

The Iconic Impact Series
Bridge Philanthropic Consulting, LLC



Recruiting Top Diverse Fundraising Talent

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At Bridge Philanthropic Consulting (BPC), we believe building a successful social impact organization requires a dedicated team of diverse fundraising professionals who can effectively cultivate, steward, and engage prospects, donors, and investors with your mission and goals and drive sustainable growth. However, finding and hiring great fundraising talent can be a challenging task. This article will explore the essential steps and strategies for assembling a high-performing, diverse development team that can significantly impact your organization's mission.



Defining Your Resource Needs

Understanding the Importance of Fundraising Professionals

Fundraising professionals play a vital role in the success of nonprofit organizations. They are responsible for developing and implementing fundraising strategies, cultivating donor relationships, and working with the leadership and board to secure resources. Hiring the right fundraising talent can significantly impact your organization's ability to achieve its goals and make a lasting social impact.

Assessing Your Resource Needs Short and Long Term

Before embarking on the hiring process, assessing your organization's fundraising needs and the timeline for securing the funding are crucial. This involves evaluating your current fundraising efforts, identifying gaps and areas for improvement, and evaluating current staff talent to determine the specific skill set and expertise required to achieve your fundraising goals. Conducting a thorough talent assessment will guide you in crafting accurate job descriptions and identifying the right candidates. Be careful to leave the candidate with a manageable work-load but focus on what strengths you need the candidate to bring to your organization for success. Do not expect the candidate to do everything, but let them shine where their strengths can be best maximized

Crafting the right Job Descriptions

Developing compelling and accurate job descriptions is essential in talent acquisition to attract qualified, diverse fundraising professionals. Job descriptions should clearly outline the role's responsibilities, qualifications, expectations, and success factors. It would be best if you used action-oriented language, highlighting the organization's values, mission, and impact. Be sure to incorporate your diversity and inclusion values to attract a diverse pool of candidates. Most importantly, describe your organization's culture.

Emphasizing Key Skills and Qualifications

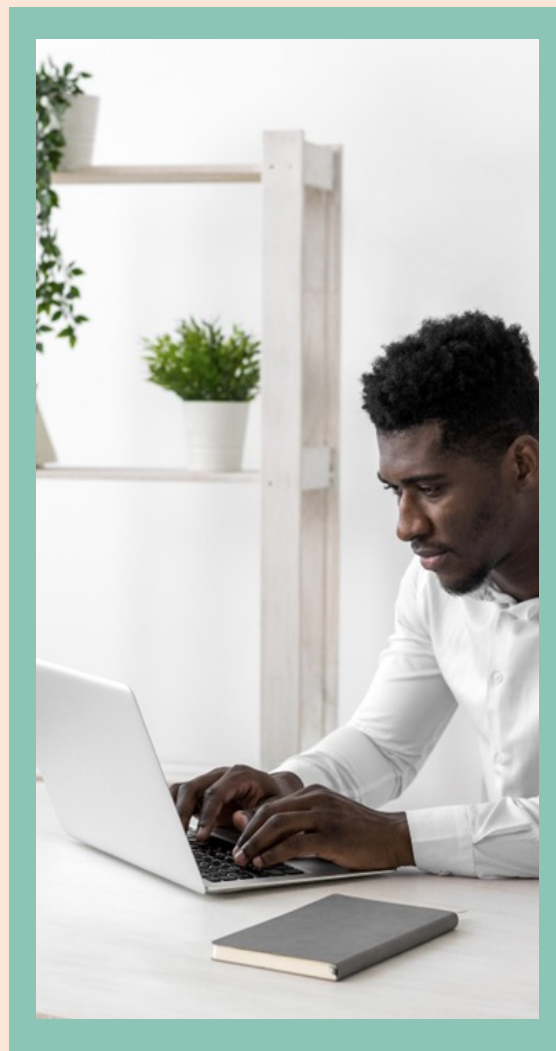
When writing job descriptions, focus on the essential skills and qualifications crucial for success in the role. These may include working in a fast-paced culture, excellent communication, and relationship-building skills. An experienced fundraiser will be skilled with donor management software, a proven track record of securing major gifts, and the ability to develop and execute comprehensive fundraising campaigns. By clearly outlining these requirements, you can attract candidates with the necessary expertise.



