

# MEGAPHONE TIME

*PROMOTING DEI IN YOUR  
FUNDRAISING & MARKETING EFFORTS*



*with*  
Kishshana Palmer, CFRE





**I SPEAK. I COACH. I WRITE.  
I TEACH. I CREATE.**

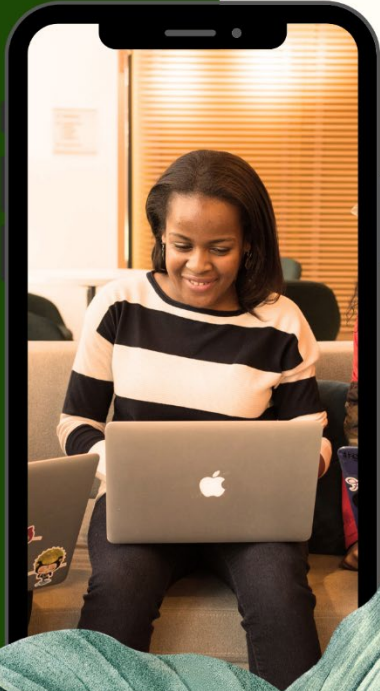


# KISHSHANA PALMER, CFRE

I am a trainer, strategist and focus coach who is passionate about helping everyday leaders and career professionals grow – grow their skills, grow their teams and grow their results.

I've helped thousands of clients and students increase their management skills, move up in their careers, grow their business and keep their sanity while doing it.

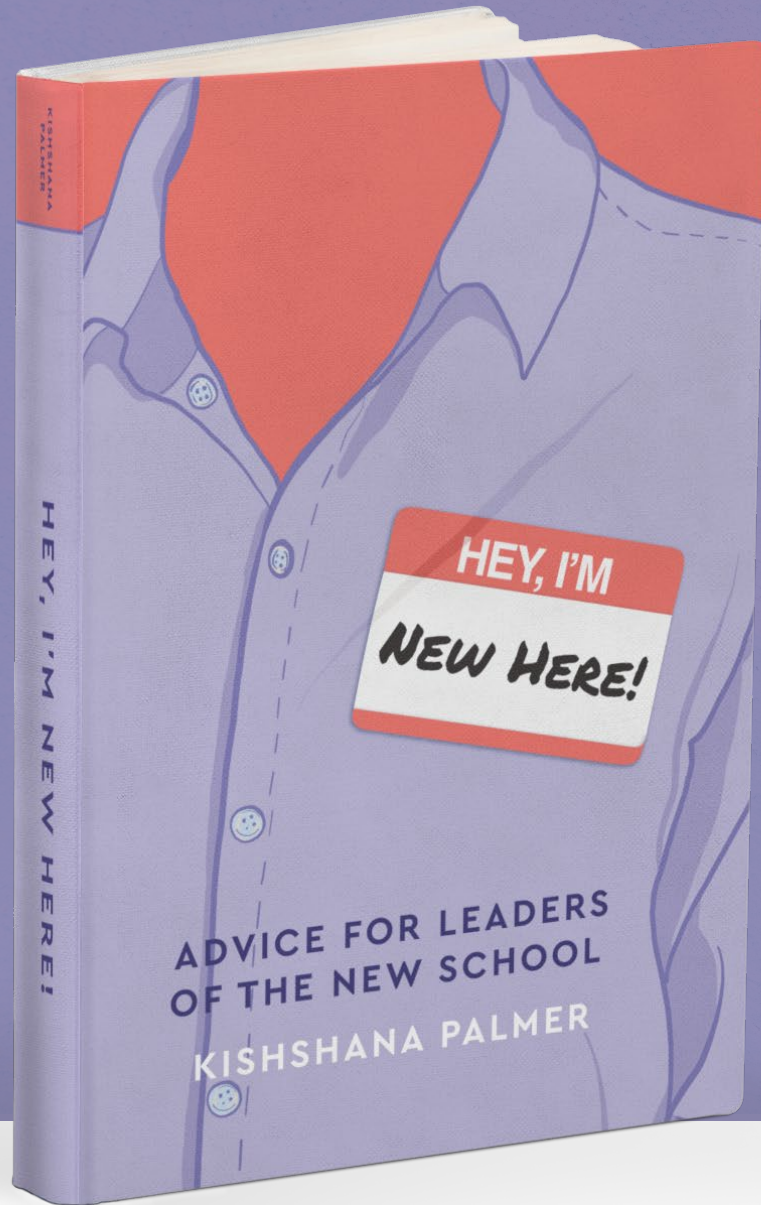




We're learning our  
**WORTH**  
SEEKING OUR DUES  
and understanding that we can be  
**ROOTED**  
WITHOUT BEING PLANTED.

