



DEI&B Inclusive Creative & Messaging:

Are you doing it right?

June 14, 2023

Agenda

- Situational Analysis
- Unethical vs. ethical creative elements
- Collecting and telling stories
- Enabling a respectful work product
- Questions & Discussion

Situational Analysis



Take it from them...



What's the problem?



What is white saviorism, or the white savior complex?

“White saviourism, or the white saviour complex, in fundraising is the idea that donors are only helping people in a self-serving way that reinforces patriarchal, colonial and white supremacist attitudes and systems.”



Looking under the hood



White saviorism's role in traditional fundraising:

- Donor as hero
- The origin of donor's wealth
- The impact of donations on decision making (and the balance of power)



© WFP/Theresa Piorr



Ramifications for Fundraising



How donors view white saviorism:

- Truthfulness
- The hero tripod: community, organization and donor
- Donor as conduit for change
- Redefining the fundraising offer



© WFP/Hani Saleh

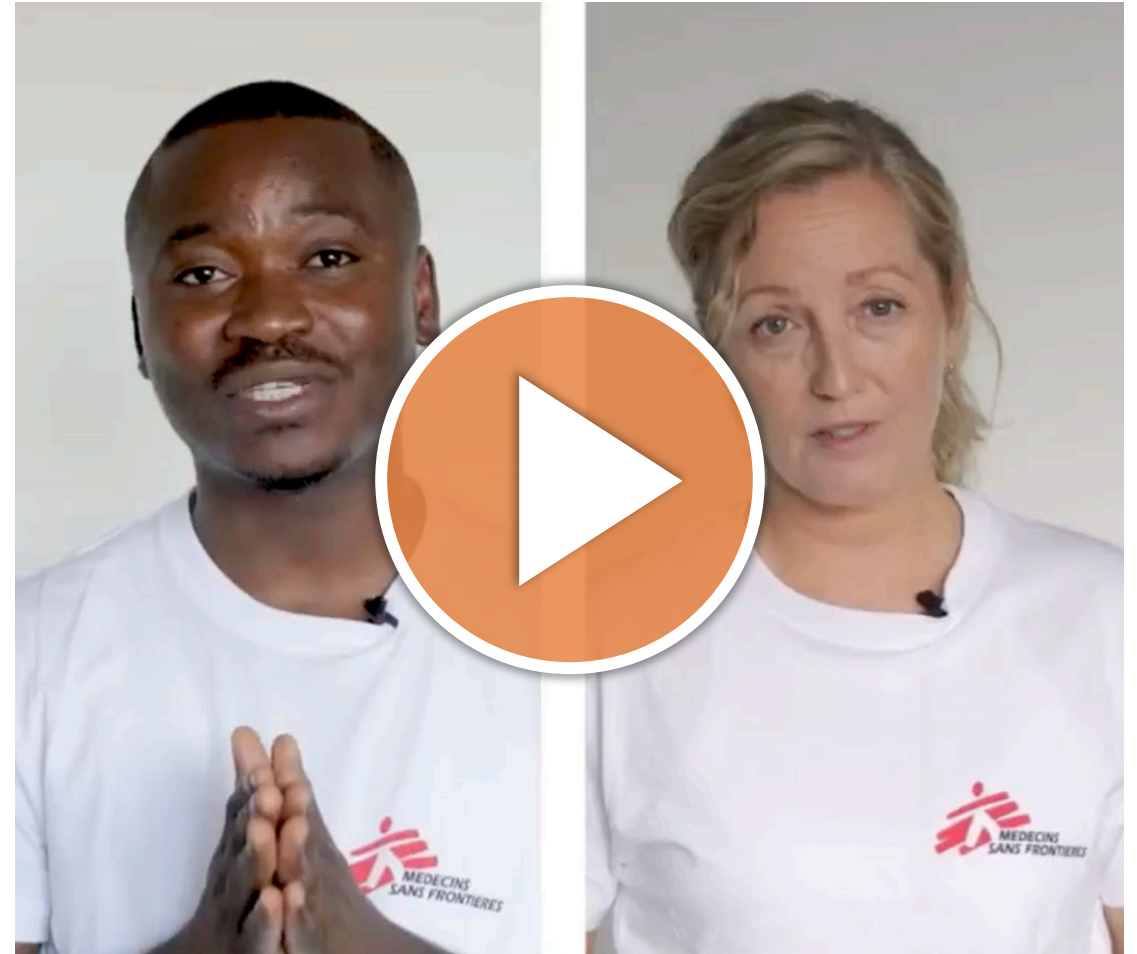


Setting the Stage



Breaking the Paradigm

- Telling the whole story
- Contextual storytelling
- Respectful imagery
- Community-based



