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Understanding LGBT Donors: LGBT People of Color

Understanding LGBT Donors series: Report V of VI



The LGBT Giving Project

October 2017



movement advancement project ▶



Introduction

This report is part of the *Understanding LGBT Donors* project, a series of in-depth analyses of the donation-related behaviors and opinions of several key subpopulations of the lesbian, gay, bisexual, and transgender (LGBT) community. Directed and funded by the LGBT Giving Project, the series is intended to advance understanding of indicators and motivators for donating to LGBT organizations among these groups. By focusing on specific subpopulations, the project aims to provide insight and opportunities for organizations to tailor their fundraising strategies to better reach and appeal to various sets of donors. The full series of reports is available to member organizations here: [Understanding LGBT Donors](#).

This report focuses on LGBT people of color — including those who identify as African American/Black, Hispanic/Latinx¹, Asian/Pacific Islander, and mixed race — and their feelings and actions as donors to LGBT organizations. Included in this report are analyses of various research questions as well as research-based recommendations for increasing donor engagement among LGBT people of color. The findings from this analysis also point to several areas for future research to understand how LGBT people of color engage with LGBT organizations and how they see their giving overall.

The memo *Understanding LGBT Donors: LGBT People of Color* is organized into the following sections:

Key Findings and Actionable Insights – An overview of important results and their connections to potential fundraising strategies.

Sample and Demographics – A detailed description of the methods used to define the sample of LGBT people of color included in this analysis, as well as selected comparisons between LGBT people of color and white LGBT people for contextual purposes.

Key Research Questions – A look at the donor behaviors and attitudes of LGBT people of color, as revealed by the survey.

Future Research Areas – Suggestions for research to explore unanswered questions and provide deeper and broader understanding.

¹ Latinx is the gender-neutral alternative to Latino, Latina and even Latin@. Used by scholars, activists and an increasing number of journalists, Latinx is quickly gaining popularity among the general public.

About the LGBT Giving Project

Launched in 2011, the LGBT Giving Project is a research and testing program aimed at increasing giving by LGBT individuals to the LGBT movement for equality and to LGBT community organizations. This research has looked at who has the will and the capacity to give, what motivates them and what message frames could inspire greater giving. The project has also worked with LGBT statewide advocacy groups and community centers to test messaging and strengthen fundraising capacity.

It has received financial support from the Evelyn and Walter Haas, Jr. Fund; Anonymous; Horizons Foundation; Kevin J. Mossier Foundation; Pride Foundation; Small Change Foundation; D-5 Coalition; and Henry Van Ameringen Foundation.

The analysis that informs this report is based on data from the LGBT Donor Survey conducted online between October and December of 2013. The data is based on responses from 8,323 known donors (6,755 LGBT donors) who made a gift to one or more of 56 U.S. LGBT organizations in the six years prior. Nearly 800 respondents (783) identified as LGBT people of color, comprising about 12% of total respondents. Of these, 154 identified as African American/Black (19.6%), 202 identified as Hispanic/Latinx (25.7%), 108 identified as Asian/Pacific Islander (13.7%), and 225 identified as mixed race (28.7%).

A recent nationally representative survey by Gallup finds that people of color are a much larger proportion of the LGBT community (33%)ⁱ than the sample size here (12%) would imply. Therefore, the findings in this report are not meant to be interpreted as representative of all LGBT communities of color. The low representation of people of color among respondents to the survey is likely due to the lists provided by participating organizations, but it may also be due to the overall lack of engagement of LGBT people of color as donors to the participating organizations. Of the 56 organizations that participated in the survey, fewer than five have a specific organizational focus on a community of color, which likely contributes to the lack of representation of people of color reflected in the respondents. Further, according to a 2015 Blackbaud report, Black and Latinx individuals are underrepresented as donors to nonprofits in general; the study finds that it is not because they are less generous than white donors but that it is likely because many organizations utilize fundraising models that predominantly cater to and look for white donors.ⁱⁱ For example, prospect modeling looks for potential new donors who “look like” existing donors, which perpetuates homogeneity within donor bases.

