Showcasing our Strengths: Telling our Collective Story

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Telling our Story
What do people ask about the League?

- Impact – What have you done lately?
- Learning – What are you doing that's new?
- Diversity – Does the League look like the community it serves?

WHAT DO THESE THREE QUESTIONS HAVE IN COMMON?

DATA

Collective story-telling requires data about our collective work.

Impact – What have you done lately?

Who we are and what we do
Members and donors are drawn in by visibility – show what you're doing

Collective impact
Weave in data about all levels of League

Tie impact to mission
Highlight data that shows how you are fullfilling your purpose (mission impact)

Key civic engagement anchors across the nine states (see map) recruited between 8 and 24 local nonprofit agencies in their respective communities to run voter engagement drives with the communities they serve. With training and support from these civic engagement anchors, a total of 130 participating agencies engaged over 40,000 voters in 2016.

With special funding, we were able to follow-up on those contacts with a nonpartisan get-out-the-vote (GOTV) campaign. We mailed post cards to 22,000 recently-engaged voters. We made 55,000 live phone calls with the help of our many partners who set up phone banks in their communities. Additionally, 17,000 voters received a text message on the day before Election Day reminding them to vote.

Source https://www.nonprofitvote.org/documents/2017/02/2016-nonprofit-vote-annual-report.pdf/

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Learning – What are you doing that's new?

Data helps us learn
It provides insight into which efforts have the biggest impact and which ones don't

Successes & failures
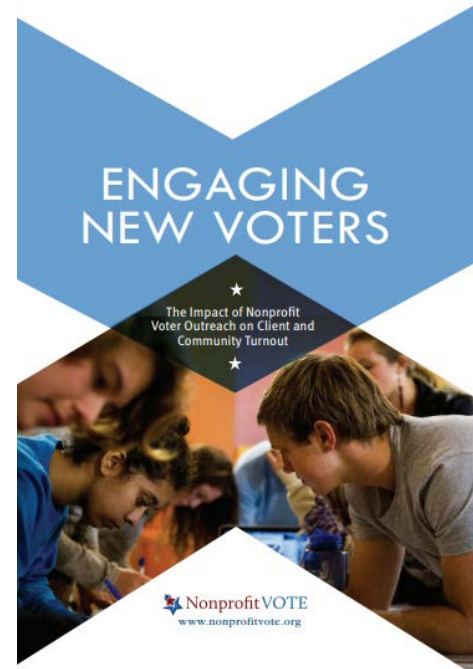Both provide learning about how to do things differently next time

Share what you learn!
Helping others learn adds to your value as an organization

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COMPARING TURNOUT RATES

- Overall, **voter turnout among young nonprofit voters was 5.7 percentage points higher than turnout among other comparable young voters (61.0% vs. 55.4%).**
- Turnout was higher among all racial groups engaged by nonprofits, with Latinos showing the largest gain.
    - **Young Black nonprofit voters turned out at a rate 5.1 percentage points higher than comparable young Black voters (59.9% vs. 54.9%).**
    - **Young Latino nonprofit voters turned out at a rate 6.0 percentage points higher than comparable young Latino voters (52.8% vs. 46.8%).**
    - **Young White nonprofit voters also performed well, turning out at 5.5 percentage points higher than comparable young White voters (71.5% vs. 66.0%).**
- Turnout was higher among both men and women engaged by nonprofits.
    - **Young women engaged at nonprofits turned out at a rate 6.5 percentage points higher than comparable young women (66.7% vs. 60.2%).**
    - **Young men engaged at nonprofits turned out a rate 4.4 percentage points higher than comparable young men (52.3% vs. 47.9%).**
- Pledge-to-vote cards were particularly effective.
    - **Nonprofit voters who signed a pledge-to-vote card turned out to vote at a rate 14.1 percentage points higher than comparable registered voters.**

Source: https://www.nonprofitvote.org/documents/2018/03/enagaging-new-voters.pdf/

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Diversity – Does the League look like the community it serves?

No one becomes diverse overnight
Show progress in steps

Variety of data points to measure
- Leaders & members
- DEI policy & implementation
- Partnerships
- Including new voices
- Communities served

Guidestar
Fill out your DEI profile

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Diversity, Equity, and Inclusion

Building the infrastructure for diversity, equity, and inclusion (DEI) for the Nonprofit Sector

A GROWING BODY OF KNOWLEDGE

Demographic Information Available on GuideStar Nonprofit Profiles

Through the Nonprofit Profile Update Tool, GuideStar collects the following demographic information:

FOR BOARDS, STAFF, AND SENIOR STAFF

✔ Gender identity
✔ Race and ethnicity
✔ Sexual orientation
✔ Disability status

FOR THE ORGANIZATION

✔ Diversity Strategies

Demographic information can be found on the GuideStar Nonprofit Profile under Operations

Source: https://learn.guidestar.org/dei

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Collecting data is valuable & anyone can do it.