Ethical Content



Respectful Storytelling



Enabling an authentically respectful narrative:

- The notion of agency
 - Respect
 - Aspirations
 - Strength
 - Resiliency
 - Intelligence
 - Powerful



© WFP/Michael Duff



Ethical Creative



Image selection is key.

- The use of children
- Accurate representation of situation
- Respectful of diverse cultures



Ethical Creative

Do 

Extreme hunger
Examples that
would meet these
guidelines:

These images show children with moderate acute malnutrition and are more representative of WFP's programmatic work. They are also depicted with caring adults.



Ethical Creative

Avoid

Extreme hunger

Examples do not meet these guidelines:



*(Top row)
The children in these images appear completely alone and uncared for which is not representative of the situation and promotes feelings of helplessness – that might help engage a western audience – but promotes unhelpful stereotypes.*



*(Bottom row)
The children in these pictures are clearly malnourished and are pictured without context. These children are also older children pictured without clothing which should be avoided.*



Ethical Creative

Do 

White staff / white celebrities

Examples that do meet these guidelines:



In these images white staff are working in partnership with locals, who are shown in an active and equal position.



Ethical Creative

Do 

Examples that
do meet these
guidelines:

*In these images people are ordered,
organized, active and showing agency
helping themselves and their communities.*



Ethical Creative

Avoid

Handing out of food aid

Examples that do not meet these guidelines:



In these images people are desperate, out of control and aggressive, perpetuating negative stereotypes about people in need.





Putting it Together

Evaluating DEI&B in your Fundraising



Diversity Among Stakeholders

Diverse representation of stakeholders across various levels (including within campaign planning) will help ensure more authentic and relevant messaging.



Take a Long-Term View

Multicultural fundraising is not a singular project, but rather one strategy of a larger organizational initiative of inclusivity.



Consider the Platinum Rule

Change the mindset from the “Golden Rule” to the “PLATINUM RULE” – treat others as THEY would want to be treated, rather than as YOU would want to be treated.



Beware of Embarrassing Blunders

Understand your audience, researching, translations, imagery and offers as part of the campaign development process to avoid embarrassing and costly mistakes.



Evaluate Control Creative

Carefully review campaign control creative to evaluate whether variable copy or imagery may be appropriate for a broader appeal consistent with organizational direction.



Create Multicultural Surround Sound

Census your channel mix to understand whether diversity is present across channels, offers and communication streams in order to create a more authentic experience for the donor.



Details matter



GLOBAL HUNGER EMERGENCY GIFT

Yes, Barron! I want to help address the global hunger crisis and support more families like Ikran's. Because my support will make twice the impact, I'm enclosing a year-end contribution of:

☐ \$-Ask1> becomes \$-Ask1x2>

☐ \$-Ask2*> becomes \$-Ask2x2>

☐ \$-Ask3> becomes \$-Ask3x2>

☐ My best gift \$_____ which will be multiplied 2x

☐ Make my gift a monthly contribution

**Can we count on you to make a gift in this amount or more?*

Please make your check payable to **World Food Program USA**.

To donate by credit card, see the reverse.

Mr. John Q. Sample
Company ABC

1234 Street

Anytown, USA 12345-6789

SCANLINE

PO Box 37239 • Boone, IA 50037-0239 • T 202.627.3939 • F 202.530.1698 • wfpusa.org

**World Food
Program USA**

<Mail Date>

Dear <<Salutation>>,

Eight-year-old Ikran lives with her family in Barwako, about two miles from Wajir town — capital of one of Kenya's most disadvantaged counties.