Given the relatively low representation of LGBT people of color among the respondents, several potential limitations of the data are important to consider. LGBT people of color are not a homogeneous group, so it would be useful to run analyses specifically of subgroups (African Americans, Latinx communities, Asian/Pacific Islanders, and mixed-race people) to draw comparisons across these groups. However, because the sample sizes in this report continue to decrease at these levels, the majority of our analysis looks at LGBT people of color as one group with the understanding that the findings may not represent all LGBT people of color.

Worth noting is that this survey was fielded before the national attention to police brutality, including the #BlackLivesMatter movement. Given that LGBT organizations have engaged to varying degrees in this work, the feelings of LGBT people of color about LGBT organizations, this population’s prioritization of LGBT organizations in their donations, and their awareness of the work of LGBT organizations in the racial justice movement may have changed since the survey was conducted. It is also important to note that the political landscape under the Trump administration may also have shifted potential answers.

Last but not least, it is worth noting that the LGBT Donor Survey was undertaken to identify gaps and opportunities in donor engagement, and the lack of POC representation is one such gap. This memo and the analyses that inform it are a starting point in exploring that gap, with the hope of increasing donor outreach to and engagement of LGBT people of color.

The LGBT Giving Project Steering Committee:

- Richard Burns, LGBT Giving Project
- Roger Doughty, Horizons Foundation
- Matt Foreman, Evelyn and Walter Haas, Jr. Fund
- Rebecca Fox, Wellspring Advisors
- Kris Hermanns, Pride Foundation
- Ineke Mushovic, Movement Advancement Project
- Julia Ritchie, Evelyn and Walter Haas, Jr. Fund
- Charlie Rounds, Kevin J. Mossier Foundation
- Addison Smith, Wellspring Advisors
- Linda Wood, Evelyn and Walter Haas, Jr. Fund

Key Findings and Actionable Insights

FINDING: LGBT people of color were less likely than white LGBT people to have a “very favorable” opinion of LGBT organizations. Among the chief concerns of LGBT people of color when it comes to LGBT organizations are that LGBT organizations are often male-dominated and too focused on winning same-sex marriage. This is consistent with the survey finding that LGBT people of color were more likely to prioritize diversity (gender, racial, socioeconomic status) in staff, leadership, and board service and less likely to identify winning same-sex marriage rights as an issue priority.

These findings suggest that organizations seeking to increase giving among LGBT people of color may consider prioritizing inclusion and diversity in staff and board positions and/or demonstrate a commitment to programs that impact diverse populations. Organizations might also want to highlight programs and policy initiatives that are intersectional in purpose and execution — i.e., programs that elevate the needs of people of color, women, transgender people, low income people, and people with disabilities and are led by people in these communities.

Further, organizations should consider how a lack of diversity among volunteer leadership, in the development department, and among senior staff may discourage LGBT people of color from donating to the organization. This is especially important given that LGBT people of color said they were more likely to donate when approached with a personal ask. While organizations may prioritize staff diversity across the board, and particularly in

leadership roles, it is also important for members of the development staff to represent the diversity of the organization and the communities it serves given their one-on-one relationships with current and potential donors.

FINDING: LGBT people of color were much more likely to list social service provision as an issue priority. In fact, LGBT people of color were more likely to support organizations to the extent that they prioritize community services, including services for LGBT youth and LGBT older adults specifically.

Organizations may want to highlight the direct social services they provide in outreach to LGBT people of color, if possible. Organizations that do not provide social services may want to highlight ways in which their work has impacted the availability and provision of those services (through litigation, funding, partnership, or other avenues).

FINDING: LGBT people of color were more likely to support increasing services to transgender people. They also were more likely to support organizations that increase their focus on transgender issues.

This finding suggests that an organization’s ability to highlight transgender people in leadership positions (both staff and board) and/or show a commitment to programs and advocacy that impact transgender people may increase the likelihood of giving from LGBT people of color.

FINDING: LGBT people of color were more likely to state that their racial identity is an “equally or more defining aspect” of their identity than their LGBT identity.

This finding suggests that organizations that are able to demonstrate a commitment to racial justice could increase donor engagement among LGBT people of color. Whenever possible, organizations also should consider emphasizing services that address racial disparities, as well as advocacy for intersectional policy initiatives.

