Welcome to the Tulsa Equality Indicators Data for Action Learning Series!

We’ll begin shortly.

While you wait:
- Please add your name, organization, and what you hope to learn in the chat
- For optimal viewing, select speaker view using 📹 View

Housekeeping:
- Enter your questions in the chat; please preface with “Question:”
- Include name if your question is directed toward a particular panelist
- If sharing a resource, please start with “Resource:” in the chat
November 3, 2022
Krystal Reyes
Chief Resilience Officer
City of Tulsa
Pam Ballard
Chief Executive Officer
Community Service Council
Agenda

Welcome and Introductions
- Krystal Reyes, City of Tulsa
- Pam Ballard, Community Service Council

Overview of Equality Indicators Report & Goals of The Session
- Krystal Reyes, City of Tulsa

Panel Discussion and Q&A
- Moderator: Krystal Reyes, City of Tulsa
- Alisa Dougless, City of Tulsa
- Lauri Monetti, Oklahoma Center for Nonprofits

Closing Remarks & Next Steps
Overview and Context
What is Tulsa Equality Indicators?

A set of 54 indicators that measures inequality in outcomes and opportunities:

- For different groups of Tulsans
- Over a broad range of topics
- And to track change over time

Customized specifically to reflect the disparities experienced by Tulsa’s communities.
What is the purpose of Equality Indicators?

- Identify areas to focus equity efforts
- Guide public policy development to reduce inequalities
- Inform solutions that lead to improved opportunities and outcomes for Tulsans with a focus on equity
- Identify trends reflecting possible impact of changes in policy and practice
Six Themes of Tulsa Equality Indicators
Learning Series: Data for Action

• In 2021, we launched a Learning Series: Data for Action
• 6 sessions; 1 per topic; over 30 speakers
• Local resource guide with links and summaries of discussions
• Visit the Community Engagement tab on www.tulsaei.org to access
Applying a racial equity lens to EI

In the 2020 report we included a discussion on the importance of using a racial equity lens when using the Equality Indicators. This discussion authored by Dr. Delia Kimbrel is found on page 15 of the 2020 report.
Applying a racial equity lens to EI

• Practices we have implemented over the past four years to apply this lens in the EI report:
  • Include diverse perspectives in indicator selection, data analysis, and revision of indicators
  • Researching, understanding and disseminating the history of polices, systems and structures that impact disparities
  • Building data literacy among organizations and community through learning series and presentations.
Speakers
Alisa Dougless
American Rescue Plan Act (ARPA) Program Manager
City of Tulsa
From the White House: https://www.whitehouse.gov/equity/

City of Tulsa
Using Data & EI Reports

- Use Data to tell your Organization's Story
- Selecting Impactful Indicators
Lauri Monetti
Senior Director of Consulting
Oklahoma Center for Nonprofits
What Donors Want

- Want PROMPT acknowledgement
- Donors make decisions about whether to give again seconds after making first contribution
- Donors set specific, strategic targets
- Investments with impact
Rethink how you communicate your mission.
  - Consider choosing a particular program each year to highlight based on the data.

Research and understand what donors and funders want

Have a plan

Involve other people, especially your board
How are you telling your story?

Tell the story of your organization's impact and how donors can participate.

Personal, Individual client stories

Included in a layered approach through grant narratives, videos, social media, appeal letters and events.
Events focused/themed around where the data is leading.

**Education:**
- Literacy Focused: Scrabble Board Game Gala
  - Tell the story of your organization’s impact and donors can support your organization while have fun.

**Public Health:**
- Mental Health Focused: Walk-a-Thon
  - Raise awareness and funding for free or low-cost visits. This is an event that children through adults can participate in.
Photos
- Clients telling their success stories or what a difference your program will make with their support

Infographics
- Utilize the data in an easy to read visual that tells a story.

E-mail & Social Media Appeals
- Sharing stories with click through messaging for more information or in message videos.
Fundraising is ongoing, seasonal and circular – it only ends if the organization or donor chooses to end it.
Always have a plan on how you will educate, cultivate and build passion in a donor.
Impact & Outcome Giving

- Tie an outcome to a price tag:

- Example: “For $1,000, you can buy textbooks for a year for a college student on scholarship.”

- Example: “Because of your $50,000 gift, you will feed 35 senior citizens each and every day for an entire year.”
Properly THANK your donors and let them know how their gift is being used and the IMPACT of that gift.
Thank your donor in a MEANINGFUL way and use better language than “Thank you for your $___ gift.”

Dear Jim,

You made my day!

As I sat here this morning opening the mail, I came across your generous donation. I can't tell you how much I appreciate your support for our lifesaving work with Toledo’s most vulnerable children. Here at Better Tomorrow, our goal is to make sure that no child in our area ever goes to bed hungry. While we served over 150,000 hot meals to children ages 2-18 in 2014 the sad fact is that over 5,000 kids in our area still went to bed hungry most nights last year.

Your generous donation of $200 will go a long way to helping us end child hunger in Toledo and beyond. In fact, with your gift, we will be able to provide over 85 hot meals to undernourished children in 2015. Thank you! You have made a real difference in the lives of the kids we serve. Thanks to you, 85 children will go to bed full, well-nourished, and better off than the night before.

Jim, thank you once again for your donation. It means the world to us!

With gratitude,

Sasha Gregory
Director of Development
Better Tomorrow
Q & A
Thank you for attending today's event!

View recordings of learning sessions, view the report and more at:

tulsaei.org
Contact us for additional information and/or questions!

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