

DEI: Community

- 1. Clarify Your Purpose**
 - a. What does our community think about us and why should that matter?
 - b. What is the impact on staffing and membership if our community perceives us negatively?
 - c. What are we leaving on the table experientially and financially when many people in our club markets will not consider club membership because of the perception of our club not focusing on D.E.I.?

- 2. Conduct baseline assessments**
 - a. Collect community demographics and measure it against your club's membership demographics. How far away is your club from being as diverse as the community around you that can otherwise afford a membership?
 - b. Search the internet for articles and online reviews of your club.

- 3. Align diversity process with the strategic business goals**
 - a. Set actionable goals for changing the community perception.

- 4. Diversify your points of contact with the community**
 - a. Survey club's participation with community groups.
 - b. Consider your existing charitable policies, etc.
 - c. Consult MWBE (Minority and Women-Owned Business Enterprise) directories.

- 5. Elevate your marketing strategy to be more inclusive**
 - a. Redefine how you represent different generations and multicultural people in your marketing, events, promotional, human resources and training materials.
 - b. Align your diversity commitment statement and inclusion values with your brand messaging.
 - c. Invite other departments and diverse members to share their insight to help create a diversity style guide for authentic brand representation.

- 6. Celebrate and reward success**
 - a. Share inclusion success stories of diverse partnerships, broadened philanthropy and community outreach.