Recognizing that racial and ethnic identity is a core component of sense of self for LGBT people of color, organizations also may want to create opportunities such as giving circles and donor events that bring LGBT people of color together. LGBT people of color still are a minority of LGBT people generally, so events and gatherings that are not intentionally or specifically focused on race and ethnicity may be seen as “white” events and may not appropriately reflect the experiences and priorities of LGBT people of color.

FINDING: LGBT people of color were more likely to be members of a number of specified religious groups.

Organizations should explore ways to expand donor outreach to include churches and religiously-affiliated groups, particularly those that primarily serve people of color. Organizations also may want to consider ways to highlight interfaith programs and services at their organizations (where applicable) and to emphasize the ways in which the goals and values of LGBT organizations are aligned with those of faith communities.

FINDING: LGBT people of color and their partners were more likely to be born outside of the United States.

This finding may suggest that some LGBT people of color (and their partners) may be interested in immigration issues and/or international issues, as well as the

connections between LGBT and other social justice issues. These may be topics to highlight to better engage with these donors and prospective donors.

Sample and Demographics

The sample of LGBT people of color includes 783 respondents, comprising about 12% of all survey respondents. Within the LGBT people of color sample, 154 identified as African American/Black (20%), 202 identified as Hispanic/Latinx (26%), 108 identified as Asian/Pacific Islander (14%) and 225 identified as mixed race (29%). Straight-identified people were removed from the sample.

Overall, LGBT people of color respondents were mostly young, male, and middle class. The majority of respondents in this group were college educated, under age 50, and living in large cities.

Below are key demographic points about the survey’s people of color respondents. Percentages refer to the proportion of the responding sample indicating their status in the specified group. Comparisons between LGBT people of color and another group (“more likely than” or “less likely than”) are in reference to white respondents, unless otherwise indicated. Comparison statements are statistically significant at a 95% confidence level, unless otherwise indicated (e.g. slightly less, slightly more). Totals may not add to 100% due to rounding. Similarly, aggregated percentages in the findings may not match numbers in the tables due to rounding.

Basic information

- ❖ LGBT people of color were **younger**: 38% were under age 40, 24% were between 40 and 50 years old, and 36% were over age 50.

	Under 18	18-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-74	75+
LGBT POC	0%	3%	9%	13%	12%	12%	12%	11%	10%	8%	7%	1%
White LGBT People	0%	1%	4%	7%	8%	7%	11%	14%	13%	13%	16%	5%

- ❖ LGBT people of color were **less likely** to identify as “very liberal” and less likely to identify as a Democrat. Still, a majority of LGBT people of color identified as very liberal or somewhat liberal, and a majority identified as Democrats; 48% identified as very liberal, and 32% as somewhat liberal; 71% identified as Democrats, and 17% as Independents.

	Very Liberal	Somewhat Liberal	Moderate	Somewhat Conservative	Very Conservative
LGBT POC	48%	32%	14%	3%	1%
White LGBT People	52%	33%	11%	3%	0%

	Democrat	Republican	Independent
LGBT POC	71%	2%	17%
White LGBT People	79%	2%	14%

- ❖ LGBT people of color were **more likely** to be members of a number of specified religious groups: 16% identified as Protestant, 15% as Roman Catholic, 3% as Unitarian Universalist, 3% as Jewish (far fewer than white LGBT respondents, 10%), 5% as Buddhist, and <1% as Mormon.

	Protestant	Roman Catholic	LDS or Mormon	Orthodox (Greek, Russian, or other)	Another kind of Christian	Unitarian Universalist	Jewish	Muslim	Buddhist	Hindu	Other Religion
LGBT POC	16%	15%	1%	1%	2%	3%	4%	1%	5%	1%	6%
White LGBT People	18%	8%	0%	0%	2%	4%	10%	0%	2%	0%	6%

- ❖ 90% of LGBT people of color generally considered themselves “out” as LGBT.

	Yes, out	No, not out
LGBT POC	90%	5%
White LGBT People	92%	5%

- ❖ 53% of LGBT people of color indicated that their racial identity is an “equally or more defining aspect” of their identity than their LGBT identity (compared to 11% of white LGBT people).

	Race or ethnicity is an equally or more defining aspect of their identity than their LGBT identity
LGBT POC	53%
White LGBT People	11%

Family and Workplace

- ❖ LGBT people of color were **less likely** to be married or partnered and more likely to be single: 23% were married, 11% were in a civil union or domestic partnership, and 31% were single.