THE ROOTED COLLABORATIVE IS A  
*Global Community for BIWOC Fundraisers and development of  
women leaders of color in the social impact sector, providing  
targeted networking and development opportunities for members.*





# NEW BOOK ALERT!

[HEYIMNEWHERE.COM](http://HEYIMNEWHERE.COM)

*Solo  
mama  
to this  
teen!*



# Keep it Social

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@FUNDDIVA

LinkedIn

@KISHSHANAPALMER

***Join My List! [bit.ly/kishcrew](https://bit.ly/kishcrew)***

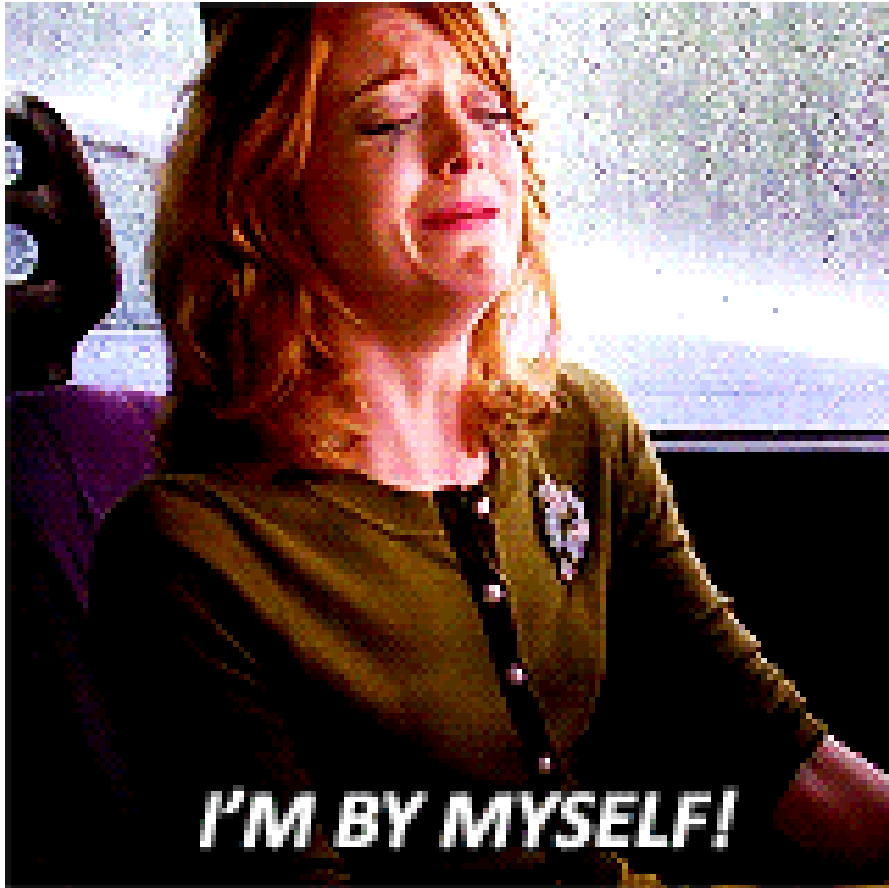


**I GOT MY START MANAGING PEOPLE!**





# It Was Just Meeeeeee!



# ~~FOUR~~ FIVE QUALITIES OF A GREAT LEADER

# A GREAT LEADER IS

1. *Self Aware*
2. *Transformative*
3. *Transparent*
4. *A Cheerleader – of risk, innovation and doing things differently*
5. *Values Driven*

Here's What I  
Know...

**AS LEADERS WE NEED TO  
MODEL HOW OUR  
ORGANIZATIONS MOVE!**



Third Edition

April 28, 2020

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# The Quarantine Times

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Kids Connecting to their Community

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## Dear Future Me,

Letters to remind us all what life under quarantine was like

Dear future self,  
Right now we are Quarantined because of Covid-19,

Dear 20 year old Claire,  
Hi! What do you remember about Covid-19? Today I got

# MISSION OVER JUSTICE?



# All Things to All People? Marketing At Your Organization

© Randy Glasbergen.  
www.glasbergen.com



**“Our goal is to establish language that is gender-neutral, ethnic-neutral, and age-neutral, while celebrating our spirit of diversity.”**

# How We've Been Approaching Fundraising



© marketoonist.com



# **HOW TO TAKE RESPONSIBILITY FOR THE HARD STUFF (*AND STILL BE ON MISSION*)**



**EXPLORE  
DON'T  
EXPLOIT**

# INVEST THE TIME

10:50 MOSCOW/SUD

11:05 EDINBURGH

11:05 LONDON/LHR

11:10 BUCHAREST/OTP

11:20 KIEL/BORISPOIL

11:25 DUBLIN

11:35 EARLHAM/ANDES

12:10 GATWICK

12:30 LONDON/LGW

12:40 NEWCASTLE

12:45 ST. PETERSBURG

12:40 LONDON/LGW

12:45 MANCHESTER

# RECRUIT & RETAIN THE TALENT



# HOW CAN YOU DO THIS AND NOT LOSE YOUR EDGES?



# KISHSHANA'S SUCCESS FORMULA

1. MAJOR KEY: IMPACT OVER INTENTION
2. TRACK AND MEASURE WHAT'S WORKING AND WHAT'S NOT (HINT: TRASH WHAT'S NOT! "MARIE KONDO" IT)!
3. BE PREPARED TO FAIL



# KISHSHANA'S SUCCESS FORMULA

1. BE BOLD! YOUR MISSION IS WORTH IT
2. SHOW THEN TELL

MOST IMPORTANTLY...

**TAKE ACTION!**



# Need More?

Schedule a time with me:  
**BIT.LY/CALLKISH**

Visit My Site:  
**WWW.KISHSHANACO.COM**

Keep it Social:

   **@FUNDDIVA**

 **@KISHSHANAPALMER**

