



The Diversity in Philanthropy Project

BACKGROUND Diversity in Philanthropy Project (DPP) is a coalition of prominent foundation trustees and executives initially formed in response to proposed legislation mandating diversity quotas. DPP is committed to increasing diversity through strategic action for which Cause Communications served as senior communications counsel.

STRATEGY Cause Communications helped DPP raise awareness and engage the philanthropic community with a mission of increasing diversity on all levels in philanthropic organizations, from staffing to grantmaking. We developed messaging and materials for multiple audiences, and coached individuals on effective communications about the work. Our work ultimately led to the defeat of the bill and allowed the project time to go to scale.

OUTCOME The success of these efforts led the Diversity in Philanthropy Project to evolve into D5, a coalition that advances equity, diversity, and inclusion in philanthropy. The organization has expanded into a broad collaboration of foundations and grantmaking organizations of various sizes that represent diverse giving priorities. Today, the organization is a powerful nationwide network of organizations committed to developing the philanthropy sector to reflect the rich diversity of our county.

TACTICS

- Facilitation
- Communications strategy
- Positioning and messaging development
- Development counsel

“Advancing the issues of diversity for an influential national audience of Foundation CEOs, Cause Communications has provided consistent and timely communications counsel in a number of key areas. They are creative, work collaboratively and are one of the most responsive firms I have worked with.”

Henry A.J. Ramos, D5/Diversity In Philanthropy Project



Naming