	Married or in a Civil Union or Domestic Partnership	In a relationship and living together	Widowed	Single
LGBT POC	34%	15%	3%	31%
White LGBT People	44%	16%	2%	22%

- ❖ LGBT people of color were **less likely** to report having children: 19% reported having children.

	Has Children	No Children
LGBT POC	19%	81%
White LGBT People	23%	77%

- ❖ LGBT people of color were **more likely** to live in a large city: 63% lived in a large city, 30% lived in a smaller city or suburb, and 8% lived in a small town or rural area.

	A large city	A smaller city	A suburb	A small town	A rural area
LGBT POC	63%	16%	14%	4%	4%
White LGBT People	56%	17%	17%	7%	4%

- ❖ LGBT people of color were **more likely** to be employed full-time, but **far less likely** to be retired: 64% were employed full-time, and 8% were retired.

	Employed Part-time	Employed Full-time	Retired	Unemployed and looking for a job	Student
LGBT POC	11%	64%	8%	5%	7%
White LGBT People	12%	61%	18%	3%	3%

- ❖ LGBT people of color were **far more likely** to indicate that they were born outside of the United States: 21% were born in another country, compared to 6% of non-people of color.

	Born in the United States	I was (or one of my parents were) born in another country
LGBT POC	78%	21%
White LGBT People	94%	6%

Financials and Donations

- ❖ LGBT people of color reported **lower incomes**: 28% reported an income over \$100k, 30% reported an income between \$50k and \$100K, and 33% reported an income under \$50k.

Income	\$20,000 or less	\$20,001-\$30,000	\$30,001-\$40,000	\$40,001-\$50,000	\$50,001-\$60,000	\$60,001-\$80,000	\$80,001-\$100,000	\$100,001-\$200,000	\$200,001 or more
LGBT POC	10%	7%	7%	9%	8%	13%	10%	20%	9%
White LGBT People	6%	5%	6%	7%	8%	13%	11%	23%	13%

- ❖ LGBT people of color reported **lower household wealth**: 14% reported household wealth over \$1 million.

Wealth	Less than \$25,000	\$25,001-\$50,000	\$50,001-\$100,000	\$100,001-\$200,000	\$200,001-\$300,000	\$300,001-\$400,000	\$400,001-\$500,000	\$500,001-\$750,000	\$750,001-\$1,000,000	\$1,000,001-\$3,000,000	More Than \$3,000,000
LGBT POC	17%	8%	8%	11%	7%	5%	5%	5%	5%	11%	3%
White LGBT People	9%	5%	7%	9%	6%	5%	5%	7%	8%	17%	7%

- ❖ LGBT people of color were **far less likely** to have a will or trust in place: 37% reported having a will or trust, and 53% reported having plans to make one.

	Have will or trust	Do not have a will or trust but intend to make one	Do not intend to make a will or trust
LGBT POC	37%	53%	5%
White LGBT People	56%	38%	4%

- ❖ LGBT people of color were slightly **more likely** to devote a majority of their charitable giving to LGBT causes: 53% donated more than half of their charitable giving to LGBT causes.

What portion of their charitable giving goes to LGBT causes?	LGBT POC	White LGBT People
0-25%	28%	37%
25.1-50%	19%	15%
50.1-75%	27%	25%
75.1-100%	26%	23%

Key Research Questions

Below are data slices aimed at measuring the donor behavior of LGBT people of color, including questions such as what drives LGBT people of color to donate to LGBT organizations, how they are asked for donations, and what is likely to discourage their continued donations. Responses to each measure are shown in a color-coded table (darker-shaded cells indicating higher proportions of favorable responses) and key data points are called out.

Each analysis is based on the overall sample of LGBT people of color. Several survey items are referred to by their shortened names (e.g., Message Frames), and the full text of the items is included in an appendix.

What messages motivate them to give?

People are motivated to give to LGBT organizations differently based on their own experiences and values. The survey presented a series of statements (see box) describing the motivations that some people have given for why they donate to LGBT organizations. Participants were asked to indicate if they share that motivation or not when thinking about giving to LGBT organizations.

