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Bringing Community-Centric + + Anti-racist Principles to Event Planning

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Who Am I? What do I do?



Our Time Together

- Setting the Table
 - Introduction to Community-Centric Fundraising
 - Introduction to Anti-Racist Principles
 - Bringing Change to Event Planning + Fundraising
 - Success Stories
 - Questions + Closing
-

Setting the Table

Why does this all matter anyway?



A Brief History of US Philanthropy

- Pre-Colonization
 - Meaning of Philanthropy
 - Indigenous Culture
 - Religious Tradition
- Post-Civil War + WW I
 - The Gospel of Wealth 1889
 - private efforts
 - public responsibility
 - Federal Income Tax 1917
- Post WW 2
 - Civil Rights Movement
 - Tax Reform Act - 1969
 - Trickle-Down Economics
- Very VUCA 21st Century
 - Recession
 - Pandemic
 - TCJA of 2017
 - Pandemic + Social Isolation



What IS Community- Centric Fundraising?

Community-Centric Fundraising is a fundraising movement grounded in equity and social justice, prioritizing the entire community over individual organizations.



The 10 Principles of CCF

1. Fundraising must be grounded in race, equity, and social justice.
2. Individual organizational missions are not as important as the collective community.
3. Nonprofits are generous with and mutually supportive of one another.
4. All who engage in strengthening the community are equally valued, whether volunteer, staff, donor, or board member.
5. Time is valued equally as money.
6. We treat donors as partners, and this means that we are transparent, assume the best intentions, and occasionally have difficult conversations.
7. We foster a sense of belonging, not othering.
8. We promote the understanding that everyone (donors, staff, funders, board members, volunteers) personally benefits from engaging in the work of social justice – it's not just charity and compassion.
9. We see the work of social justice as holistic and transformative, not transactional.
10. We recognize that healing and liberation requires a commitment to economic justice.

What Community- Centric Fundraising IS NOT

- New (even if it feels that way)
- Something you can do alone
- Linear or Finite or Exhaustive
- A solution to all your nonprofit woes
- Impossible

What is Anti-Racism?

"The only way to undo racism is to consistently identify and describe it — and then dismantle it."

- Ibram X. Kendi

...anti-racism is an active process. It has the potential to have an impact on the individual, community, and societal levels.

It is important to remember that anti-racism is not a one-time or occasional action. It's a lifelong commitment to fighting for racial equity and justice.



Putting it all Together

Get in where you fit in!

Before you get started

- Communication Considerations
- Culture of Trying + Learning
- Embrace Radical Collaboration
- Find Your People
- Learn from Risk/Failure
- Document + Innovate



Start With Why

As you are beginning to (re-) imagine your fundraising event, consider:

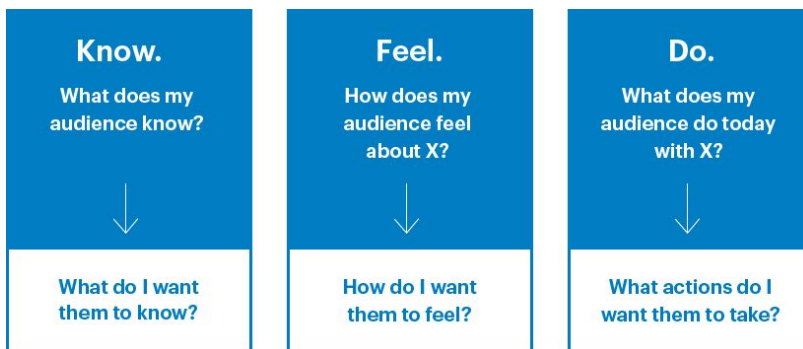


Image source: Baker Agency





Who is Involved?

Questions to consider by community member

- Staff
 - Planning Volunteers
 - Fundraising Volunteers
 - Event Volunteers
 - Vendors
 - Performers
 - Impacted Community
 - Community Partners
 - Sponsors
 - Attendees
 - Youth
 - Who Else?
-
- What underlying messages do our marketing or in-room messaging communicate about power or who's centered in the space?
 - Would partnering or sharing benefit with certain groups or organizations grow the system's impact?
 - Are there ways to engage community in shaping an event ahead of the date?



Raising Money Before The Event

- **Reimagining Sponsorships**
 - Move from traditional hierarchical structures providing tiered benefits to true partnerships
 - **Recognize all sponsors**
 - **Rethink ticketing**
 - Offer a “pay what you can” option
-

MO Budget Project 20th Anniversary Equitable Sponsorship

MBP's 20th Anniversary Equitable Sponsorship

© 27 Jun 2023

To reflect our vision of an inclusive and equitable Missouri, we've moved away from the traditional hierarchical structure of sponsorships that provide tiered benefits. We know these can sometimes feel transactional and unintentionally reflect power imbalances related to different giving amounts. We also recognize that while our supporters have different giving capacities, we all contribute to our common goals of advancing policy improvements that benefit Missourians.

