

Unconscious Bias: A Roadblock to Fundraising Success
Key points from a workshop given by
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Making the Unconscious Conscious:

Unconscious bias is far more prevalent than conscious bias and is often incompatible with conscious values. Unconscious biases:

- Develop at an early age.
- Do have real effects on our behavior.
- Are malleable. One can take steps to minimize the impact of unconscious bias
- Unconscious bias impacts our actions both as institutions and individuals

A Spiritual Practice

- Biased decisions are made by GOOD people!
- We need to increase our awareness.
- Acknowledge biases and address them.

Ingroup and Out Group Biases

When Planning Ask:

- Who do we include in planning teams? Who is included in leadership?
- Who do we include in marketing? What are our assumptions about our donor pool?

Essential Actions to make the Unconscious Conscious:

- Slow down decision making.
- Reconsider reasons for decisions.
- Question cultural stereotypes.
- Monitor each other for unconscious bias.

Have a diverse fundraising plan:

- Grants, Crowdfunding, Legacy Gifts, Annual Fund, Offering Plate, etc. Make it SUSTAINABLE!

When Giving Examine:

- What are “our” causes? Who shares “our” values?
- Examine what sorts of projects you fund. What motivates you? Do you fund institutions? Individuals? Both? How is your giving to institutions impacted by actions by individual staff/representatives? How is your philanthropy an act of decolonization?

This is CULTURE CHANGE

Culture change takes practice.

More Resources:

[Faithify.org/unconscious-bias](https://faithify.org/unconscious-bias)

