



Fundraising in Diverse Communities

Here's how to attract new groups of diverse donors.

BY TERRENCE FERNSLER

Opening Doors: Pathways to Diverse Donors

By Diana S. Newman. 236 pages. Hardcover. Council on Foundations. San Francisco: Jossey-Bass, www.josseybass.com.

At present, about 70% of the U.S. population might be called “mainstream.” The diverse proportion of the population keeps increasing, however, and by the year 2050 the “mainstream” population will be under 50%. As our population becomes more diverse, organizations must know how to raise funds in diverse cultures.

Diana Newman uses the research reported in her previous book, *Cultures of Caring*, to explore how mainstream organizations can involve people of diverse cultures. Traditional development programs can easily adopt her suggestions; they're not radical departures but simply adaptations that will help existing programs reach a wider audience.

Underlying the discussion is the idea of a continuum of philanthropy. As people become more financially and socially

stable, they tend to progress along the continuum. Their motivations for giving, the way they give, and the causes they support all change. Newman explains the traditions of giving for diverse cultures and how people within these cultures move along the continuum. Because she doesn't make a strong effort to group cultures, as she did in *Cultures of Caring*, this book is much more useful.

Diverse populations are growing in proportion, numbers, influence, and wealth. Programs that have been useful for white donors may not work for different populations. If your organization is to thrive, you must raise a good part of your funds from other cultures. You must develop a fundraising plan that is appropriate for these groups. You can do so only if you understand the philanthropic interests and histories of the people you wish to draw to your organization. Newman's book is the best source by far for exploring ways to reach new donors from diverse cultures. ■

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