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Creating a Diversity Audit & Web Audit to Address the Current Fundraising Issues of the Veteran Sports Association

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BINGHAMTON UNIVERSITY
STATE UNIVERSITY OF NEW YORK

Background

The Veteran Sports Association was founded in June 2003 in Brooklyn, NY by current Executive Director Eduard Luchin.

The mission of the Veteran Sports Association is
"To provide helpful and useful resources to any and all former professional athletes from overseas who have recently immigrated to the United States."

Veteran Sports Association is interested in restoring its current fundraising efforts by increasing the number of attendees at their events.

This project will look at why the Veteran Sports Association feels the need to restore its fundraising efforts and what can be done to push them in the

Goals

In order to restore the Veteran Sports Association current fundraising efforts, the organization must look to recruit new donors to the organization.

This project will develop a web audit and diversity audit that the members of the board of directors will each take individually. This will provide the development team of the organization the ability to come up with a proposed plan for future donor recruitment.

Methods

How was the data collected?
- Information relating to event attendance, classification of race, gender, and age, and money raised were all provided by the development team

Information about the Event Attendees and Donors of the Veteran Sports Association

*Figure 1.
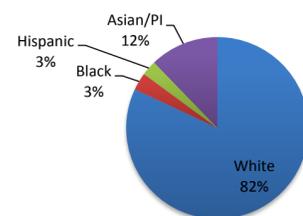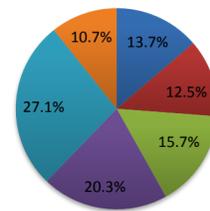This is the proportion of different age ranges that attended events*

Under 12 | 13-18 | 19-30
31-45 | 46-60 | 61 and over

13.7% | 12.5% | 15.7% | 20.3% | 27.1% | 10.7%

*Figure 2.
This is the proportion of different races that attended events*

Asian/PI 12%
Hispanic 3%
Black 3%
White 82%
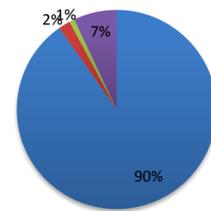
*Figure 3.
This is the proportion of different races that donated at events.*

White | Black | Hispanic | Asian/PI

90% | 7% | 2% | 1%

Project

After reporting the analyzed data to the development team, the following issues were brought to attention:
- Attendees at events, as well as, donors of the organization lacked in diversity.
- The board of directors was not aware of these underlying issues that were discovered in our analyzed data.

In order to address the above issues and accomplish their goals I proposed the creation of a web audit and diversity audit for the organization

Diversity Audit

A diversity audit is a thorough review of an organization's employment practices related to the makeup of its workers, donors and customers.

The proposed diversity audit will help a number of underlying questions that could be seen in the below draft diversity audit.

Draft Diversity Audit

QUESTION	RESPONSE
1. Briefly describe the different organizational policies addressing diversity that are shared with external stakeholders.	
2. Approximately how much money was spent on donor recruitment/marketing over the course of the last year?	
3. Approximately how much money was raised over the course of the last year?	
4. Approximately how many people attended all events over the course of the last year?	
5. Based on your answer to question 4, approximately how much money was raised by those individuals?	
6. Approximately how many different event spaces were used for fundraising events? And, where were these event spaces located?	
7. Which demographic groups are most likely to have attended your organization's fundraisers?	
8. Which demographic groups are least likely to have attended your organization's fundraisers?	
9. Does the organization have a plan in place to change the response in question 8? If so, what is it?	

QUESTION	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
The organization's mployees are familiar with se organization's diversity statment.					
The organization does a ood job sharing/publicizing s diversity statement cternally to donors and their external organizational akeholders.					
The organization does a ood job recruiting donors at are diverse in terms of ace/ethnicity.					
The organization does a ood job recruiting donors at are diverse in terms of ender.					
The organization does a ood job recruiting donors at are diverse in terms of ational origin.					
The organization has a lan to help increase the iversity of its donors over se course of the next year.					
The organization has a ariety of locations at which sey host their events.					
The organization displays socially equitable tmosphere for its employees nd other internal rganizational stakeholders.					
The organization displays socially equitable tmosphere for its donors nd other external rganizational stakeholders.					

Web Audit

Web audits are a complete analysis of all the factors that determine your site's visibility in search engines.

The proposed web audit will help a number of underlying questions that could be seen in the following draft web audit.

Draft Web Audit

Page Content

Spelling and Grammatical Issues	1. Content has a lot of spelling and grammar issues 2. Content has some spelling and grammar issues 3. Content has a couple spelling or grammar issues 4. Content has no spelling or grammar issues
Use of White Space	1. Very dense paragraphs and no white space between the content 2. Several long paragraphs with one bulleted list 3. Good use of white space, but still has some long paragraphs 4. Has a good amount of white space that draws your eye to each piece of content 5. Has plenty of white space that draws the eye to specific pieces of valuable content
Bolding, Underlining and Use of Bullets	1. No bolding or underlining to make content pop. Very minimal bolding or underlining in the content 2. Some of the content is bolded or underlined and it includes at least one bulleted list 3. Good use of headlines and bulleted lists to categorize and segment the content 4. Use bulleted or numbered lists to communicate key pieces of valuable information
Use of headlines	1. No headlines to categorize the content. No images to support the content 2. One headline to categorize the content. Has one image that is related to the content 3. The page has a few images that relate to the content 4. The page has several images that reinforce the content 5. Has several well displayed headlines and images that make the certain pieces of content stand-out

Design/Eye-Path

Images	1. Images support the text but there are too many images that distract the eye from the text 2. Images are somewhat relevant to the content, but the page lacks a consistent color scheme. 3. There is enough white space around images and text. 4. Images are relevant to the content.
Links	1. No links 2. Two or fewer links 3. Only one or zero links are present in the content. 4. Three or more links are present in the content and the content has bolding and several headlines. 5. Four or more links are present in the content and the content has bolding and several headlines.

Next Steps

After the executive director receives notice of this memorandum and distributes the diversity audit to his board of directors the following steps should be taken:
- Have all members of the board complete the diversity audit separately and hand them to the Development team
- Once they are all collected, the Development team will analyze where the answers correlate, as well as, differentiate
- Once this information is collected, the Development team will share the results with the Board of Directors
- After a discussion with the Board of Directors, the Development Team will come up with a proposed action plan to help the organizations do a better job recruiting diverse donors and finding a diversity of individuals to attend the organization's events

Acknowledgments

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