

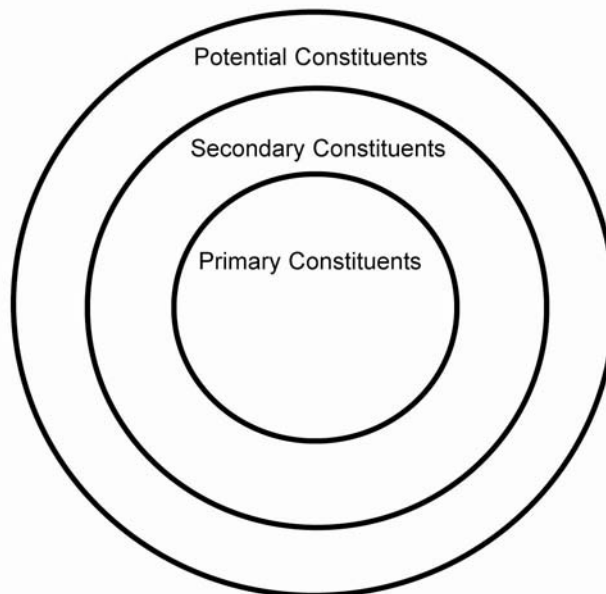
# Articulating Constituents and Potential Constituents

*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

- Discuss the diagram below from an inclusiveness perspective and determine the racial/ethnic groups that are in Rings 1, 2, and 3.
- Then fill in the blanks. (If possible, compare the demographics of your core constituents to potential constituents.)
- You will use this diagram when you consider programmatic changes that can help you become more inclusive of communities of color.



Ring 1: Primary Constituents \_\_\_\_\_

Ring 2: Secondary Constituents \_\_\_\_\_

Ring 3: Potential Constituents \_\_\_\_\_

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

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