

# Creating an Inclusive and Diverse Nonprofit Organization

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January 30, 2026 | Stetson NPLS



# By the end of the hour you will:

- Be able to define inclusive DEI for nonprofits
- Be able to assess your current practices
- Leave with concrete next steps



# Why inclusion matters

Realities

Barriers

Key systems to  
change



# why this is important



Aligns mission with practice

Improves service access and outcomes

Builds donor and community trust

Strengthens member retention and morale

Community

Inclusion

Commitment

# Examples: What we do well



Community

Inclusion

Commitment

# Examples: What we could (and should) do better



# Key Definitions

Diversity: who is present



Equity: fairness of access and outcomes



Inclusion: how people feel and participate



Belonging: sustained sense of welcome and value



# Common Barriers Nonprofits Face

Limited resources & competing priorities



Leadership homogeneity



Unexamined policies and practices



Tokenism vs meaningful inclusion



# The Stakes:

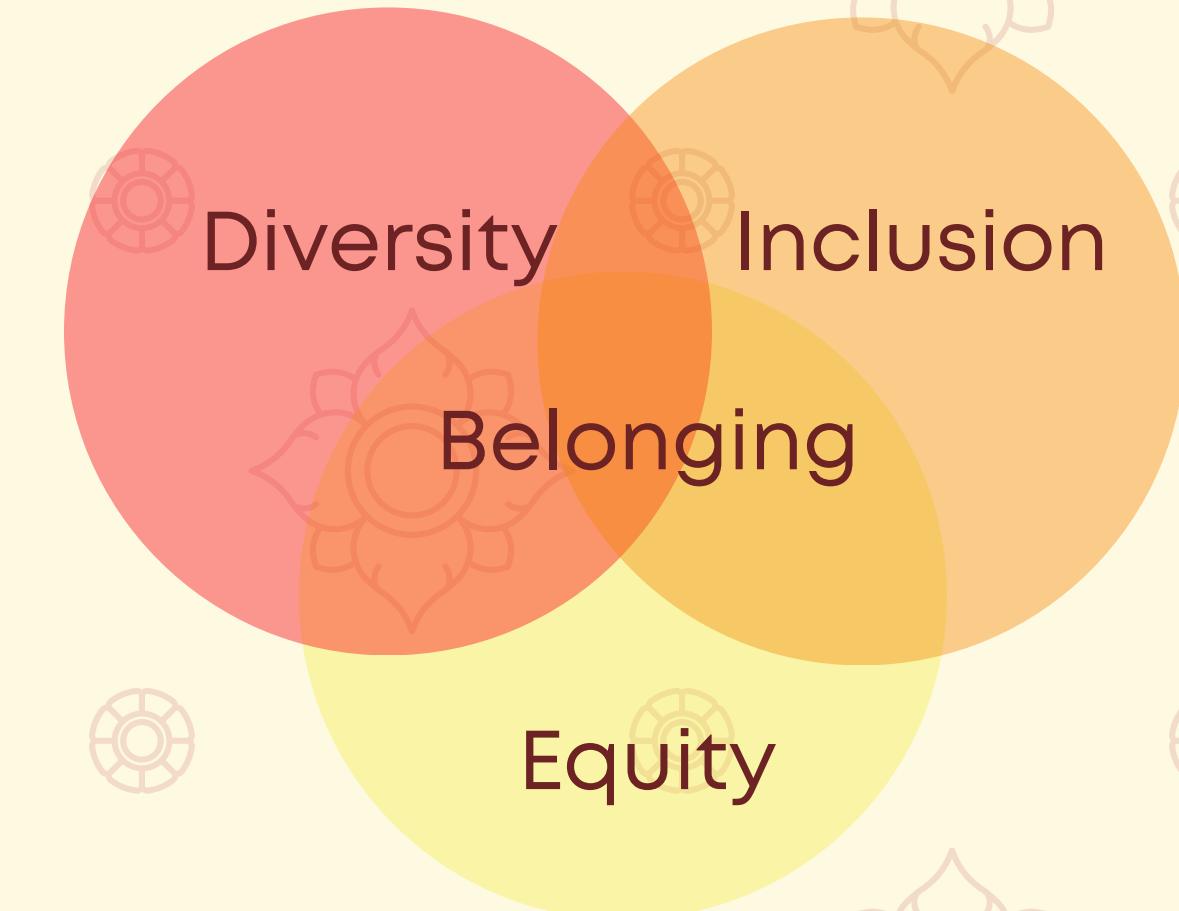
Examples from Our Community

Missed service opportunities

Volunteers/members leaving due to exclusion

Lost funding opportunities

Reputation harm in community



# Where to Start: The Organizational Audit



Governance  
& board  
composition

HR &  
recruiting  
practices



Programs &  
service  
accessibility

Communications  
& external  
messaging



Policies &  
incident  
response

# Governance & Board

Diversify board recruitment



Orientation & ongoing DEI training for board



Board policies on inclusion, conflict resolution, equity goals



# Recruiting, Volunteers & Staff Culture

Job descriptions that remove biased language



Broad recruitment channels



Inclusive interview panels & structured interviews



Onboarding that includes DEI expectations and resources



Volunteer training and supervision



# Programs & Service Design



Community-  
Informed  
Design



Accessibility

