

Building a pipeline of diverse fundraising talent

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from slavery





**As professional influencers, how
are we influencing choices of
people who are not like us?**

What's the point of diversity?



"That's an excellent suggestion, Miss Triggs. Perhaps one of the men here would like to make it."

Myra

I am 16, I grew up in a Muslim family, and will finish school this year. I will go on to university because all of my siblings have. I am expected to study Sociology, which interests me. But I really want a job that means that I can travel and meet lots of different people.

Cheryl

I have been an entrepreneur all of my life having set up a variety of small start-ups. It hasn't made me rich, but it fits around my family as I am a single mum and I need flexibility.

1. How can my organisation reach out to you as a potential supporter?

2. What can I, or my colleagues do, to make fundraising careers appealing to you?

As a professional influencer, how will I illustrate leadership in celebrating the contributions of people who are not like me?

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