Message Frames

People are motivated to give to LGBT organizations differently based on their own experiences and values. Here are some statements describing the motivations that some people have given for why they donate to LGBT organizations. Participants were asked to indicate if they share that motivation or not when thinking about giving to LGBT organizations.

Frame: American Freedom. is one of America's most enduring values. It's a word that gets thrown about a lot, but when you don't have it, you know it – like when you're not able to build a life with the person you love. That's why I give to LGBT organizations.

Frame: Care for those less fortunate. From an early age, I was taught to care for those less fortunate. Though I'm doing well in life, many lesbian, gay, bisexual, and transgender people, especially those living in more conservative states, don't have it as easy. That's why I give to LGBT organizations.

Frame: We're no different. I'm no different than anyone else. I work hard, pay taxes, and try to make my community a better place. That's why, as a **(lesbian/gay person/bisexual person)**, I want to be treated the same as everyone else. That's why I give to LGBT organizations.

Frame: Equality. The United States is built on the idea of equality for all. Yet, for too many lesbian, gay, bisexual, and transgender Americans, equality is not a reality. That is why I give to LGBT organizations.

Frame: Pride. I've always felt really proud to be a **(gay person, lesbian, bisexual person)**. It has shaped who I am and how I live my life. I support LGBT organizations as an expression of my pride and the pride I have in my community.

Frame: Giving Back. I have had so many blessings in my life that it is important to me to give back. I make contributions to LGBT organizations as a way to give back.

Frame: Legacy. When I leave this earth, I'd like to know that I made a difference, even a small one. One reason I contribute to LGBT organizations is to ensure that I leave a legacy behind when I pass on.

Frame: Stronger Together. I believe we are stronger together than alone. I give to LGBT organizations to make sure that we are able to make progress on behalf of all gay, lesbian, bisexual and transgender people.

Frame: Who will care for us? As lesbian, gay, bisexual and transgender people, we should take care of one another, because too many of us still face rejection from our families or discrimination in our lives. If we don't support one another and our community, who will?

- ❖ Equality, Stronger Together, and Who Will Care for Us? were the most compelling message frames among LGBT people of color.²
- ❖ Pride and Legacy were the least compelling message frames.

Message Frames	LGBT POC	White LGBT People
Equality	49%	48%
Who will care for us?	40%	36%
Stronger Together	40%	40%
American Freedom	38%	37%
We're no different	35%	37%
Care for those less Fortunate	30%	27%
Giving Back	25%	21%
Pride	24%	22%
Legacy	20%	15%

Message Frames- Transgender	LGBT POC	White LGBT People
Who will care for us?	52%	55%
We're no different	45%	38%
American Freedom	32%	34%
Pride	30%	28%

What messages spur more planned giving?

The survey also presented a number of message frames describing motivations for making planned gifts to LGBT organizations. Respondents were asked which frames resonated most strongly with them.

- ❖ Among LGBT people of color, “It’s important to help future LGBT generations” (58%), “I’ve been a part of the LGBT community” (49%), and “It’s a way to continue my commitment” (46%) were ranked as the most important reasons to make a planned gift to an LGBT organization. These were also the top-ranked reasons for making a planned gift among white LGBT people.

² Excluding items that targeted only transgender respondents, indicated by “- Trans” in the Message Frame name.

Planned Giving Messaging Frames	LGBT POC	White LGBT People
It's important to help future LGBT generations	58%	53%
I've been a part of the LGBT community or movement and want to continue to support it, even after I'm gone	49%	46%
It's a way to continue my commitment to an organization or cause I care about, even after I'm gone	46%	50%
I want to leave a legacy that reflects my values and ideals	42%	41%
I've built something from my life's work- and I want to put it to work to make a difference after I'm gone	23%	21%
My friends and relatives don't need all of it	13%	19%
I don't have relatives I want to give money to	6%	6%
Other people I respect are making planned gifts	2%	1%

What are their issue priorities?

