaging
- Executive Directors with a goal to build bridges across race, gender, experience within a cohort setting for peer learning

PROGRAM DATES

- FEBRUARY 2, 2021
- MARCH 2, 2021
- APRIL 6 12, 2021
- MAY 4, 2021

*All workshops will be held virtually from 1:00 pm to 5:00 pm.

All applicants should refer to and mark these dates on your calendar in the event you are selected for the program. **Participants are required to attend all sessions in their entirety.**



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ELIGIBILITY

First-time **BIPOC Executive Directors** with the following qualifications:

- Less than 5 years in your current role
- Organizational budget size of \$1 million to \$8 million
- Development department of 1-3 staff
- Committed to staying in the nonprofit sector
- Dedicated to career in nonprofit leadership
- Committed to attending all sessions
- Professionally based in the NY tri-state region (NY, NJ, CT)

Selection Process

Cause Effective Fellows are selected through a competitive application process. Applicants should meet the eligibility requirements specified, and be committed to furthering their growth within the nonprofit sector.

Applications due on **January 5th**.

Acceptances will be announced on **January 15th**.

The program will begin on **February 2nd, 2021**.

APPLICATION GUIDELINES

Applicants can access the application [here](#).

The application is also available at

www.causeeffective.org/preparing-the-next-generation/

Your application must include the following components:

- RESUME
- LETTER OF SUPPORT

LOCATION All workshops will take virtually via Zoom.

COST This program has a \$7,500 value but is being provided without charge thanks to our program sponsors.



ABOUT CAUSE EFFECTIVE

For nearly four decades, **Cause Effective** has transformed thousands of nonprofit organizations and those who lead them by partnering with mission-driven leaders to achieve social change. We work with leadership to develop, employ, and expand effective fundraising, governance and organizational strategies to advance equity and justice.

In 2018, we took on an initiative to examine the barriers to success of professionals of color in fundraising. The resulting report, **Money, Power and Race: The Lived Experience of Fundraisers of Color**, reflects participants' narrative that while that diversity matters in the nonprofit sector, people of color need to be skilled not only with fundraising acumen, but also have the awareness and tools to navigate the intersectional dynamics of power, race and class that are endemic to fundraising encounters.

As a follow-up to the report, the team at Cause Effective wanted to do more to encourage systemic change to support the entry, retention, promotion, satisfaction and success of professionals of color in fundraising. **Cause Effective Fellows Program: Advancing Leaders of Color in Fundraising**, designed for mid-career development professionals of color, launched in 2019; and **Focus on Fundraising: Building Power for Nonprofit Leaders of Color**, follows in 2021.

PROGRAM SPONSORS