Sourcing Candidates

Utilizing Various Recruitment Channels

To find excellent fundraising talent, it is essential to utilize various recruitment channels. This may include posting job openings on specialized nonprofit job boards with Association of Fundraising Professionals (AFP), African America Development Officers (AADO), Historically Black Colleges and Universities (HBCUs), United Negro College Fund (UNCF), Thurgood Marshall College Fund (TMCF), Urban League, Association of Black Foundation Executives (ABFE), Blacks In Philanthropy, LinkedIn, Indeed, and BPC. Also, leverage social media platforms, attending, sponsoring, and speaking at industry conferences and networking events and partnering with recruitment agencies that specialize in the nonprofit sector. By casting a wider net, you increase your chances of finding highly qualified candidates in this fiercely competitive market.



Engaging the BIPOC Community

Promoting diversity and inclusion in your recruitment efforts is crucial for building a high-performing and representative development team. Engaging with the Black, Indigenous, and People of Color (BIPOC) community can help attract a diverse pool of candidates who bring unique perspectives and experiences to your organization. Collaborating with organizations such as Bridge Philanthropic Consulting and AADO, known for their diversity and inclusion expertise, can provide valuable insights and connections to the BIPOC talent pool.

Screening and Interviewing Candidates

Developing a Structured Screening Process

To effectively evaluate candidates, develop a structured screening process that includes:

- reviewing resumes
- conducting phone screenings
- administering skills assessments

This process allows you to identify candidates with the necessary qualifications and skills, ensuring you have sourced the most qualified candidates move forward in the hiring process.



Conducting Behavioral-Based Interviews

Behavioral-based interviews are an effective way to assess a candidate's past performance and predict their future success. When conducting interviews, ask candidates to provide specific examples of how they have achieved fundraising goals, managed donor relationships, and overcome challenges in their previous roles. This approach helps you gauge a candidate's potential for success in your organization.

Assessing Cultural Fit

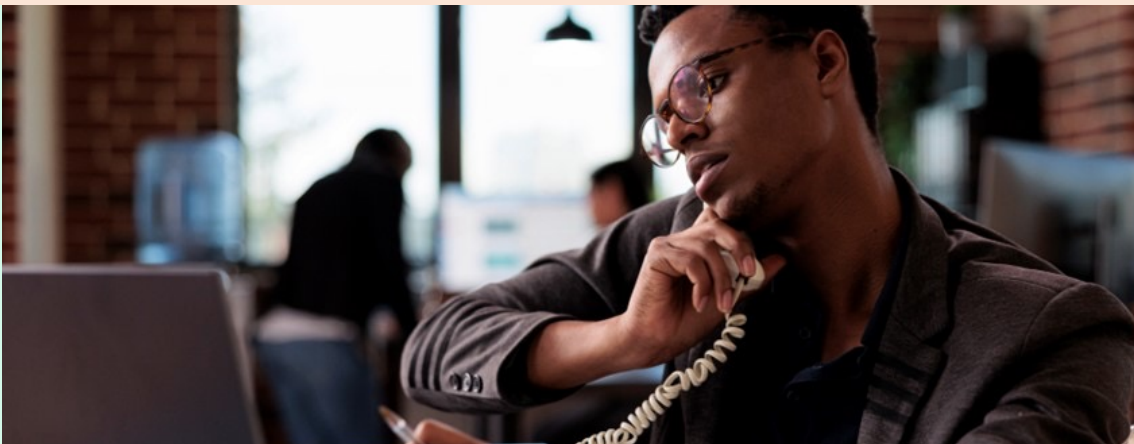
Assessing cultural fit is crucial to ensure that candidates align with your organization's values and work well within your team dynamic. During interviews, ask questions that delve into a candidate's work style, collaboration abilities, and approach to building relationships. This will provide insight into whether the candidate will thrive in your organization's culture.

Reference Checking



Importance of Reference Checks

Checking references is a critical step in the hiring process as it allows you to validate a candidate's qualifications, skills, and work ethic. Reach out to the candidate's previous supervisors, colleagues, and other professional contacts to gather insights about their performance, interpersonal skills, and overall suitability for the role. This information helps you make informed hiring decisions.



Asking the Right Questions

When conducting reference checks, ask specific questions that address the candidate's ability to meet fundraising goals, work effectively within a team, and build strong donor relationships. Additionally, inquire about their communication skills, problem-solving abilities, and adaptability. By asking the right questions, you can gather valuable information to help you evaluate the candidate's fit and success in your organization.



