

THE CHRONICLE OF PHILANTHROPY

FUNDRAISING UPDATE

APRIL 28, 2021

From: Emily Haynes

Subject: How One Nonprofit Built a Fundraiser Pipeline

Welcome to Fundraising Update. This week we look at how one nonprofit created a pipeline of diverse fundraisers. Plus, what to know about a potentially landmark Supreme Court case involving donor disclosure requirements.

I'm Emily Haynes, staff writer at the *Chronicle of Philanthropy*, filling in for Eden Stiffman while she settles back in after some well-deserved time off. If you have ideas, comments, or questions about this newsletter, please write me at emily.haynes@philanthropy.com.

Creating a Pipeline of Diverse Fundraisers

People often talk about fundraising's pipeline problem — that there are not enough fundraisers of color entering the field. Part of the problem: Most young people don't grow up aspiring to be professional fundraisers because they don't even know the career exists.

The All Stars Project, an organization that uses the performing arts to help young people develop their potential, [has worked to change](#) that through its Activists for Social Development Fellowship program.

For nine years, starting in 2010, the nonprofit recruited a diverse class of as many as 10 recent college graduates for an eight-week-long summer crash course on the nonprofit world.

Participants were based in the New York office and learned about program management and fundraising through classes and hands-on experience. They set up tables and talked to people on the street to raise money for the organization. During the group's telemarketing campaigns, they called small donors to thank them for their support and ask for another gift. Participants met with senior leaders and asked them about their careers.

The program helped groom a pipeline of up-and-coming fundraisers for All Stars. The nonprofit often hired two full-time staff members out of each fellowship class.

Jenny Zak, vice president for development, and her team spent a lot of energy making sure fellowship applications reached students and recent



alumni from diverse backgrounds, including alumni of the All Stars Project's youth-development programs. In addition to posting the fellowship on Idealist, a job board for social-impact careers, for example, they also posted it on the career pages of historically Black colleges and universities. That attention to inclusive recruitment — which the All Stars Project applies to all of its job searches — continued through the interview and hiring process, when staff focused on creating diverse fellowship classes, Zak says.