

Candid.

How to collect and share demographic data

Candid and Demographics via Candid partners invite you to share your organization’s demographics through your nonprofit profile. Doing so shows your organization’s commitment to equity, can help funders find your organization, and strengthens the sector with insights based on data.

To help you get started, Candid and CHANGE Philanthropy created this guide, including:

- A sample survey—taking the guesswork out of how to ask these questions
- Best practices and definitions

Demographic survey best practices

- Don’t guess, always ask
- Make all parts of the survey voluntary
- Include a “Decline to state” option for each question
- Treat with sensitivity and confidentiality
- Collect and share on the profile annually



Survey administration

Participants

To fully complete your Candid profile demographic questions, you should administer the survey to your:

- CEO/Leader
- Senior staff (C-suite or those with ultimate budgetary oversight; includes leader)
- Staff (Senior staff included)
- Board members

Include information about the people you consider to be your staff—full-time and part-time.

Reporting

When you aggregate and report the results, note:

- Information for senior staff should include the CEO
- Information for staff should include CEO and senior staff
- If you do not get a response, you should categorize it as “Unknown”

Sample demographic survey

Sample introduction

This survey is developed by [Candid](#) and [CHANGE Philanthropy](#) to help understand who leads and supports our organization, as we build an inclusive culture that respects diverse perspectives in all our work.

We will reflect who we are by sharing this information externally on our nonprofit profile and with funders and donors who request it. Our leader will be identified as an individual. Board and staff information will be aggregated and shared for the group.

The survey takes less than 5 minutes to complete. It is voluntary and you can select “Decline to state” on any question. Thank you for participating.

Sample questions

Role

- 1) What is your role at the organization?
 - a. CEO/Leader
 - b. Senior staff (*C-suite or those with ultimate budgetary oversight; includes leader*)
 - c. Staff (*Senior staff included*)
 - d. Board member

Race & ethnicity

Select a single response. Or select “Multi-racial/Multi-ethnic” or “Prefer to identify with another race or ethnicity”

- 2) How do you publicly self-identify?
 - a. Asian/Asian American
 - b. Black/African American
 - c. Hispanic/Latino/Latina/Latinx
 - d. Middle Eastern/North African
 - e. Native American/American Indian/Alaska Native/Indigenous
 - f. Native Hawaiian/Pacific Islander
 - g. White/Caucasian/European
 - h. Multi-racial/Multi-ethnic (*two or more races or ethnicities*)
 - i. Prefer to identify with another race or ethnicity (*please specify*)
 - j. Decline to state

Gender identity

- 3) How do you publicly self-identify?
 - a. Female
 - b. Male
 - c. Gender nonbinary/Genderqueer/Gender non-conforming
 - d. People who prefer to identify with another gender identity
 - e. Decline to state

Transgender identity

- 4) How do you publicly self-identify?
 - a. Transgender
 - b. Not transgender
 - c. People who prefer to identify with another gender identity
 - d. Decline to state

Sexual orientation

5) How do you publicly self-identify?

- a. Heterosexual or straight
- b. Gay, lesbian, bisexual (*or other sexual orientations within the LGBTQIA+ community*)
- c. Different identity (please specify)
- d. People who prefer to identify with another sexual orientation
- e. Decline to state

Disability

6) How do you publicly self-identify?

- a. I identify as a person with a disability
- b. I do not identify as a person with a disability
- c. Decline to state

Definitions

Publicly self-identify: The information you are providing is how you would identify in each category to the public.

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 might 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

Sources: 1. UT Austin Gender & Sexuality Center 2. Trans Student Educational Resources 3. RespectAbility

About Demographics via Candid

Comprehensive and public data on demographics is foundational to our sector's work to create more equitable environments for all. The Demographics via Candid campaign empowers nonprofits to share vital information about their organizations one time (Data1x) on their Candid profile, where it can be deployed as needed to funders, researchers, and other stakeholders across the field.