Like other countries in the Horn of Africa, Kenya is grappling with hunger caused by severe drought, the ongoing impacts of COVID-19 and spiraling costs of food and fuel.

But Ikran and her family have a special challenge. She has quadriplegia, and her older brother Adan suffers from paraplegia and cognitive disabilities.

When food is scarce, families like Ikran's suffer the most. And with a global food emergency threatening vulnerable and disadvantaged communities around the world, the work of the United Nations World Food Programme (WFP) is more important than ever.

Unfortunately, the rising costs that are partly responsible for this emergency are also making our work harder. Our costs for operations, food, fuel and other resources were already up 30% at the start of 2022 compared to 2019. After the outbreak of conflict in Ukraine, our costs have risen a staggering 44%. Without additional funding, significant cuts will need to be made and fewer people will receive the food they need.

In response to this urgent challenge, a generous donor has stepped up to match every gift we receive — up to **\$100,000 — between now and December 31.**

Will you make a gift of <ASK1>, <ASK2>, or <ASK3> today to the U.N. World Food Programme to help counter the rising hunger crisis?

Every dollar counts, <<First Name>>. A gift of \$75 can provide a month of food for a family of five. And remember — **every dollar you give before December 31 will go twice as far.**

The U.N. World Food Programme's mission is simple: feeding the hungry. We have the scale and the expertise to serve people in places other organizations can't reach.

In many of the world's hunger hotspots — places like Afghanistan, Ethiopia, Mali, Nigeria and Syria — simply reaching hungry people can be the most significant challenge. The U.N. World Food Programme's long history of lifesaving work and deep connections in countries around the world means they can access places few others can.

Your support will help reach those in need — **children like Ikran.**


To support her children and her retired husband too, Ikran's mother Halima makes and sells *mandazi* (a popular fried dough snack) in the school cafeteria. She also runs a small kiosk next to her hut.

Halima's days — a flurry of caregiving and income generating activities — start at 4 a.m. She checks up on Ikran and Adan, makes breakfast and prepares the *mandazi* for sale — all before opening her kiosk.


(over, please)

Ikran with her twin brother, Hassan, outside their home in Wajir, northeastern Kenya.

PO Box 37239 • Boone, IA 50037-0239 • T 202.627.3939 • F 202.530.1698 • wfpusa.org



World Food Program USA
From the Office of Barron Segar
President and CEO
1750 H Street, N.W. • Suite 500 • Washington, DC 20006



MATCHING GIFT OPPORTUNITY ENCLOSED:
Respond by July 31 to make twice the impact

Mr. John Q. Sample
Company ABC
1234 Street
Anytown, US 12345
(Handwritten signature)

From the Desk of Barron Segar
President and CEO

June 2023

Dear <Salutation>,

The global food crisis is the largest one in modern history. The world is hungrier than ever: nearly 350 million people around the world are experiencing the most extreme forms of hunger right now.

Conflict is the number one driver of hunger, tearing families apart, forcing entire communities from their homes, destroying infrastructure and disrupting food production. Combined with the climate crisis and rising costs, these factors have created a seismic global hunger crisis.

In response, a generous donor has extended an incredible opportunity by offering a matching gift challenge where every donation made before July 31 will be matched dollar-for-dollar up to a total of \$125,000.

<Salutation>, I'm reaching out to you, one of our strongest supporters, to ask for your help by taking full advantage of this opportunity — because the additional resources this campaign raises can make a critical difference for families in need.

Every dollar you give before July 31 will go **twice as far**, so I urge you to contribute as generously as you can today.

Your gift of <Ask1> can instantly double to <Ask1x2>, your gift of <Ask2> can become <Ask2x2> and your most generous donation of <Ask3> can multiply to <Ask3x2> to help put twice as much food into the hands of the people who need it most.

As you know, our goal is simple: save and change lives. The work of the United Nations World Food Programme (WFP) is more vital now than ever. Every year, we deliver over 4 million tons of food to over 100 million people in more than 120 countries and territories. We have the scale and expertise to serve people in places other organizations can't reach.

Thanks to your generous past support, you have made an incredible impact on people experiencing severe hunger around the world. I've enclosed our Impact Report to illustrate the difference your support makes in our fight against the global hunger crisis.