# Inclusive Communications

Use inclusive language



Visuals that reflect diversity



Messaging that centers marginalized groups



# Physical & Virtual Accessibility

Venue selection

Sensory-friendly options & quiet spaces

Digital accessibility standards



# Safety, Harassment & Incident Response

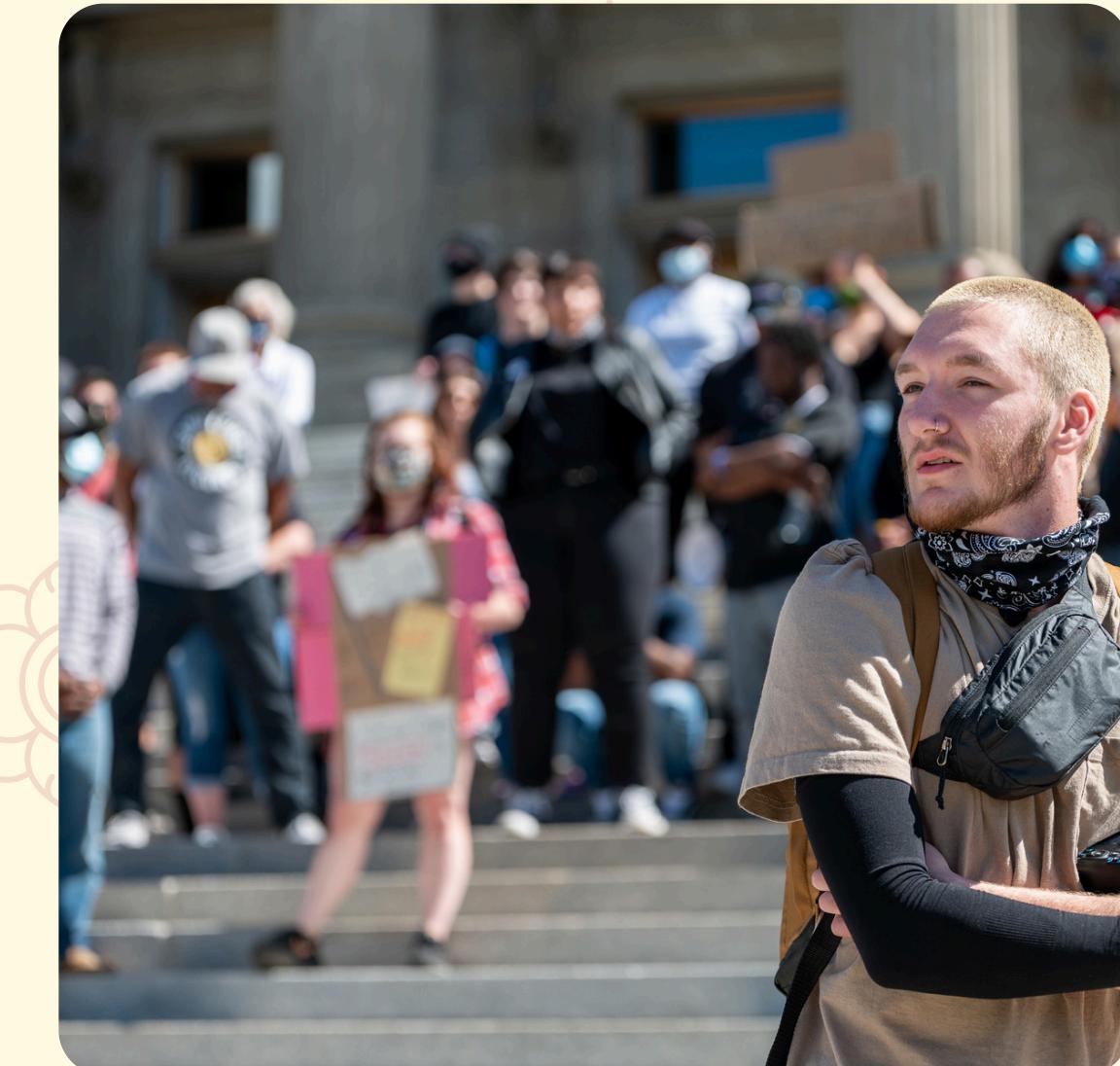
Clear anti-harassment policy



Regularly trained staff and volunteers



Restoration and accountability practices



# Building a Culture of Belonging



Normalize learning

Create forums for feedback

Celebrate cultural moments meaningfully

Recognize and compensate community advisors



# Measurement & Accountability

Set measurable DEI goals

Track metrics

Annual DEI report for transparency

# Funding & Budgeting for Inclusion



Allocate funds

Seek specific grants

Include DEI costs

# Partnerships & Coalitions



- Collaborate with community-led organizations
  - Shared services and referrals
  - Co-creation vs extraction

## Small Group Case Study Exercise

### Scenario:

**Your nonprofit's event has low attendance from a key marginalized community.**

**Identify 3 reasons and propose 3 immediate changes.**



# Quick Self Assessment

Scale of 1-5



Board & leadership diversity

Staff & volunteer inclusion

Client accessibility

Communications inclusive language

DEI resourcing & measurement

# Common Pitfalls & How to Avoid Them

Tokenizing

One-off trainings

Ignoring intersectionality

Not budgeting for change

# Quick Wins You Can Start Today

Add pronouns  
to email  
signatures

Ask  
advisory  
group for  
feedback

Include  
accessibility  
note on event  
pages

Add a DEI  
agenda  
item

# Longer-Term Strategies

- Integrate DEI into strategic planning
- Recruit/training pipeline development
- Build long-term community funding partnerships
- Institutionalize measurement and reporting



- Inclusion takes time, humility, and accountability
- Center community voices and compensate them
- Progress over perfection



# Questions? Thoughts?

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