

# Analyzing Information

## Membership and Fundraising

*This worksheet was created by The Denver Foundation's Inclusiveness Project ([www.nonprofitinclusiveness.org](http://www.nonprofitinclusiveness.org)) to support organizations doing inclusiveness work.*

*Users are encouraged to customize the worksheet to meet the needs of their respective organizations.*

### Instructions

- Refer to **Compiling Results; Compiling Other Information; Compiling Likert Scale Responses;** and **Compiling Narrative Responses.**
- Select and review the information that pertains to membership and fundraising.
- Answer the questions below.

### Available Facts

In what ways do your organization's fundraising and/or membership development activities already reach diverse communities? How are those current efforts successful?

How can they be improved?

In what ways are your organization's fundraising and/or membership development activities more or less inclusive than those of other organizations in your field?

What best practices from the field regarding fundraising and/or membership development are applicable to your organization?

What trends can you identify in fundraising and/or membership development that are relevant to your inclusiveness initiative?

Did you notice anything else regarding your fundraising and/or membership development activities in the results of the available facts scan?

**Stakeholder Perspectives**

Are there any salient themes regarding your organization's fundraising and/or membership development that were identified by a majority of your stakeholders?

In what ways is the culture of your fundraising and/or membership practices perceived by different stakeholder groups to be welcoming of people of color?

Do stakeholders believe that the organization currently has success in fundraising and/or membership development with communities of color?

What stories or strongly held beliefs regarding your organization and its fundraising and/or membership development activities were identified by stakeholders?

Are there any significant inconsistencies in perspectives among groups of stakeholders regarding your organization's fundraising and/or membership development activities?

What trends can you identify regarding your organization's fundraising and/or membership development based on the perspectives of your stakeholders?

Did you notice anything else regarding stakeholder perspectives in relation to fundraising and/or membership development?

Is there any additional information regarding fundraising and membership that currently isn't available that you would like to collect in the future?     yes  no

If YES, what additional information would be helpful?

**Name of Organization** \_\_\_\_\_

**Date Exercise Completed** \_\_\_\_\_