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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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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 proper direction in accomplishing this goal.

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.

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.

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.

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

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