



CREATING A MORE DIVERSE AND INCLUSIVE MEMBERSHIP

The Case for Collecting Demographic Data

- The first step in creating a more diverse and inclusive membership is first to be able to face the facts, and discuss them openly. We can't do that without data. Tracking demographic data will help your chapter understand what your membership looks like, and shape a path for what you would want your membership to look like.
- YNPN National has developed metrics to measure progress in EDI here.

Learn More:

- Diversity Data News:** <http://www.d5coalition.org/data-partnership-d5-guidestar-and-green-2-0/>
- Why Diversity Data is a Priority:** <http://www.d5coalition.org/2015/03/why-diversity-data-is-a-priority/>

Creating a space for diverse and inclusive membership

YNPN's vision of stronger communities supported by a diverse and powerful nonprofit sector can only be achieved by making our network and the sector as a whole more equitable, diverse, and inclusive.

Characteristics of an inclusive space

- Differences along all cultural dimensions are recognized and valued
- The multiplicity of ways that people learn, know and communicate are respected
- Progress and change are seen in a positive light
- Open and honest discussion between members is encouraged
- Policies and activities which promote understanding and appreciation of other community members are encouraged
- Flexibility is demonstrated to accommodate differing needs and preferences

Highly inclusive organizations also incorporate

- positive environments for everyone
- programs planned and implemented with awareness of cultural nuances
- communications with cultural sensitivity
- internal systems which bridge cultural gaps

Read **YNPN National's** Stance on [Diversity, Equity and Inclusion](http://www.ynpn.org/equity-diversity-inclusion) : <http://www.ynpn.org/equity-diversity-inclusion>

Strategies for Inclusive Membership:

- Continue to build cross-ethnic/ intersectional understanding through programs, and training.
- Be intentional in recruiting membership. Think about your current network, and think about who is outside your network who would be interested in an organization like YNPN.
- Instead of inviting people to your table, show up and be present at others' spaces to build community and understanding
- Articulate diversity commitment in your communications and website.
- Engage with your community, which sometimes can be outside your professional network.
- Work with affinity groups in your city (i.e Young Latino Professionals, Asian Americans and Pacific Islanders in Philanthropy etc.
- Rethink definitions of "professional", "leadership" to make them more inclusive.
- Have more diverse set of activities that different people can attend and engage in.

Questions to consider:

- How does our current engagement strategy align with what we want our membership to look like?
- What are our assumptions about what being a YNPN member is, as opposed to what we want our membership to look like?
- Who are we not reaching with these strategies that we should be?
- How intentional have you been in designing your community engagement strategies in the past?
- What can you change today about how you work with community members?

Guiding documents

- **Building a Multi-Ethnic, Inclusive & Antiracist Organization** : <http://www.racialequitytools.org/resourcefiles/olcese.pdf>

Sample document

- **Oregon Shakespeare Theater, Audience Development Manifesto** : <https://drive.google.com/file/d/0B15jZIHpcbYSN1ZSZC1Kai10b0hvNGVvYjJFdjVnRUo0NjZF/view>

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EXAMPLE / LESSONS LEARNED:

Spurred by an article written about the lack of diversity in the Grand Rapids Leadership Awards, YNPN Grand Rapids decided to address the issue. Read more here: <http://www.ynpngr.org/voices/3126295>

We recognized that (lack of diversity in many ways - race, gender, type of NPO) after the first few years and changed up the nomination and voting process. Having just the information about the candidate, their credentials and leadership without a picture, name and organization made an incredible impact. We also started having our members vote rather than the former awardees. The nominations came in steadily with candidates more representative of our community.

From that came two different strategies:

- (1) Educate through having one of their monthly events around diversity and inclusion.
- (2) Show commitment to action by focusing YNPN Grand Rapids annual conference on inclusion. Here is more info: <http://www.ynpngr.org/conference>
- (3) Make it a part of YNPN Grand Rapids operations: Assigned a member at large to lead this charge. He also served on the conference planning committee. His challenge is to (1) Work with board members to develop intentional strategies to recruit underrepresented members (2) Develop strategies to better welcome new members and non-members to events. For example, we now note if someone is new or if it's their first event and have board members make an effort to greet them and connect about YNPN (3) Increase the diversity of our board of directors.

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