

## Dear “Diversity” Colleague,

The results of the 2010 census will soon show us how rapidly the country is growing, aging and diversifying. Some of the anticipated findings are:

- 2010 may be first year that most newborns in the U.S. will be non-whites.
- The most rapidly growing age segment in the U.S. is 55+.
- The United States already has the second greatest concentration of Spanish speakers in the world after Mexico, but could acquire the number one spot by 2050.

To better serve our communities, our volunteer force will need to reflect and incorporate these statistics. Click on the titles on the right to learn more...

### **6 Reasons Why Diversity Benefits Your Organization**

### **Embrace Volunteer Diversity**

### **Recruit Volunteers with Disabilities**

On-The-Go eTA is now interactive!

- *POST A COMMENT* and respond to others' queries
- *SEARCH* topics of interest from back issues

If you wish to receive direct assistance from our team of issue experts, you can also contact Campaign Consultation, Inc. at [OnTheGo@CampaignConsultation.com](mailto:OnTheGo@CampaignConsultation.com).

TOP ▲

## Six Reasons Why Diversity Benefits Your Organization

### IN THIS ISSUE:

*click on titles below to read full articles*

#### [6 Reasons Why Diversity Benefits Your Organization](#)

#### [Embrace Volunteer Diversity](#)

#### [Recruit Volunteers with Disabilities](#)

### POST A COMMENT:

*click below to post a comment, ask a question, or reply to the community*

▶ [Click here to leave a comment](#)

### SEARCH BACK ISSUES:

*enter your topic in the box below*

▶ [Search Back Issues](#)

## TIPS FOR THE TIMES

Do you see an area where your organization could use more volunteer diversity? Recruit a champion who will serve as a representative to work with others to bring on more volunteers from that community.

Visit the VISTA Campus for more information

In the corporate world, diversity is seen as a positive business strategy. By developing a diverse volunteer base, organizations open themselves to a number of opportunities. Consider the benefits of diversity among your volunteers:

1. It opens up a larger pool of potential volunteers and donors.

*A diverse volunteer base communicates varying points of view and provides a larger pool of ideas and experiences. The organization can draw from that pool to meet the needs of clients and stakeholders more effectively.*

2. Volunteers with different backgrounds, cultures, and career fields bring a variety of skills to your organization.

*A diverse collection of skills and experiences (e.g. languages, cultural understanding, etc.) allows an organization to provide service to a broader range of clients.*

3. Prepare a list of specific message points and bring all questions from the media back to these essential points.

*Diversity is a positive force that will bring varied perspectives to efforts and forge new alliances that are more in touch with community needs.*

4. Your organization may have a specific commitment to involving all sectors of your community or to facilitating interaction between different sectors.

*Reflecting the local community can boost an organization's credibility in the view of the community and stakeholders.*

5. It improves the cultural competence of the organization and its staff.

*The organization as a whole is better able to relate to a larger population. This creates better working relationships, and helps avoid miscommunication based on cultural differences and ignorance about other groups.*

6. There will be an increased enrichment of the organization's programs.

*Incorporating a wider range of ideas might help your organization to improve its service and work more efficiently to fulfil its aims, whether these are fundraising, tree-planting or counselling.*

- [VISTA Viewfinder](#)  
See the latest issue
- **Featured eGIZMO** (Giving Information for Zooming Mission Objectives) Approaching Unfamiliar Communities. [Click here](#) to view it
- **Social Media Monday: This month's focus is on LinkedIn.** Learn how to make use of this Social Media vehicle to advance your goals. Monday, April 26th , 3:00 PM ET. To register for this meeting, go to: [Click here](#) to view it
- **Become a fan of AmeriCorps VISTA on Face book:** [Click here](#) to register
- **VISTA Works**--a comprehensive interactive learning tool that helps VISTAs figure out their next steps after service. [Click here](#) to view it

Sustainability Learning  
Products and Services:

[Resources](#)

[On-The-Go eTA](#)

[Past issues](#)

[Online support at Sustainability@Campaign Consultation.com](#)

