



Cultivating Diversity in Fundraising

Janice Gow Petty

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An important roadmap for fundraising in today's multicultural communities

Raising money in today's diverse communities is a growing challenge for fundraisers and philanthropists, requiring thoughtful strategies, successful collaborations, and a respectful understanding of people's differences.

In this groundbreaking new book, the author examines today's four major ethnic groups-African American, Asian American, Hispanic/Latino, and Native American-in terms of their diverse histories, traditions, and motivations, and then applies this information to the proven components of successful fundraising. The result is a timely and important look at how fundraisers can use an understanding of ethnic differences to create a vibrant and balanced nonprofit center through both individual and collective efforts.

In clear, easy-to-understand language, *Cultivating Diversity in Fundraising* answers the following critical questions:

- * Who are diverse donors?
- * What are their charitable traditions and interests?
- * What fundraising methods will be successful in diverse communities?
- * What can fundraisers do to include more diversity in fundraising efforts?

Designed as a guide to fundraising as well as a strategic update for existing fundraisers, this book should be required reading for anyone working in today's nonprofit sector.

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