As a result, we invite sponsors to give at a level most appropriate for them. All sponsors will be recognized for their contributions in advance and during MBP's Anniversary Events.

To sponsor, please complete the form below. You may contribute your sponsorship value online here, or mail it to MBP's office at the address below.

As a sponsor, we hope that you and your colleagues will join us for our anniversary events. Please let us know the number of complimentary tickets you need. For reference, we expect the actual event to cost approximately \$90 per person.

**For those who feel more comfortable with a guide for contributions, we are including a table of potential sponsorship levels.

These amounts are based on organizational budget sizes but are not expectations. Please give what is appropriate for your organization.

Organizational Budget	Suggested Contribution
Less than \$500,000	\$250 – \$500
\$500,000 – \$1,000,000	\$500 – \$1,000
\$1,000,000 – \$2,000,000	\$1,500 – \$2,000
\$2,000,000 – \$5,000,000	\$2,500 – \$5,000
Over \$5,000,000	\$5,000 – \$20,000

**Suggested
Contribution
Levels**

Generate Health SUMB Event Ticketing

JOIN GENERATE HEALTH FOR

STANDING UP FOR Black MOTHERS AND BABIES

AN ANNUAL CELEBRATION OF PERMANENT LIBERTY

NOVEMBER 3, 2022
5:30-7:00pm

Note: This registration form is to attend the event IN PERSON.
We will be requiring masks for all in-person attendees. Please see our [full list of agreements](#) to keep our community safe and healthy.

Step 1: Select Registration Options

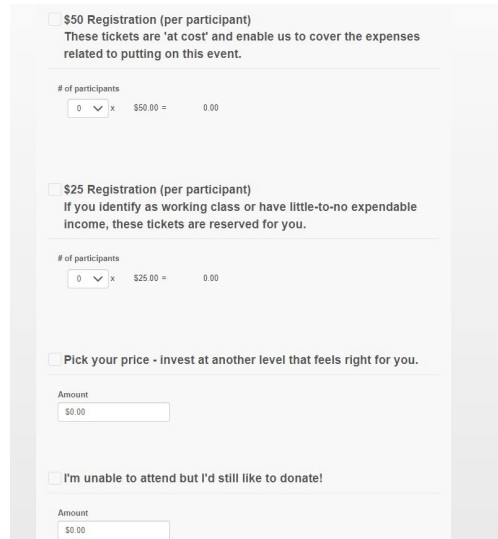
Registration Options [Contact Information](#) [Confirmation](#) [Payment](#)

☐ \$100 Registration (per participant)
If you identify as middle or upper class, are currently employed at a stable salaried position, and have limited debt, please consider purchasing tickets at this level. This will enable more cash poor, underemployed individuals, and students to attend.

of participants
0 x \$100.00 = 0.00

☐ \$50 Registration (per participant)
These tickets are 'at cost' and enable us to cover the expenses related to putting on this event.

Generate Health SUMB Event Ticketing



☐ \$50 Registration (per participant)
These tickets are 'at cost' and enable us to cover the expenses related to putting on this event.

of participants
0 ▼ x \$50.00 = 0.00

☐ \$25 Registration (per participant)
If you identify as working class or have little-to-no expendable income, these tickets are reserved for you.

of participants
0 ▼ x \$25.00 = 0.00

☐ Pick your price - invest at another level that feels right for you.

Amount
\$0.00

☐ I'm unable to attend but I'd still like to donate!

Amount
\$0.00


How could the event look and flow?

- **Bring everyone to the planning table**
 - **Who will you invite to the event?**
 - Consider all barriers to attending, including childcare!
 - **Make the content transformational, not transactional**
 - Consider the attendee experience of a person of color
 - Ensure the content doesn't feel "extractive"
 - **What about accessibility?**
-



Raising Money “in the Room”

- **Peer-to-peer or live crowd fundraising in lieu of a paddle raise**
 - Why does this matter?
 - Who does this include?
 - What does this look like in practice?
-



What does gratitude, recognition and aftercare look like?

- Working toward authentic relationships
 - Move beyond the thank you note
-

Handling + Overcoming Objections

- All money is not good money
 - Trial and error is ok!
 - Fail forward
 - Rome wasn't built in a day????
 - One size does not fit all
 - Authenticity - be true to mission, vision, values
-

Some Success Stories to Inspire You



Just Remember

- CCF + Anti-Racism are action-oriented
- There will never be a perfect time to begin
- Organize Your People
- Communicate Change
 - *Ask, Listen, Share, Iterate*
- Learn from Failure
- Celebrate Wins



Stay in Touch!



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