

How to Collect and Share DEI Data

Share your organization’s demographics and equity practices through your Nonprofit Profile on GuideStar. When you do, you’ll show your commitment to equity and strengthen the sector’s knowledge.

Many organizations reach out for guidance in collecting potentially sensitive demographic information. This guide outlines what to expect when updating this information on your profile. As a bonus, we’ve included a set of best practices to demonstrate that you are collecting your colleagues’ information respectfully and responsibly.

Demographic Questions

Questions for staff and board

RACE & ETHNICITY

How many individuals in your organization publicly self-identify as:

Asian/Asian Americans/Pacific Islanders

Black/African American/African

Hispanic/Latino/Latina/Latinx

Native American/American Indian/Indigenous

White/Caucasian/European

Multi-Racial or Multi-Ethnic (2 or more races or ethnicities)

Add another category(ies)

Individual(s) decline to state

Unknown*

SEXUAL ORIENTATION

How many individuals in your organization publicly self-identify as:

Gay, Lesbian, Bisexual

Heterosexual or Straight

Individual(s) decline to state

Unknown*

DISABILITY

How many individuals in your organization publicly self-identify as:

Person with a disability

Person without a disability

Individual(s) decline to state

Unknown*

Questions for staff and board

GENDER IDENTITY

How many individuals in your organization publicly self-identify as:

___ Female

___ Male

___ Non-binary

___ Individuals decline to state

___ Unknown*

How many individuals in your organization publicly self-identify as:

___ Transgender

___ Not transgender (cisgender)

___ Individuals decline to state

___ Unknown*

* Unknown in this context means that the number of people for whom you have no answer including decline to state.

Best practices and definitions

Definitions

Transgender—An umbrella term people may use to describe their gender identity and/or gender expression as different from the sex they were assigned at birth. People who identify as transgender may describe themselves using one or more of a wide variety of terms including genderqueer, non-binary, and transgender. Transgender people may claim/affirm their gender identity through hormones and/or surgery. Transgender identity is not dependent on surgery. Transgender identity is not a sexual orientation.¹

Cisgender—A term used to describe a person whose gender identity is the same as the sex assigned to them at birth.¹

Nonbinary (Also Non-Binary)—Preferred umbrella term for all genders other than female/male or woman/man, used as an adjective (e.g., Jesse is a nonbinary person). Not all nonbinary people identify as trans and not all trans people identify as nonbinary.²

Disability—A disability can be physical, learning, cognitive, sensory, mental, or chronic health or other disability that is a barrier to everyday living.³

1. [UT Austin Gender & Sexuality Center](#)
2. [Trans Student Educational Resources](#)
3. [RespectAbility](#)

DEI Survey Best Practices

- Don't guess. Always ask
- Make all parts of the survey voluntary
- Include a "Decline to state" option for each question
- Ensure anonymity throughout the process
- Update the survey and profile information annually
- Let our questions be your guide

Equity Strategies Checklist

In this section, you'll share the policies and practices your organization uses to build a culture of equity and inclusion.

The questions here have been developed in partnership with Equity in the Center, an initiative funded by leading foundations—including the Annie E. Casey, W.K. Kellogg, Ford, Kresge, William and Flora Hewlett, and David & Lucile Packard Foundations—with an advisory committee representing a broad range of more than 130 nonprofit executives, philanthropic executives, and DEI practitioners nationally. For more information, please consult Equity in the Center or its publication *Awake to Woke to Work: Building a Race Equity Culture*, which provides insights, tactics, and practices to measurably shift culture such that one's race identity has no influence on how they fare within the organization.

Check any or all that apply (these will be displayed on your profile)

Data	Policies and processes
<input type="checkbox"/> We review compensation data across the organization (and by staff levels) to identify disparities by race.	<input type="checkbox"/> We use a vetting process to identify vendors and partners that share our commitment to race equity.
<input type="checkbox"/> We ask team members to identify racial disparities in their programs and/or portfolios.	<input type="checkbox"/> We have a promotion process that anticipates and mitigates implicit and explicit biases about people of color serving in leadership positions.
<input type="checkbox"/> We analyze disaggregated data and root causes of race disparities that impact the organization's programs, portfolios, and the populations served.	<input type="checkbox"/> We seek individuals from various race backgrounds for board and executive director/CEO positions within our organization.
<input type="checkbox"/> We disaggregate data to adjust programming goals to keep pace with changing needs of the communities we support.	<input type="checkbox"/> We have community representation at the board level, either on the board itself or through a community advisory board.
<input type="checkbox"/> We employ non-traditional ways of gathering feedback on programs and trainings, which may include interviews, roundtables, and external reviews with/by community stakeholders.	<input type="checkbox"/> We help senior leadership understand how to be inclusive leaders with learning approaches that emphasize reflection, iteration, and adaptability.
<input type="checkbox"/> We disaggregate data by demographics, including race, in every policy and program measured.	<input type="checkbox"/> We measure and then disaggregate job satisfaction and retention data by race, function, level, and/or team.
<input type="checkbox"/> We have long-term strategic plans and measurable goals for creating a culture such that one's race identity has no influence on how they fare within the organization.	<input type="checkbox"/> We engage everyone, from the board to staff levels of the organization, in race equity work and ensure that individuals understand their roles in creating culture such that one's race identity has no influence on how they fare within the organization.