[The Chronicle of Philanthropy](#)

POST A COMMENT: Has your organization experienced the benefits of a diverse volunteer force? Tell us. [Click here](#)

TOP ▲

## Embrace Volunteer Diversity

You may be missing out on opportunities to bring new volunteers to your program because they do not see themselves as a part of your organization. You can increase your organization's volunteer diversity by following these tips:

- Recognize that in reaching out to new communities, you are the ones with the need and therefore *you* need to adapt and change.
- Seek to engage community representatives in your policy making leadership and recruitment efforts.
- Design your promotional materials to reflect images and words of allies, real people from the community. At the same time, realistically and truthfully represent the diversity of your organization. Individuals will join in communities where they feel represented and will distrust institutions where the representation is inauthentic.
- Target newspapers and other media that market to specific populations, particularly publications not written in English. Develop ongoing connections with multi-lingual partners to understand key and relevant issues to the market audience.

[Click here](#) to read about more strategies for recruiting volunteers from diverse communities.

POST A COMMENT: Tell us about your efforts to recruit for volunteer diversity. [Click here](#)

TOP ▲

## Recruit Volunteers with Disabilities

Volunteers with disabilities often feel discouraged from volunteer service and are therefore an under-represented minority. The following tips for attracting volunteers with disabilities to your organization's volunteer force were provided by Jason Wheeler, Senior Program Manager at the National Service Inclusion Project (NSIP) and were adapted from materials posted by Mobility International (USA) <http://www.miusa.org/ncde/tools/recruiting>.

**Add Promotional Messages and Welcoming Language**

[Workshops/ Clinics](#)

[Online Courses/  
Webinars](#)

[Web Wizard](#)

[The 5Cs](#)

[VISTA Viewfinder](#)

*" We all should know that diversity makes for a rich tapestry, and we must understand that all the threads of the tapestry are equal in value no matter what their color . "*

– Maya Angelou, American poet

Recruitment materials such as brochures and posters should include images of people with disabilities, and, if possible, stories or quotes by participants with disabilities who have participated successfully. Include welcoming and inclusive language in public presentations and program literature.

### **Use Media Resources**

Solicit stories from the participants, staff, and community members involved in the program with disabilities and disseminate their stories through publications, websites, social media, newsletters and other media reaching people with disabilities. Include disability organizations, publications and websites on distribution lists for press releases, outreach materials and program information.

### **Promote Disability Inclusion as an Organizational Value**

Convey the message that your organization values diversity and inclusion. Program administrators should foster a commitment to including people with disabilities at all levels of their organization, and should work with partners and affiliated organizations to provide programs and develop policies that support inclusion.

### **Budget for Reasonable Accommodations**

Many organizations are concerned about the cost of making programs accessible to people with disabilities, so incorporating a "disability accommodation" line item into every project and administrative budget is the most reliable way to ensure that resources are there when needed.

### **Train Staff and Volunteers**

People who are involved in any aspect of promoting the organization's programs—whether answering phones, attending conferences, giving community presentations or other public relations activities—should be prepared to answer questions about the program's policy on including people with disabilities.

### **Network with Local, Regional and National Organizations**

University disability services offices, local independent living centers, rehabilitation organizations, disability rights organizations and support groups are critical sources of knowledge and support.

### **Provide Equal Access to the Screening and Selection Process**

When screening volunteers, programs need to be careful, for legal and ethical reasons, not to screen out qualified applicants because of their disabilities and perceived limitations. It is appropriate to discuss what accommodations the individual might need to participate in the program only AFTER the participant has been accepted, for example, on a health form that is given to all accepted participants. Use positive and welcoming language so that

people with disabilities do not feel that there will be negative consequences if they disclose their disability.

