

Tips to Increase Diversity & Inclusion within your Affiliate

The Keep America Beautiful® Affiliate Diversity & Inclusion (D&I) Committee recognizes that diversity is more than just tolerating differences – diversity is about respecting, appreciating, and understanding the varying characteristics of individuals. The Affiliate D&I committee has worked together to offer the following tips to support the affiliate network in actively engaging and including diverse groups and individuals within communities.

When approaching new groups for engagement, as you would a potential sponsor, ask how you can help them and what they need versus sharing your needs and wants. It is vital to build relationships as you work toward diversity, equity, and inclusion goals.

Here are some tips and resources for engaging diverse and inclusive groups:

- Look for culturally related Facebook groups and minority-owned businesses in your community.
- Check locally for training classes offered by the [Racial Equity Institute](#)¹ through the YMCA.
- Check if your community has groups, such as a Hispanic Business Council, Black Chamber of Commerce, or Rainbow Chamber of Commerce that can be tapped for job postings, vendor searches, or a source for new Board members.
- Many cultural groups hold festivals which can be a good way to identify diverse communities.
- Reach out to churches, social service agencies, school, and college clubs to expand the network of people you engage with.
- Consider engaging homeless shelters in cleanup activities. Work-ready homeless individuals and persons living with disabilities and experiencing challenges to obtaining employment could benefit from this type of program.
- Offer or participate in events that are inclusive for veterans. For instance, Operation Stand Down is a national program focused on veterans. By hosting a table at an event for veterans, you can engage them as volunteers.
- Aim to send one email or set up one coffee per week with an individual outside of your network in order to create a more diverse professional network.
- When hiring staff, conduct blind screenings to prevent unconscious bias.
- Celebrate holidays and events for underrepresented communities like Black History Month or LGBTQ+ Pride Month.
- Run an unconscious bias training. Facebook recently released its unconscious bias training videos, which you can [find here](#)².

¹ <https://www.racialequityinstitute.com/>

² <https://managingbias.fb.com/>



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- Offer your staff, board, and volunteers the opportunity to take **Implicit Association tests**³ on race, gender, religion, age, indigenous people, and many other topics.
- When working with immigrant and diverse communities, consider using words beyond “volunteer.” The word “volunteer” may not have the same meaning in different languages or even translate. “Help” is one good option, but other broader terms, such as “support,” “benefit,” or “give,” are also possibilities.
- Offer skills-based volunteer opportunities to attract recent immigrants who are not yet able to work in the U.S. or are looking to build their resumes.
- Offer food, transportation, or childcare at your events to allow those who may otherwise not be able to volunteer, the opportunity to participate.

³ <https://implicit.harvard.edu/implicit/>