- ❖ The highest-priority issues among LGBT people of color were “Working for equal rights in general” (60%) and “Ending workplace or employment discrimination” (59%).
- ❖ The lowest-priority issues among LGBT people of color were “Improving religious acceptance” (21%) and “Winning civil unions” (29%).
- ❖ LGBT people of color were far more likely to rank “Building a sense of LGBT community and pride,” “Increasing acceptance for transgender people,” and “Providing more community and social services” higher than White LGBT People. LGBT people of color were also less likely to rank “Winning marriage” highly (54% vs. 63%).

Issue Priorities	LGBT POC	White LGBT People
Working for equal rights in general	60%	59%
Ending workplace or employment discrimination	59%	63%
Challenging and changing laws to improve the lives of LGBT people	58%	61%
Supporting LGBT youth	57%	52%
Winning marriage for same-sex couples	54%	63%
Ending housing and public accommodations discrimination	46%	44%
Increasing acceptance for people who are transgender	46%	37%
Combating negative stereotypes of LGBT people	42%	41%
Increasing support services for aging/elderly LGBT people	42%	38%
Providing more community and social services for LGBT people	33%	23%
Building a sense of LGBT community and pride	30%	23%
Winning civil unions or domestic partnerships in your state	29%	33%
Improving religious acceptance for LGBT people	21%	18%

What are their motivations for giving to LGBT organizations?

- ❖ LGBT people of color indicated that “Fighting discrimination and inequality” was the strongest motivation for giving to LGBT organizations (64%), followed by “Making it safer and more supportive for LGBT youth” (53%).

Motivations for Giving to LGBT Orgs	LGBT POC	White LGBT People
To fight discrimination and inequality	64%	62%
To make it safer and more supportive for LGBT youth	53%	49%
To bring about change on a national level	48%	53%
To change hearts and minds	40%	39%
To have a voice	31%	25%
To directly see the impact of my donation through services or programs	30%	21%
To help build a sense of community where I live	30%	21%
Because someone I know died of AIDS or has AIDS or HIV	22%	19%
To support a cause important to a friend or loved one	18%	16%

Do they believe that most challenges facing LGBT people will be solved in next 20-30 years?

- ❖ When asked whether they agreed or disagreed with the statement that most challenges faced by LGBT people will be solved in the next 20 to 30 years, 50% of LGBT people of color indicated that they strongly agreed or somewhat agreed. This was less than the number of white LGBT people indicating the same (62%).
- ❖ Asian-Pacific Islander respondents were least likely to endorse this statement (44%).

Do they believe that most challenges facing LGBT people will be solved in the next 20 to 30 years?	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
LGBT POC	9%	41%	28%	15%
White	14%	48%	23%	11%
African-American	10%	45%	27%	11%
Hispanic/Latinx	14%	40%	31%	11%
API	6%	38%	33%	18%
Mixed Race	9%	40%	24%	20%
White LGBT People	14%	48%	23%	11%

What are their opinions of LGBT organizations?

- ❖ The majority of LGBT people of color (54%) agreed that LGBT organizations are often male-dominated and focused too much on gay men.
- ❖ LGBT people of color were significantly more likely than white LGBT people to agree that LGBT organizations should focus more on issues impacting transgender people; 73% of LGBT people of color agreed with this statement.

Opinion of LGBT Orgs		Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
LGBT organizations are often male-dominated and focused too much on gay men and not enough on lesbian women	LGBT POC	16%	38%	24%	13%
	White LGBT People	9%	34%	30%	18%
LGBT organizations are too focused on winning marriage rights, and should be working on other issues instead	LGBT POC	16%	31%	27%	23%
	White LGBT People	10%	23%	31%	33%
I think the kinds of problems that people face because they are LGBT will largely be solved in the next 20 to 30 years	LGBT POC	9%	41%	28%	15%
	White LGBT People	14%	48%	23%	11%
I think when it comes to making financial contributions, that other causes or needs are more important than LGBT ones	LGBT POC	5%	23%	40%	26%
	White LGBT People	3%	25%	38%	29%
Focusing only on the needs of LGBT people alienates straight people who could be allies, and makes it harder to promote LGBT acceptance and gain equality	LGBT POC	4%	21%	29%	44%
	White LGBT People	4%	17%	33%	42%
I support the efforts of many LGBT organizations to focus more on issues impacting transgender people	LGBT POC	39%	34%	15%	7%
	White LGBT People	30%	38%	18%	8%

- ❖ Although the vast majority of all LGBT respondents indicated a very favorable or somewhat favorable opinion of LGBT organizations, LGBT people of color (43%) were less likely than white LGBT people (48%) to indicate a very favorable opinion.