Together, we can feed the tens of millions of people experiencing severe hunger due to the climate crisis, conflict and economic shocks.

In Türkiye and Syria, more than 18 million people had their lives collapse around them during the recent earthquake emergency. With your help, the U.N. World Food Programme has reached over 2 million survivors in both countries with ready-to-eat rations, emergency food boxes and hot cooked meals.

(over, please)

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World Food Program USA



In Zimbia, Mukandera her son Muhungu benefits from WFP's unconditional food assistance.

GLOBAL IMPACT
THE CHANGE YOU CREATE

NE
ACCESS TO FOOD FOR
-AFFECTED FAMILIES

Began in Ukraine in March 2022, the United Nations World Food Programme (WFP) quickly established a presence and began working with local partners to deliver emergency food and cash assistance to hungry Ukrainians. In one year anniversary of this conflict, the U.N. World Food Programme has delivered more than 200,000 pounds of food and over \$1 million to people impacted by the conflict.

In Moldova, WFP delivered more than 1.8 million hot meals to refugees and supported 13,000 Moldovan families hosting refugees. WFP transfers to help with food, utilities and other expenses.

"I can't wait for peace. Until peace is observed in the battlefields, I feel it between the walls of my home and in the warmth of my neighbors."

- Natalia, who lives close to the front line and relies on the U.N. World Food Programme for food assistance.

AFGHANISTAN
TRAINING OFFERS INCOME-GENERATING OPPORTUNITIES

In addition to providing emergency food and cash assistance to 23.4 million Afghans last year, the U.N. World Food Programme also supported vocational skills training programs that reached an estimated 100,000 people across Afghanistan.

These life-changing programs train women and men in marketable skills such as sewing, carpet weaving, mechanics, and phone repair — skills that can help individuals earn a stable income and become self-reliant in the future.

In August of 2022, Riazgul was able to work as a sewing skills instructor in Kabul. For years, she taught women how to sew and launched her own business.

UDAN
THE BRUNT OF THE CLIMATE CRISIS

simultaneously drowning and drying as the climate crisis tightens its grip. Food Programme is a lifeline for millions of people in South Sudan, where hunger due to economic and climate shocks. In South Sudan, the U.N. World Food Programme has reached 435,000 mothers and 660,000 children in the first half of 2022 with assistance and specialized items to treat and prevent malnutrition.

"There are no health facilities in Walgal, so I had to come to Juba. The hunger situation is bad in Walgal. We used to plant, but now there it floods everywhere."

- Nyayow, 9-months pregnant, receives nutritional assistance from the U.N. World Food Programme after being diagnosed with malnutrition.



A PERSONAL MESSAGE FROM OUR PRESIDENT:



World Food Program USA welcomes the recent appointment of Cindy McCain as Executive Director of the United Nations World Food Programme (WFP).


Her appointment continues America's legacy of leadership in the fight to end global hunger. In her prior role as United States Ambassador to three U.N. food and agriculture agencies in Rome, McCain has seen the U.N. World Food Programme's operations up close by traveling to Laos, Cambodia, Sri Lanka, Guatemala, Honduras, Kenya, Zambia, Tajikistan and Madagascar.

Cindy joins the U.N. World Food Programme at a critical moment as conflict, the climate crisis and economic shocks continue to push millions of people closer to the brink of severe hunger. Under her leadership, we are eager to continue our mission to save and change lives around the world.




Sincerely,
Barron Segar

Scan this QR code to learn more about your impact in the lives of people experiencing hunger





World Food Program USA



MATCH MY GIFT TO MAKE DOUBLE THE IMPACT

☒ YES, Barron! I want to provide double the lifesaving food and support to children, families and communities around the world who are in urgent need. Enclosed is my tax-deductible gift of:

☐ \$Ask1 matched multiples to \$Ask1x2

☐ \$Ask2 matched multiples to \$Ask2x2

☐ \$Ask3 matched multiples to \$Ask3x2

☐ My best gift \$_____

☐ Make my gift a monthly contribution * please consider

Mr. John Q. Sample
Company ABC
1234 Street
Anytown, US 12345

SCANLINE

Please make your check payable to
World Food Program USA
To donate by credit card, see the reverse.

