

Values Pivot Scenario



Values-Based Major Giving Academy

Challenging Conversations Role Play

To set the scene, fundraiser Bailey has called donor Charlie after an event the Community Foundation hosted to hear Charlie's feedback and engage in values-based cultivation. Bailey knows Charlie well, understands his values because of previous discussions, and has seen significant alignment of Charlie's values and the organization's values. In short, this challenging conversation and the comment Charlie makes surprises Bailey who notices that it's out of alignment with Charlie's stated values and the organization's values. Bailey has called Charlie after an event the Community Foundation hosted to hear their feedback and engage in values-based cultivation.

Donor Charlie: Thanks for calling, Bailey. Congratulations, that was a great event. My only feedback is that I think it went a little too far... there were too many people of color on stage.

Fundraiser Bailey: Oh? Hmm.

—Pauses—

I'll be honest, I'm surprised to hear you say that, Charlie.
Can you say more about what you felt when you saw the stage full of what you said were too many people of color?

Donor: I just think we can take diversity and equity too far. I think we should still have diversity on stage. Why would we have a stage full of all people of color? It's not ok to have a stage full of all white people, right? I just think it seems like it's a little much.

Fundraiser: Thanks for sharing more about this. You know, you mentioned valuing equity when we spoke before, and what you're sharing now seems different. I'd love to dig into this with you a little further. Would you be ok if I asked you some more questions? I know equity and race can be sensitive areas for me and lots of people I work with, so I want to make sure it's ok with you to go there together.

Donor: Sure! I live equity every day—I'm all about it. I'm an open book. Go for it.

Fundraiser: Thanks, I always appreciate how honest and open you are with me. So, I hear you saying today that you value equity... to a point. I didn't hear you saying it that way when we've talked about equity before. I want to share that at the Community Foundation our value of equity doesn't have an end point until we've elevated voices of people of color to the level that white voices have been elevated. Can you tell what you think about that?

Donor: Well, isn't it more powerful if people of color's voices are elevated by being on stage with white people? It feels like you're putting down the voices of white people when they're missing from the stage.



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Fundraiser: Hmm. Your value of equity tells me you understand that it's different than equality and fairness. I'm still curious why this came up for you. Speaking from my own experience, I've had moments when I don't see someone who shares my identities represented and I wonder if I belong and where I fit in. Do you think you were feeling any of that at the event or something else?

--End scene--

Here's the same scenario, though in this example we Charlie and Bailey are just getting to know each other.

Donor Charlie: Thanks for calling Bailey. Congratulations, that was a great event. My only feedback is that I think it went a little too far... there were too many people of color on stage.

Fundraiser Bailey: Oh? Hmmm.

--Pauses--

I'll be honest, I'm surprised to hear you say that, Charlie.
Can you say more about what you felt when you saw the stage full of what you said were too many people of color?

Donor: I just think we can take equity too far. Like there should still be diversity on stage. Why would we have a stage full of all people of color? It's not ok to have a stage full of all white people, right? I just think it seems a little off, a little strange.

Fundraiser: Thanks for telling me that. I appreciate that even though we don't know each other super well yet, you are being honest with me. You know, your comments made me realize something. I'd love to hear more about your values and how they align with our organization's values. Would you be up for that kind of conversation with me? I think you share our organization's value of equity, and likely lots of others.

Donor: Sure! I live equity every day—I'm all about it. I'm an open book. We can talk now.

--End scene--

