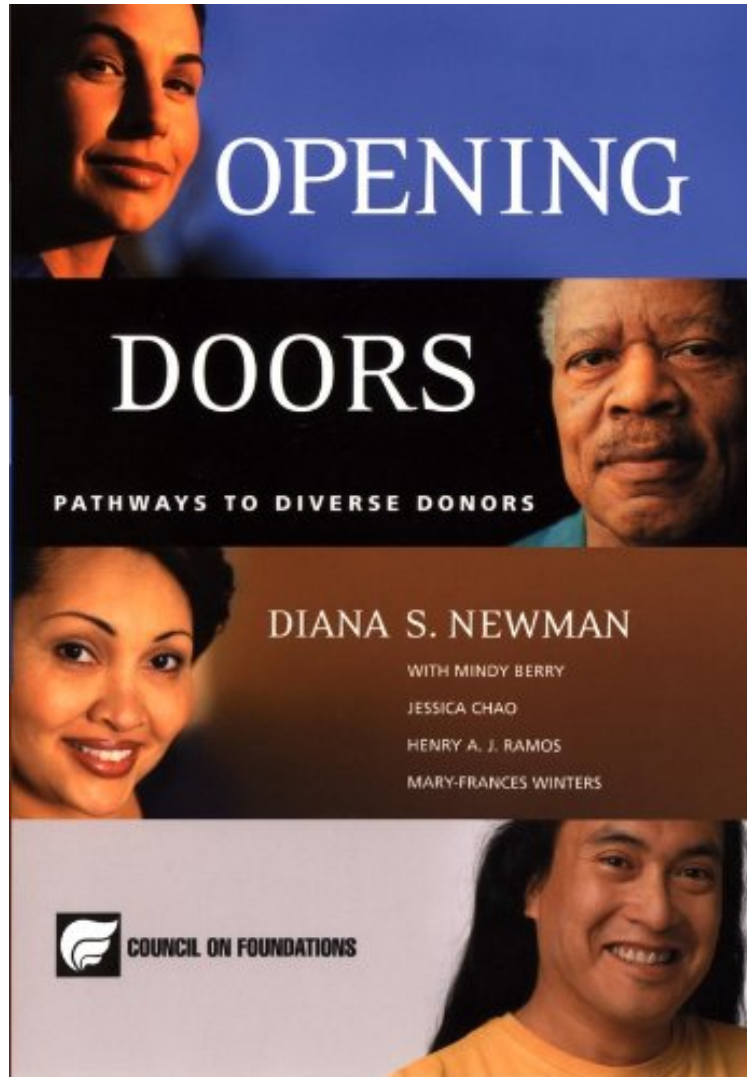


Opening Doors: Pathways to Diverse Donors

Diana S. Newman

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Diana S. Newman : Opening Doors: Pathways to Diverse Donors before purchasing it in order to gauge whether or not it would be worth my time, and all praised Opening Doors: Pathways to Diverse Donors:

0 of 0 people found the following review helpful. Traditional DiversityBy J. David KerrThe book, for me, is useful because of the researched traits for different classical groupings which people use under the term diversity. The book was not what I expected when I purchased it. I believe it can lead to a perspective of stereotyping. On the other hand, if it alerts one to what to look for in a group to which one is not a member, it may be of some help.0 of 4 people found the following review helpful. MisleadingBy A CustomerThis book is well-written; however, it is more of a demographic study of philanthropic efforts. I would have liked to see more information from a practical standpoint rather than a psychological assessment for tapping into these markets. Generally, I keep books with the expectation

that I will find them useful someday (if not today), but I took the hit on shipping and returned this one. 0 of 0 people found the following review helpful. Practical, comprehensive, and useful By FredSmith As Emmet Carson points out in the introduction to *Opening Doors*, "successful fund development occurs from effectively carrying out and communicating the organization's mission" and to succeed the "heretofore largely taboo" issues of culture and race must be dealt with appropriately and sensitively. Ms. Newman provides a panoramic view of what these issues are and provides practical, step by step advice in how to deal with them. Diana Newman provides an overview of the problems faced by community philanthropic agencies and provides detailed strategies on how to deal with them. Newman has extensive experience herself in these areas and has invited other contributors to provide detailed insights based on their experience. The book discusses cultural groupings that really matter in philanthropic fund raising and these are subtly and importantly different than groupings used by the US Census. There is an extraordinary level of detail and statistics that are brought to bear on this topic. This is a book that anyone who is managing a community philanthropic organization should read and should consult as a reference.

Winner of the 2002 Skystone Ryan Research Prize from the Association of Fundraising Professionals. Sponsored by the prestigious Council on Foundations, *Opening Doors* is a down-to-earth guide for fundraising practitioners who want to broaden their funding base and reach new donors or improve the diversity of their existing development programs. Based in solid research, *Opening Doors* provides information about the cultural and charitable practices of four broad groups: African Americans, Asian Americans, Latinos, and Native Americans. It is filled with illustrative personal stories, real-life examples, and proven strategies. In addition, this hands-on resource: Helps readers understand the rich philanthropic traditions in diverse American populations Shows how to encourage prospects to become donors through personal meetings, house parties, special events, and direct mail Presents practical ideas for seeking gifts from business owners of diverse cultural backgrounds Describes appropriate and effective ways to encourage small donors to become large donors

"I found every page to be valuable." (CharityChannel, 6/16/03) "Diana Newman is to be commended for forthrightly addressing the heretofore largely taboo issue of race and culture in fund development and providing a variety of relevant examples that nonprofit organizations can learn from." — from the Foreword by Emmett D. Carson, president and CEO, The Minneapolis Foundation "This book not only helps us understand how culture impacts philanthropic giving but also outlines what fundraisers can do to develop support from different populations. Most important of all, however, the author makes the case for commitment of leadership if the organization's efforts to be inclusive are to have integrity." — Eugene R. Tempel, executive director, The Center on Philanthropy at Indiana University "Opening Doors is the how-to guide that nonprofits who work with minority communities have been waiting for. It is chock full of useful, practical information to guide organizations of all sizes in how to grow their institutions, better serve their constituencies, and secure their economic future." — Raul Yzaguirre, president, the National Council of LaRaza From the Publisher "Diana Newman is to be commended for forthrightly addressing the heretofore largely taboo issue of race and culture in fund development and providing a variety of relevant examples that nonprofit organizations can learn from." -- from the Foreword by Emmett D. Carson, president and CEO, The Minneapolis Foundation "This book not only helps us understand how culture impacts philanthropic giving but also outlines what fundraisers can do to develop support from different populations. Most important of all, however, the author makes the case for commitment of leadership if the organization's efforts to be inclusive are to have integrity." -- Eugene R. Tempel, executive director, The Center on Philanthropy at Indiana University "Opening Doors is the how-to guide that nonprofits who work with minority communities have been waiting for. It is chock full of useful, practical information to guide organizations of all sizes in how to grow their institutions, better serve their constituencies, and secure their economic future." -- Raul Yzaguirre, president, the National Council of LaRaza