Does your organization truly embrace authenticity, or is it just lip service?

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Authenticity is the quality of being authentic. Synonyms include genuineness, legitimacy, validity, and rightfulness. Embracing authenticity in the workplace focuses on validating the uniqueness and differences of each and every person inside your organization and cultivating an environment where they can be their true selves.

Unconscious bias (or **implicit bias**) is often defined as prejudice or unsupported judgments in favor of or against one thing, person, or group as compared to another, in a way that is usually considered unfair. Unconscious bias can cause real harm and threaten BIPOC staff member's ability to truly be authentic in the workplace. Being aware of this type of bias can help you to fight its negative effects during recruitment and job advancement, and help to create a safe space where they can thrive once hired.

So, are you ready to hire a diverse candidate?

Use this checklist to assess whether your organization is truly ready to welcome a diverse hire

- Are you prepared to speak up when a colleague makes a racist remark?
- Do you know what a microaggression is & how to confront when it happens in front of you?
- Does your organization have an HR department equipped to handle racism/sexism in the workplace?
- Has your organization implemented regular implicit bias training for all staff?
- Is your organizational culture one that is accepting and inclusive of all non-dominant communities?
- Have you built a space for your team that is inclusive and welcoming of all members?
- Are you prepared to handle a donor or board member who discriminates against your new hire because of their race, gender, sex, religion, or other identity?
- Is your organization equipped to handle religious holiday requests outside of the "traditional" (American Christian) holidays?

Steps for attracting more diverse candidates:

- Pursue organizational or hiring manager training/education on bias in hiring.
- Remove gendered wording from job descriptions using a tool like the Gender Decoder.
- Use an anonymous review process that removes all identifying information from the resume prior to reviewing.
- Standardize interviews so each candidate is asked the same questions and receives the same amount of time with the hiring manager.
- Advertise through new channels to reach a more diverse audience. Some options are:
  Women of Color in Fundraising and Philanthropy (WOC-FP)
  African American Development Officers (AADO)

[Emerging Practitioners in Philanthropy](#) (EPIP)
[Native Americans in Philanthropy](#) (NAP)
[Hispanics in Philanthropy](#) (HIP)

An **external brand** communicates your organization's mission.

An **internal brand** should align with and support the external brand, but it has a separate mission: to build a culture that engages employees and motivates them to deliver on that mission. This is reflected in staff and your board.

Action steps your organization can take to help your internal brand match your external brand:

1. Building antiracism into your strategic plan as a priority (outsourcing a strategic planning company that specializing in this lens)
2. Doing the hard work of diversifying your board. It's important for your board to reflect the community you serve and involve diverse voices. Diversity comes in many ways: age, race, gender, religion, lived experience, sexual orientation, and more. Look into resources in your area. Some Philly-based resources are: [Young Involved Philadelphia](#), [DiverseForce on Boards](#), [Community Leadership Pipeline Initiative](#).

Remember:

- Impact is ALWAYS more important than intent.
- Accountability and telling on yourself as a leader can help to build trust and goodwill with those around you, and let them know it's okay to mess up.
- To disrupt racism in nonprofit and philanthropy, we need to have difficult conversations. That means that feelings will get hurt and you may lose supporters.
- Be aware of who you're listening to and how you're processing information. Be intentional about where you find your information and always look to the affected communities as leaders and experts.

Resources:
- [CommunityCentricFundraising.org](#)
- [NonprofitAF.com](#)
- [Generocity.org](#)
- [TrustBasedPhilanthropy.org](#)
- [The Ethical Rainmaker podcast](#)
- [Beyond Philanthropy podcast](#)