Making the Offer

Presenting a Competitive Offer

When extending a job offer to a fundraising professional, presenting a competitive compensation package is crucial. Research industry standards and competitive compensation ranges for similar positions to ensure the offer is attractive and aligned with market expectations. Additionally, consider offering additional benefits such as membership in AFP, Classes at the Lilly School of Fundraising, Southern University School of Philanthropy, AADO conference, AFP's Lead Conference, Professional development opportunities, flexible work arrangements, and a supportive and inclusive work environment.

Negotiating and Finalizing the Offer

During the negotiation phase, be open to discussing the candidate's expectations and finding mutually beneficial solutions. Flexibility and transparency are key to ensuring a positive negotiation process. Once the offer has been accepted, finalize the employment details in writing, including start dates, onboarding processes, and any necessary paperwork, such as nondisclosure and noncompete agreements.

Onboarding and Retaining Fundraising Talent

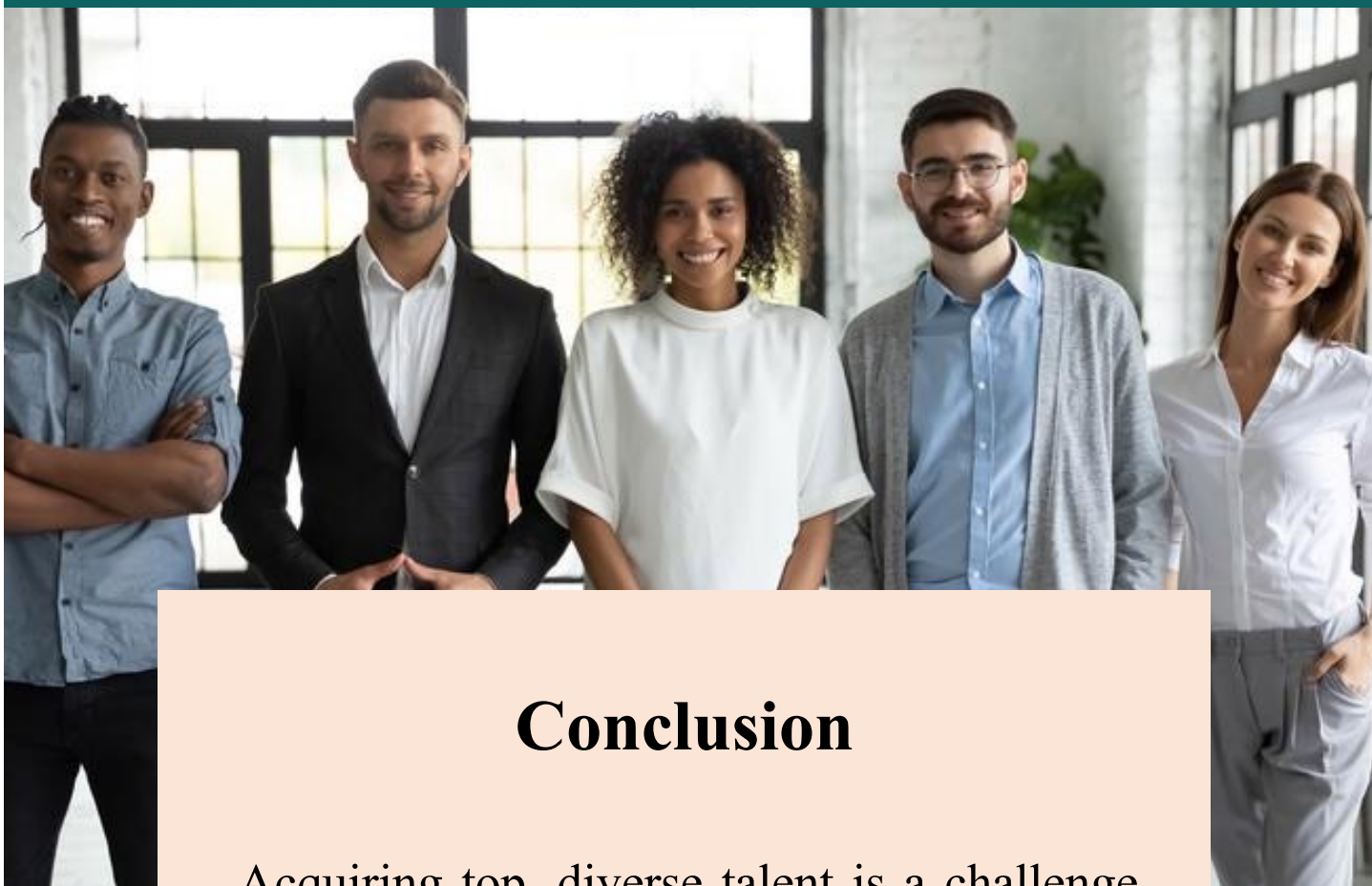
Developing a Comprehensive Onboarding Program