POST A COMMENT: Do you make a special effort to seek volunteers with disabilities? [Tell us how.](#)

TOP ▲

## Embrace Volunteer Diversity (cont.)

- If you recruit in a different language, make sure you have the material read by several people who know the language well to be sure it conveys the message you want.
- Celebrate diverse religious and other festivals and holidays in your organizational life and be sensitive to important dates when you arrange events.
- The buddy system approach works well for attracting and retaining new recruits. Pair veteran volunteers with new volunteers. The veterans can serve as orientation leaders and trainers. This allows friendship and the opportunity for increased socialization between volunteers.
- When recruiting volunteers from under represented communities, remember that young people are a good place to start. Consider junior and senior high school students as well as college students to volunteer. They can often open the door to their families' involvement.
- Make volunteers feel welcome. Be certain that you do not in any way offend through your contact or what you are asking volunteers to do.
- Emphasize benefits of volunteering with your group, such as networking opportunities, access to resources, friendly atmosphere, positive support, etc.

Are you ready to welcome new populations to your program? Test yourself with this [Personal Diversity Assessment](#).

POST A COMMENT: Tell us about your efforts to recruit for volunteer diversity. [Click here](#)

TOP ▲

**NEXT MONTH:** Our June issue of On-The-Go eTA will focus on enhancing causes on line.

[forward to a friend](#)

[sign up](#)

[please remove](#)



---

## Resources

### eOrganizer

eOrganizer is an interactive clearinghouse for the latest and greatest web instruments of social change. This GIZMO shows you how to maximize free and inexpensive online tools and resources to mobilize people around issues and within organizations. Structured around eight categories important to community organizing, it offers descriptions and provides access to many of the most current web arenas and strategies for bringing groups together to create community change.

<http://nationalserviceresources.org/files/cci/e-organizer/published/e-organizer.html>

*The National ASK (Awareness, Skills, Knowledge) to Sustain Institute*, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 1998-2002.

<http://www.campaignconsultation.com/index.php/publications-products>.

*The CNCS Resources Now! National Institute*, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 2005-07

<http://www.campaignconsultation.com/index.php/publications-products>.

TOP ▲

---

## Learning Products and Services

### **Sustainability:**

OntheGo@CampaignConsultation.com is designed to give information fast on building capacity. Use this online support for advice from a fundraising professional.

Contact [Sustainability@CampaignConsultation.com](mailto:Sustainability@CampaignConsultation.com)

### **VISTA Campus:**

VISTA Campus is an online learning environment for the VISTA community. The aim is to support you in your development throughout and beyond your VISTA service. The Campus includes self-paced tutorials and courses, reference materials, discussions boards, a campus bookstore and more to help improve your skills and connect with other VISTAs. To access the site, go to <http://vistacampus.org> and select the "VISTAs" option. You can enter the site as a guest or create an account to access the content and discussion boards.

### **GIZMOs:**

GIZMOS (Giving Information for Zooming Mission Objectives) are interactive online capacity building products on a myriad of topics such as e-Organizer, Producing Proposals That Work, Building Your Case for Support, Business World Travel Kit, etc. View and use GIZMOs at

<http://nationalserviceresources.org/cci/5cs>

### **The Chronicle of Philanthropy:**

Your are encourage to subscribe to The Chronicle for the latest news in the social profit industry. [Click here](#) for more information.

### ***Workshops/Clinics:***

The Corporation for National and Community Service (CNCS), through its T/TA service provider Campaign Consultation, Inc., offers ninety-minute and three-hour workshops and clinics on such topics as Developing Major Donors, Building Strategic Partnerships, Working with Boards & Advisory Councils, and more. [Click here](#) to inquire.

### ***WebWizard:***

This self assessment tool assists programs and projects to maximize their websites for sustainability. Simply [click here](#) now.

### ***Online Courses/Webinars:***

Web courses on topics pertinent to resource development such as — **Build Fundraising Volunteer Champions** and **Cause Related Marketing and Corporate Partnerships**. Available through the CNCS Resource Center at <http://www.nationalserviceresources.org>

TOP ▲

---

## **Read Back Issues of OTG e-TA**

[April 2010](#)

[March 2010](#)

[February 2010](#)

[2009 Archives](#)

[2008 Archives](#)

[2007 Archives](#)

[2006 Archives](#)

[Remove me from this list](#)

TOP ▲