

Answers in an uncertain time: Part III.

In our last newsletters, we've addressed some questions about adjusting your organization's fundraising approach in light of the ongoing COVID-19 public health crisis. (You can find Part I [here](#) and Part II [here](#)).

While not related to the pandemic, we recently fielded another question we think is extremely important:

How should we address the racial justice movement in our messaging? Should we do more to let people know about our organization's anti-racist policies?

To our minds, the right answer for your organization can only be determined by asking yourself some additional questions. Start by responding to the following — and be ruthlessly honest with yourself in the process:

- How do racism, inequity and the racial justice movement impact the people our organization serves?
- How is our approach informed by our knowledge of this impact?
- How have we addressed racial injustice in our organization?
- How are we supporting racial justice?
- How will we address racial justice moving forward (and will we be doing anything more than in the past)?
- How will donor funds help us to advance equity in our organization and our community?

Once you've thought about and written down your answers, you'll have a starting point to guide messaging to your stakeholders. And while we're all for eloquence, we think it's more important, here, to aim for simplicity. Before disseminating any information, review it with a critical eye to determine whether you have the ability and commitment to translate your words into specific action.

Throughout our work, the team at Thurlow/Associates is committed to championing racial justice and helping create change. To learn more about our fund development, organization development and communications services, please call us at (310) 675-6497 for a no-cost consultation — or send us an email at hello@thurlowassociates.com.