Generally Speaking, what is your opinion of LGBT organizations?	Very Favorable	Somewhat Favorable	Neutral	Somewhat Unfavorable	Very Unfavorable
LGBT POC	43%	44%	6%	5%	1%
White LGBT People	48%	43%	5%	2%	0%

- ❖ LGBT people of color were more likely to stop giving to an LGBT organization because it did not sufficiently reflect diversity in terms of gender, race, or class; because the organization was too elitist; and because the organization focused too much on gay men and/or failed to prioritize the issues of people of color.

Why did they stop giving?	LGBT POC	White LGBT People
An organization was poorly run or seemed ineffective	58%	57%
An organization made requests to donate too often	54%	53%
It seemed that the organization had enough support from wealthy donors and corporations, so I felt my donation could make a bigger impact somewhere else	46%	40%
An organization was too elitist	43%	33%
An organization's staff and leadership did not sufficiently reflect the diversity of LGBT people in terms of things like gender, race, class, or gender identity	43%	21%
An organization was not transparent or open enough about their finances	42%	35%
An organization excluded or failed to prioritize issues affecting LGBT people of color	39%	16%
An organization became too focused on fringe issues and political correctness	32%	30%
An organization excluded or failed to prioritize issues affecting people who are transgender	29%	18%
An organization focused too much on gay men	28%	17%
An organization excluded or failed to prioritize issues affecting lesbian women	25%	15%
An organization did not acknowledge my donation with a proper thank you	14%	13%
An organization did not acknowledge or include my current partner	8%	7%

How are they reached for donations?

- ❖ The most successful established methods to solicit donations from LGBT people of color were by personal asks (67%), via fundraising events (66%), and by email (60%).
- ❖ LGBT people of color were slightly more likely than white LGBT people to donate when approached on the street (22% vs. 16%).

How are they reached for donations? LGBT POC	Have donated	Have not been contacted this way, but would donate	Have not donated	Have not been contacted this way, and would not donate
By someone you know personally	67%	17%	10%	3%
To attend a fundraising event	66%	13%	14%	5%
Through an email	60%	6%	23%	8%
Online or through social media	58%	10%	18%	11%
By mail	52%	8%	27%	10%
At a festival, parade, rally, or march	48%	16%	24%	9%
At a center where services are provided	41%	30%	20%	5%
At a gay or lesbian bar	25%	19%	25%	26%
By a telephone call	22%	8%	36%	30%
Approached on the Street	22%	7%	36%	31%

Future Research Areas

This survey offers some key insights into the perspectives of LGBT people of color and their engagement as donors to LGBT organizations. Given the limitations highlighted previously, including the small sample size, the above analyses also suggest several directions for future research, including:

- ❖ To increase responses among LGBT people of color, future surveys should include LGBT organizations led by people of color and those focused on serving LGBT communities of color. This would allow for greater disaggregation of respondents by race and ethnicity and increase the ability to make comparisons both between LGBT people of color and white LGBT people as well as within communities of color.
- ❖ Research is needed to consider effective fundraising strategies for organizations working at the intersections of racial justice and LGBT rights, including crowd-funding and social media.
- ❖ Deeper research is needed to assess donation-related behaviors and opinions of various subsets of people of color.
- ❖ More research is needed on the donation-related behaviors and opinions of LGBT immigrants.
- ❖ Focus groups specifically for LGBT people of color who are current donors and potential donors could be utilized to explore both motivations for and barriers to giving.
- ❖ Research is needed to test the various messaging frames presented above and their resonance for LGBT people of color, with particular attention paid to the spokesperson and the medium of message delivery.

Endnotes

i Gary J. Gates, "3.4% of U.S. Adults Identify as LGBT," Gallop, October 18, 2012, <http://www.gallup.com/poll/158066/special-report-adults-identify-lgbt.aspx>.

ii "Diversity in Giving: The Changing Landscape of American Philanthropy," Blackbaud, February 2015, http://www.blackbaud.com/files/resources/downloads/2015/10771_MulticulturalGivingStudy2015.pdf.