



Introducing you to the IDEA Fellowship

September 1, 2021

# AFP IDEA SV Co-Founders



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and  
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All Stars Helping Kids*



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# AFP SV IDEA Program

The IDEA (formerly Diversity) program of AFP-Silicon Valley promotes inclusion and mutual respect among fundraisers, the non-profits we support, and the communities we serve. We are dedicated to creating a more diverse, representative and inclusive membership community grounded in respect, humility, celebration and appreciation.

IDEA Stands for:

- **Inclusion**
- **Diversity**
- **Equity**
- **Access**



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# IDEA Fellowship History – How it came to be

## **We recognized a “Problem” in our Chapter**

Even though the AFP Silicon Valley Chapter had been an IDEA Champion for many years, the makeup of our members, monthly luncheons and our Board members was not diverse or representative of the community we lived – and worked within.

## **“Why” – Why does this program exist?**

The IDEA Fellowship seeks to identify and engage voices that are not currently engaged in the broader nonprofit fundraising community. Representation Matters.

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# IDEA Fellowship History – How it came to be

## The “What” – What are we going to do to solve our problem?

1. Set up a pathway to Board Leadership so diverse voices can have a seat and the table and help us serve our communities (and AFP SV members) more broadly.
2. Remove any barriers to accessing Fundraising Professional Development Training
3. Make our Chapter more inclusive and equitable for all.
4. Provide Networking and Mentoring Opportunities to underrepresented voices so that they can increase the fundraising capacity of the orgs they serve and ultimately benefit the communities we all live in.

## The “How” - How are we going to solve our problem

The IDEA Fellowship was launched.

# IDEA Fellowship First Steps

## Board Approval, Creating Plan/Budget/Case Statement

- IDEA Fellowship Efforts led by the IDEA committee and the Executive Committee of our Board.
- Recruited prospective pilot IDEA fellows amongst our own leadership
- Cast a wide net to inform potential IDEA Fellows of the opportunity.
- Develop a Case Statement and Budget

### Example:

The program cost for ten fellows is \$13,200 (\$1,320 per person) The cost breakdown per participant is as follows:

\$300 AFP membership

\$250 for 10 luncheons

\$90 for Silicon Valley Philanthropy Day lunch

\$400 Fundraising School

\$160 orientation and roundtable event costs

\$120 overhead and program administration (10% of total program cost)

# IDEA Fellowship Second Steps

## Get it Funded and Open Applications

- Work with funding partners to support the IDEA Fellowship pilot.
- Do outreach for IDEA Fellows (newsletter, LinkedIn, Social, e-blast)
- Create an application and rubric for evaluation

### Example Application Questions:

- Background
- Years in the Profession
- Budget of their Nonprofit
- Mission and Who it serves
- What underrepresented or underserved groups they consider themselves part of
- How much money they are responsible for raising annually
- Why they want to participate in the IDEA Fellowship

# IDEA Fellowship Third Steps

## Select Fellows, Onboard, and Execute Program

- Select Fellows through interviewing
- Acceptance Notifications, Welcome Letter
- Press/LinkedIn Announcement
- Prepare for Orientation
- Launch Program
- Track Evaluation Metrics

### **Things to Consider for Orientation**

How do we welcome IDEA Fellows?

Assign Mentors

Building pathways for engagement, inclusion, and access to your Chapter's offerings – whatever they are

## IDEA Fellowship – 2019 Pilot Cohort

In 2019 we Piloted the Chapter with 8 IDEA Fellows with diverse backgrounds, diverse roles in their professional careers, and serving a diverse group of missions in the nonprofit sector.



Kamal



Milan



Jade-Olivia



Natalie



Jay



Eddy



Yvette



Ivon

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## IDEA Fellowship – 2019 Pilot Cohort Impact



*“The IDEA Fellowship Program has had a profound impact on my career growth and development as a fundraiser.”*

*– Jade Olivia Patton, 2019 Fellow*



*“The fellowship has introduced me to a network of people who are passionate about doing this work. It has been inspiring learning why people go into this field.”*

*– Ivon Hernandez, 2019 Fellow*



*“The training and support from the AFP IDEA Fellowship helped me land my first development role”*

*– Natalie Walker, 2019 Fellow*

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## IDEA Fellowship – 2020 Cohort

In 2020, we took what we learned and added 10 more IDEA Fellows to the Program .... and pivoted when Covid-19 and the Shelter in Place order began



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# IDEA Fellowship – 2020 Cohort Impact

## Program Promised:

10 Training opportunities  
1:1 Mentorship Training with a dedicated  
Mentor for 6 months  
2-Day Major Gifts Training  
1 Networking event

## Program Delivered:

17 Training opportunities **(70% increase)**  
1:1 Mentorship Training for 8 months **(instead  
of 6, a 30% increase)**  
3-Day Major Gifts Training  
2 Networking events **(50% increase)**

- ✓ **100% reported the IDEA Fellowship helped them raise more money for their organizations**
- ✓ **100% reported that the IDEA Fellowship provided excellent professional development, mentorship, and networking opportunities**
- ✓ **90% of the fellows became AFP Chapter members**
- ✓ **The majority of them reported that this program has been helpful to their professional growth.**
- ✓ **3 out of 10 IDEA Fellows found a new job or were promoted. All 3 credit the training from the IDEA Fellowship for their success. 2 more fellows expanded their programs to serve more families in our community**

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# IDEA Fellowship – 2020 Cohort Impact



*“It has been such a privilege to be a part of this cohort and I am grateful to AFP for recognizing the need for this type of professional development and community building as a way of strengthening local nonprofit leaders from underrepresented groups. By extension, the IDEA Fellowship will benefit the clients who are served by our organization and will have a meaningful impact on my donors, staff, volunteers, and board members. What an incredible gift!”*

*– Nkia Richardson, 2020 Fellow*



*“After March as we all had to adjust to the new reality of COVID. The IDEA Fellowship was able to refocus our learning of the craft of fundraising and how to improve our Boards, management, communication, and crisis management skills.”*

*- Sheldon Williams, 2020 Fellow*

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# IDEA Fellowship Growth

## Expansion to AFP Golden Gate Chapter in 2021

- ✓ Piloted the program with 8 IDEA Fellows with a strong focus on Mentorship and access to online professional development training since we are still in COVID-19
- ✓ Shared all the templates and learnings from the Silicon Valley Chapter with the Co-Chairs of the AFP GG IDEA Fellowship Program



***After being present for the inception of AFP Silicon Valley's IDEA Fellowship program and seeing the success of it, it was a no brainer for me to implement this into AFP Golden Gate's chapter. With Manju's help, my co-chair and I have been able to launch our own IDEA Fellowship program this year. We were overwhelmed by the response from the community and know that we are helping fill a gap in mentorship, education, and relationships. We hope to continue to grow the program over time, and we are so proud of our Fellows and all they have put into this and accomplished.***

***– Kelley Coe, Co-Chair AFP GG***

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# IDEA Fellowship Growth

Currently, we are preparing to expand the IDEA Fellowship  
with AFP Capital Corridor in 2022

## Which Chapter is Next?

For more information or to schedule a consultation  
please contact Manju or Julia

- Contact Julia Zarcone at [Julia@thearoracollective.com](mailto:Julia@thearoracollective.com) OR
- Manju Ramachandran – [manjerade@yahoo.com](mailto:manjerade@yahoo.com) to start your IDEA Fellowship with your Chapter