



# LEADERSHIP GIVING

Anti-Racist Fundraising Training

Session 2: DEI Fundraising Priorities



# Agenda

Session I Review and Key Takeaways

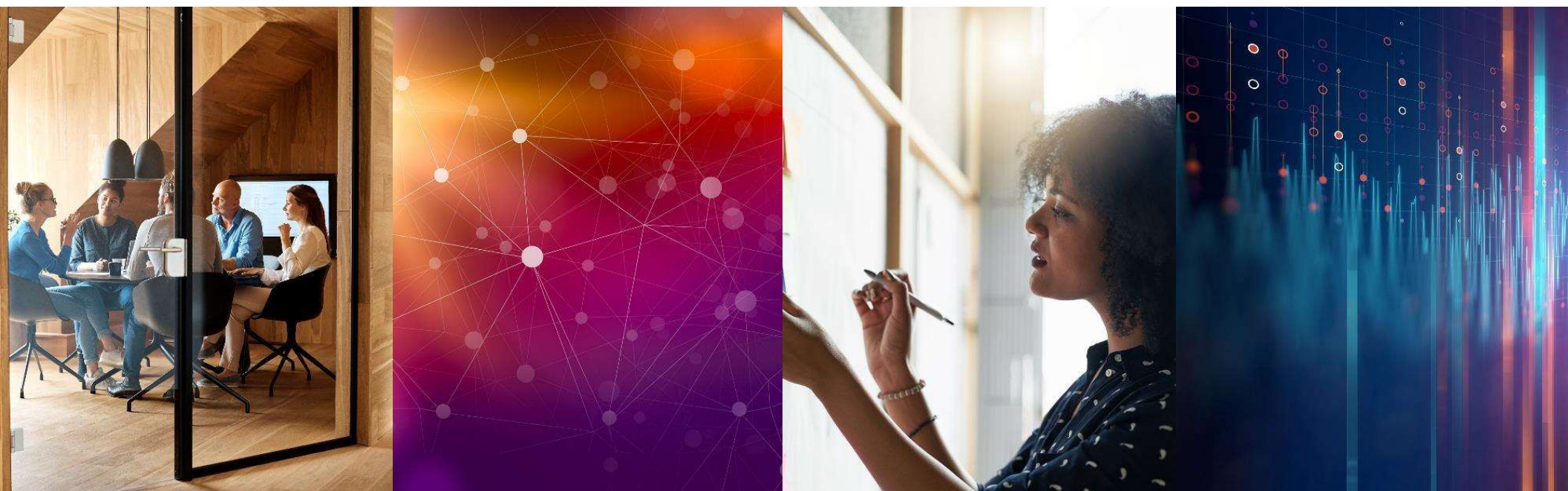
DEI Fundraising Priorities Update

Survey Themes

Making the Case Activity

Time Machine Zoom Chat & Discussion





# Session I Review & Key Takeaways

# Session 1: Reconciling Dartmouth's History

## TOP LEARNINGS

1. We can shape the future only if we know the history of where we've come from. Confronting our past contextualizes and informs our present and future.
2. Traditions change and Dartmouth is evolving. Dartmouth students have always been on the frontlines of that evolution. We are always pivoting towards progress and creating new traditions.
3. Sometimes modeling good behavior is more powerful than correcting bad behavior. EX: Respond to "Wah-Hoo-Wah" with "Go Green" to show that things are evolving (and it's time to get with it).
4. We must be mindful of how we use historically marginalized students and other representatives in our development and fundraising efforts.
5. As fundraisers talking with alumni, remember that older classes and younger classes approach things with very different context and we must listen and respond accordingly.

Which one of the top learnings most resonates with you?  
Please type the number in the chat.



# Survey Themes

On a scale of 1-5, how comfortable are you talking about the following DEI priorities with your prospects?

1=Not comfortable

3 = Comfortable

5=Very comfortable

FUNDRAISING PRIORITY	MEAN
E.E. Just Program	3.67
Early Career Faculty Fellowships	3.18
Institute for Black Intellectual & Cultural Life (IBICL)	2.94
DEI Accelerator Fund	2.90
Tribal Service and Solutions Project	2.86
AAPI Academic Enrichment Fund	2.40
Heritage and History Celebration Fund	2.25

# Qualitative Themes

## 1. Staff need more clarity about the DEI programs and their outcomes/impact

“We all struggle with filling in the blanks of this sentence: If we raise xx, then yy will happen. Or this sentence: If we don't raise xx, then yy won't happen.”

## 2. Staff would appreciate examples and stories to share

“Talking points on why an investment in these initiatives is vital to the future of the college for all students, faculty, and staff. How does the entire community benefit? Where does this rank among other institutional priorities and why?”

## 3. Staff are struggling with the more nuanced aspects of fundraising for DEI priorities, lack of interest, and objections from prospects

“My few BIPOC donors are appreciative of our effort but not necessarily ready to invest, either because of giving capacity, life stage or they are waiting to see if we take on leadership in the ivy space on this.”

“One prospect outright shared that he thinks Dartmouth is too focused on diversity and isn't focused enough on academic excellence. A few alumni have expressed their concerns about how shifts in admissions may impact their children's possibility of getting into Dartmouth.”

Which one of the qualitative themes most resonates with you?  
Please type the number in the chat.

# Making the Case

Your team just got a call that a top prospect for DEI programs will be on campus tomorrow and wants a “short and sweet” overview of the funding priorities.

What would be your top 3 highlights for each case statement and how would you pitch them to her?

Instructions:

1. You will be placed in Breakout Rooms for this activity.
2. You will have 20 minutes to create PowerPoint slides with 3 highlights and a pitch for the funds assigned to your group.
3. You will return to the large to present your slides. Each group will have 3-5 min. for their presentation.

Group	Funds
Group 1 Facilitated by Alex	-Institute for Black Intellectual and Cultural Life -Heritage and History Celebration Fund
Group 2 Facilitated by Kate	-Early Career Faculty Fellowship Program -DEI Accelerator Fund
Group 3 Facilitated by Emma	-Academic Enrichment Fund for Race, Ethnicity, and Migration -Academic Enrichment Fund for AAPI

# Time Machine

## Welcome to the year 2025!

You're at a reception where President Beilock is going to speak to a large group of donors about the DEI fundraising successes.

Based on what you've read about the gift priorities, what amazing stories will she be able to tell?

What has been the impact on students, faculty, and Dartmouth overall?

***Please enter your answers in the chat***