FOUR EASY WAYS TO GIVE

ONLINE
wfpusa.org/endorse
wfpusa.org/endorse

MONTHLY
To give your gift monthly, please visit: wfpusa.org/monthly

MAIL
P.O. Box 96316
Washington, DC 20077-7566

DONOR ADVISED FUND
To give your gift through a Donor Advised Fund, contact your fund administrator and recommend grants to World Food Program USA.

ON THE GROUND: LEBANON

Without food, kids can't learn or reach their full potential. This is one of the reasons the U.N. World Food Programme is so deeply committed to our school meals programs.

I got to experience the impact of this work firsthand on a recent trip to Lebanon where I visited students who receive meals funded by the U.N. World Food Programme.

For some of these kids, the meal they had at school was their sole source of nourishment that day. For many of the girls, this meal was the only reason they were in school at all.


These children represent the more than 15 million girls and boys around the world who don't have access to any other food besides a school meal or snack.

It takes just \$25 to provide a child with 100 school meals, which is why your generous support is vital to the health and well-being of schoolchildren everywhere.

I had the honor of visiting one Lebanese family who welcomed me into their home, explaining that their children — both college graduates — couldn't find jobs, and the family was having to make difficult choices between food, medicine and other essentials.

Support from the U.N. World Food Programme was helping them get through this crisis, and they were so grateful for the commitment of people like you. You give these and so many other parents hope as you give their children the opportunity to not only survive, but also thrive — now and for years to come.

Barron Segar



YOUR SUPPORT AT WORK

Your generosity today can also double its impact, thanks to a generous donor who has extended a matching gift challenge to us through July 31st. You'll also be making a long-term difference by helping educate and equip the most vulnerable households to ensure their own food security.

Together, we can ease global hunger and improve the resilience of communities in crisis-stricken countries like Türkiye, Syria, Ukraine, Afghanistan, South Sudan, Zambia, Lebanon and wherever families face severe hunger.

Donate online at wfpusa.org/fighthunger before July 31 to double your impact.

EARTHQUAKE EMERGENCY

A humanitarian organization, the United Nations World Food Programme (WFP) has been providing emergency food aid. Today, the need for our assistance remains critical.

In Türkiye and Syria, the quakes reduced buildings to rubble and thousands of people were killed, and thousands more were displaced.

The U.N. World Food Programme staff on the ground. The scale of devastation is incomprehensible.


Along the Turkish-Syrian border caused by conflict, food aid in northwest Syria depended on humanitarian aid.

Storage of food — like bakeries and warehouses — earthquake epicenters were cut off. The costs of basic foods further and further out of reach for Syrian survivors.


Within 24 hours, we emergency food boxes — to nourish and strengthen the lives of survivors like you.

18 million people in both Türkiye and Syria, and Syrian refugees. Through mobile kitchens, we've provided assistance through hot meals, ready-to-eat rations and those in the quake-affected northwest, continue to the U.N. World Food Programme.

Requires continued investment to help rebuild. Our goal is clear: to put food into the hands of those who need it most. In the wake of this disaster and to work with extreme devastation, this is a mammoth task from each of us — including you.



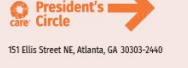
Through your dedication and generosity, you lead our fight to save lives and prevent hunger. Thank you!
- Barron



World Food Program USA


Confidential and Proprietary | 20





President's
care Circle


151 Ellis Street NE, Atlanta, GA 30303-2440



International Women's Day

Empower women, change our world

<Envelope_Address>
 <Company ABC>
 <1234 Street>
 <Anytown, US 12345-6789>



<Envelope_Addressee>
<Company ABC>
<1234 Street>
<Anytown, US 12345-6789>

A collage of 12 photographs showing women and children in various settings, representing the impact of the Women's Enterprise Fund. The photos are arranged in a grid-like fashion with some overlapping. Each photo has a small caption below it.

