

DEI: Membership

1. Clarify Your Purpose

- a. What is our motivation to have a more diverse membership?
- b. Market analysis. Who are we unintentionally excluding and what are we leaving on the table experientially and financially?
- c. How will your club grow culturally and fiscally with a focus on diversity?
- d. Agree on a shared understanding of what DEI means to your club and obtain buy-in from all stakeholders.

2. Conduct baseline assessments

- a. Collect diversity statistics and demographics at all levels including ethnicity, age, gender, veteran, and disability status.
- b. If you don't capture this information from your membership office, consider a voluntary inclusion survey for new members to increase diverse member representation.

3. Collect feedback and experiences

- a. Understand the member experience before implementing changes to promote your DEI plan.
- b. Conduct in depth research via surveys, diversity assessments, focus groups, one on ones and town halls.

4. Align diversity process with the strategic business goals

- a. Prioritize. Determine what issues of DEI you want your club to focus on, list the desired outcomes.
- b. Create DEI statement and integrate into all business and operational plans.
- c. Set specific action plans and assign ownership for each goal.

5. Invite diverse talent to your recruitment process

- a. Diversify your membership marketing sources. Utilize gender neutral words in recruiting documents, avoid prohibitive and exclusionary language.
- b. Instill diversity into the membership recruitment process.
- c. Ensure the Board and Membership Committee charters include the Club's diversity statement along with a standard for ensuring the makeup of the Board, committees, and recruitment teams remain diverse.

6. Expand access. Create an accessibility statement

- a. Educate staff on accessibility and how to better assist members with accommodation requests. Consider offering assistive technology, website screen readers, open or closed caption, larger print and text options.
- b. Update the use of the word handicapped to accessible in all print and signage.

- d. Create an accessibility statement to elevate club services offered to all people.
 - e. Pre board new members by offering a dedicated communication channel to request accommodation needs to best experience your club.
- 7. Elevate your marketing strategy to be more inclusive**
- a. Align your diversity commitment statement and inclusion values with your brand messaging and recruitment practices.
- 8. Prioritize Metrics to measure and reward impact.**
- a. Measure attrition rates by gender and race.
 - b. Measure number of diverse events offered.
 - c. Measure number of diverse representation on committees and boards.
 - d. Share your DEI scorecard with internal and external stakeholders.
 - e. Consistently seek feedback from members and employees to measure the inclusion climate and your DEI progress.
- 9. Celebrate and reward success.**
- a. Share inclusion success stories of board and committee appointments and diverse partnerships.