



Fundraising in a Diverse Society

Be sure your fundraising tactics match your target audience.

BY TERRENCE FERNSLER

Cultivating Diversity in Fundraising

By Janice Gow Pettey. 281 pages. Hardcover. New York: John Wiley & Sons, Inc.

How is philanthropy viewed by different cultures? How should we adapt our fundraising strategies to include diverse cultures? Janice Gow Pettey reviews what we need to know to raise money in diverse communities.

Pettey's book focuses on four broad ethnic groups: African-Americans, Asian-Americans, Latino-Americans, and Native-Americans. Recognizing the diversity within these groups, she further subdivides Asian-Americans, Latino-Americans, and Native-Americans. She looks at the history of each group, the giving traditions that arose from these histories, and the customs that influence philanthropy. Her book brims with ideas for targeting each group. For example:

- **Many Filipino-Americans** would rather attend special events, such as dinners or dances, than simply donate money.
- **Giving by Japanese-Americans** is generally motivated by a desire for harmony rather than to help the underprivileged.
- **To African-Americans**, donating time, skill, and knowledge is often seen as more desirable than giving money.

- **Latino donors** report a surprising dearth of outreach by nonprofits to solicit their financial support.
- **Most Native-Americans** prefer to make anonymous, need-based gifts in response to personal appeals.
- **Asian-Americans tend to support programs** that strengthen the family, improve education, and care for the elderly.

Pettey uses the growing body of literature on ethnic traditions in philanthropy well. To stimulate discussion, she offers case studies and thought-provoking questions for the reader.

As our population changes, so must our fundraising techniques. Pettey gives us a platform for meeting these new challenges and opportunities. ■

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