Collective impact
Connect impact with mission

Learn from your data
Share what you learn

DEI data
An easy first step is being transparent about your efforts

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QUESTIONS? COMMENTS?

THANK YOU!

LWV.

Using Diversity, Equity, and Inclusion Lens to Strengthen Social Impact and Collaboration
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DIVERSITY
Dimensions
Consulting

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Diversity, Equity, and Inclusion Learning

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- "Diversity and Authenticity," Katherine Phillips, Tracy Dumas, Nancy Rothbard

- "How Black Women Describe Navigating Race and Gender in the Workplace," Maura Cheeks

- "Neurodiversity as a Competitive Advantage," Robert Austin and Gary Pisano

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- Being Color Brave, Mellody Hobson

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- What Does Normal Really Mean, Safwat Saleem

Diversity, Equity & Inclusion

Diversity, equity, and inclusion are mutually reinforcing. Increased inclusion is associated with increased equity; the majority of organizations with higher inclusion and equity also have greater demographic diversity.

DIVERSITY

Diversity includes all of the similarities and differences among people, not limited to: gender, gender identity, ethnicity, race, native or indigenous origin, age, generation, sexual orientation, culture, religion, belief system, marital status, parental status, socioeconomic status, appearance, language, accent, ability status, mental health, education, geography, nationality, work style, work experience, job role function, thinking style, personality type, physical appearance, and political perspective or affiliation.

Diversity refers to population groups that have been historically underrepresented in socially, politically, or economically powerful institutions and organizations. These groups include but are not restricted to populations of color, such as African Americans and Blacks, Latinx, Native Americans and Alaska Natives, Asian Americans and Pacific Islanders. They may also include lesbian, gay, bisexual, and transgender populations, people with disabilities, women, and other groups.

A team can be diverse and so can an organization. A person is not diverse. Diversity is about a collective or a group and can only exist in relationship to others. A candidate is not diverse—they are a unique, individual unit. They may bring diversity to your team, but they in themselves are not diverse. They are a woman; they are a person of color; they are part of the LGBTQ community.

We commit to increase diversity in the recruitment, retention, and retainment at The national, state, and local level, and in the leadership and executive roles.

EQUITY

Equity is an approach based in fairness to ensuring everyone is given equal opportunity; this means that resources may be divided and shared unequally to make sure that each person has a fair chance to succeed. Equity takes into account that people have different access to resources because of system of oppression and privilege. Equity seeks to balance that disparity.

Improving equity involves increasing justice and fairness within the procedures and processes of institutions or systems, as well as in their distribution of resources, including professional growth opportunities. Tackling equity issues requires an understanding of the root causes of outcome disparities within our society.

Equity prioritizes efforts to ensure the most underserved and marginalized among us has as much of an opportunity to succeed as the most well-served and advantaged. By taking into account the various advantages and disadvantages that people face, we work to ensure every person has an equal opportunity to succeed.

We commit to prioritizing equity in the work of the LWV staff, board, and members.

D. E. & I.

INCLUSION

Inclusion is an ongoing process, not a static state of being.

Inclusion is the dynamic state of operating in which diversity is leveraged to create a healthy, high-performing organization and community.

Inclusion refers to the degree to which diverse individuals are able to participate fully in the decision-making processes within an organization or group.

An inclusive environment ensures equitable access to resources and opportunities for all. It also enables individuals and groups to feel safe, respected, engaged, motivated, and valued for who they are and for their contributions toward organizational and societal goals.

While an inclusive group is by definition diverse, a diverse group is not always inclusive. Being aware of unconscious or implicit bias can help organizations better address issues of inclusivity.

We commit to making deliberate efforts to ensure LWV is a place where differences are welcomed, different perspectives are respectfully heard, and every individual feels a sense of belonging and inclusion. We know that by creating a vibrant climate of inclusiveness, we can more effectively leverage our resources to advance our collective capabilities.

We commit to working actively to challenge And respond to bias, harassment, and discrimination.

LWV US Diversity, Equity, and Inclusion Policy

LWV is an organization fully committed to diversity, equity, and inclusion in principle and in practice. There shall be no barriers to full participation in this organization on the basis of gender, gender identity, ethnicity, race, native or indigenous origin, age, generation, sexual orientation, culture, religion, belief system, marital status, parental status, socioeconomic status, language, accent, ability status, mental health, educational level or background, geography, nationality, work style, work experience, job role function, thinking style, personality type, physical appearance, political perspective or affiliation and/or any other characteristic that can be identified as recognizing or illustrating diversity. Diversity, equity, and inclusion are central to the organization's current and future success in engaging all individuals, households, communities, and policy makers in creating a more perfect democracy.