- Top Left:** A woman in a black niqab and a young girl in a black headscarf. Caption: **SAUD**
- Top Middle-Left:** A woman in a brown headscarf. Caption: **SAUD**
- Top Middle-Right:** A woman in a green patterned shirt holding a young child. Caption: **SAUD**
- Top Right:** Two women, one in a pink headscarf and one in a purple headscarf. Caption: **SAUD**
- Middle Left:** A woman in a colorful patterned shirt. Caption: **SAUD**
- Middle Middle-Left:** A woman in a brown headscarf. Caption: **SAUD**
- Middle Middle-Right:** A woman in a green patterned shirt holding a young child. Caption: **SAUD**
- Middle Right:** A woman in a blue headscarf. Caption: **SAUD**
- Bottom Left:** A woman in a blue headscarf. Caption: **SAUD**
- Bottom Middle-Left:** A woman in a red headscarf holding a young child. Caption: **SAUD**
- Bottom Middle-Right:** A woman in a white polo shirt with a green logo. Caption: **SAUD**
- Bottom Right:** A woman in a white shirt holding a young child. Caption: **SAUD**

These state are alarming—
we must act now to prevent
the starvation of millions
of women and children.

Mitchell

Shipping Information

Name _____
Address _____
City _____ State _____ Zip _____

Phone No. _____

Please send me _____ copies of _____
for \$_____. My card address is _____
_____.

Please print your name and address clearly.
We will bill you if you do not enclose payment.
We ship by air mail for extra charge.

THANK YOU!

Learn more at [care.org](#) or call 1-800-422-7365.

CARE

DROP CUT

Salutations,

The war in Ukraine has had a devastating impact on women and girls. But at the same time, women are playing a vital role in the country's humanitarian response, supporting their communities and families through the worst Ukrainian winter in 30 years.

All too often during war, women experience more violence, greater hunger, and other inequalities - but they step up to lead despite these challenges.

For International Women's Day this year, we are honoring women around the world who are working to provide for their families and lift up their communities.

I hope we can count on your continued support for CARE at this critical moment for women and girls, as they continue to overcome the extraordinary challenges brought on by the harsh winter and the conflict in Ukraine. Thank you for your commitment.

- Angie



—Marina, Vice-President of the Women Entrepreneurs Association of Chicago Bay, working with CARE's Women Lead to Strengthen programs.

"When I talk to women, we realize that there are no borders, we are simply women, no matter where you are...you think and feel the same."

Right now the global hunger crisis is disproportionately affecting women.

330 million women and girls live on less than **\$1.90** a day; that's **4.4 million more** than men.

Together we can lift up more women and girls and transform more communities.

If women around the world had the same opportunities as men in the job market, the world's economy would grow by **\$28 trillion**.

WITHOUT FOOD THERE IS NO FUTURE

Right now, millions are facing an undeniable and growing hunger crisis as food becomes less and less available, accessible, and affordable.

But when women and girls are nourished, they are the leaders that support their families and communities.



**FOOD
EQUALS
FUTURE**

121 Ellis Street NE, Atlanta, GA 30303-3460



International Women's Day

Empower women, change our world

LEARN MORE →

We can boost
agricultural productivity by an estimated 30 percent if we include women smallholder farmers in programs that provide training, good seeds, and more.

We can ensure
that subsidies go to food crops, not cash crops, by providing more subsidies to women — who grow most of the food for their families.

We can encourage
innovation by sharing more agricultural profits with women.
If women had equal access to agricultural resources, the number of hungry people in the world could be reduced by 100 to 150 million.

We can enable
families make better household decisions by empowering women to get involved in managing their families' money.



Final Words



Developing Respectful Content & Creative

IMAGE SELECTION IS KEY



Selecting imagery that is contextually accurate, inclusive and fair is critical to enabling a respectful product.

REFRAME THE NARRATIVE



It is essential that we augment the narrative from 'donor as hero' to 'donor as a conduit of change.'

TELL THEIR STORIES



People living in communities served have aspirations, hopes and dreams. Elevate their stories to showcase resiliency and bravery.

CONTEXT IS CRITICAL



Context is key when sharing stories and images to ensure respect and agency to the individuals represented.

CREATE NEW RULES



Enabling more authentic creative and content will require new rules. Break old rules to create new ones.



Questions?

Thank You