A comprehensive onboarding program is essential to ensure new fundraising professionals integrate seamlessly into your organization. Provide them with a clear understanding of your organization's mission, values, and strategic goals. Assign a mentor or supervisor who can guide them through their early days and help them navigate your organization's processes and systems. Provide opportunities for new employees to network by attending industry conferences and events. Provide them with a training schedule and professional development opportunities. Introduce them to donors and funders so they can start to build relationships. Provide opportunities for new employees to network by attending industry conferences and events. This is also where consulting firms like BPC can be very helpful in supporting the onboarding process for new development or campaign staff.

Creating a Supportive and Inclusive Work Culture

To retain top fundraising talent, creating a supportive and inclusive work environment is crucial. Foster a culture of continuous learning and professional growth by providing opportunities for skill development and advancement. Implement diversity and inclusion initiatives that promote equity and celebrate individual and team achievements. Regularly seek feedback from your fundraising team to address any concerns and make necessary improvements.





Conclusion

Acquiring top, diverse talent is a challenge for everyone in the sector.

We know and understand the challenges, but the clients we see who win and can maintain the talent are willing to embrace new ways of engaging generational talent and addressing their unique needs, values, and norms.

Remember, the success of your organization depends on the dedication, expertise, and passion of your fundraising professionals.

About Bridge Philanthropic Consulting, LLC



Bridge Philanthropic Consulting (BPC) is the nation's only full-service Black-Owned Philanthropy firm. Our company has a proven track record of extraordinary success in helping philanthropic organizations and institutions to realize their dreams, accomplish their missions, and grow their aspirations. With more than 600 years of combined experience, our leaders have raised billions for clients throughout the world.

Iconic Impact Series- Co-Authors

Dwayne Ashley, Founder and Chief Executive Officer, BPC

With over 30 years in the philanthropic industry, Dwayne Ashley has utilized his knowledge of fundraising and passion for social justice to create opportunities for people of color through his founding of Bridge Philanthropic Consulting (BPC), the nation's only full-service Black-owned fundraising firm. Throughout his career, Dwayne sought to align with organizations that shared his values regarding the betterment of Black-and-Brown people and, through that alignment, has raised over \$1 billion to support those communities.

During his early years, the spirit of charity was instilled into Dwayne through witnessing his great-grandmother's establishing one of the first schools to educate blacks in Heflin, Louisiana, which has now been memorialized as one of the oldest Black churches in the state. The weaving of his great-grandmother's legacy into Louisiana's rich history pushed Dwayne to forge his own path and attend Wiley College and the University of Pennsylvania's Fels Institute of Government, where he learned how he too could use his knowledge to help the disenfranchised.

Following his time in college, Dwayne joined notable organizations like the African American Development Officers and The Giving Institute—serving on the board of each—as well as serving as a member of the Association of Fundraising Professionals, where he sat on board positions with Philadelphia and New York City chapters. In addition to professional organizations, Dwayne is also a member of community-based organizations like One Hundred Black Men of New York and a member of Phi Beta Sigma Fraternity, Incorporated, where he has been honored with the “Bigger Better Business” award leading to his five-time inclusion in Ebony Magazine's list for most influential Black Americans.

Denise Bailey Clark, D.M., SHRM-SCP

Dr. Bailey Clark is an innovative, proactive, and analytical thinker who strategically integrates Human Resources research and best practices from 30 years of experience. Dr. Bailey Clark has served in Executive Human Resources and Diversity positions for several organizations including the Vice President of Human Resources and Organizational Development at the American Nurses Association, Director, HR Standards for the Society for Human Resources Management (SHRM) and Director Human Resources at PhRMA. She also serves as an Expert Witness for law firms on human resources related cases.

Dr. Bailey Clark earned a doctor of management (D.M.) degree from the University of Maryland University College; Master of Arts degree in human resources development from Bowie State University and a Bachelor of Science degree in business administration from Towson University.



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