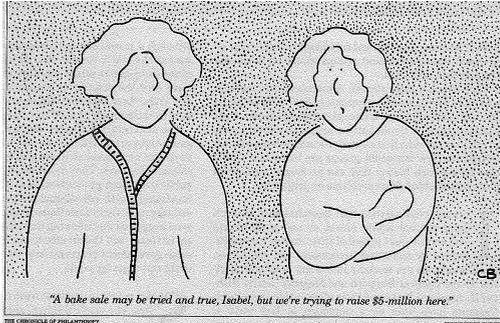


your guide to philanthropy
Changing the Culture



your guide to philanthropy
Tip #1: Understanding Women's Potential

- According to 2011 U.S. Census data, women make up one-half of the workforce, and women continue to volunteer at a higher rate than men across all age groups, educational levels, and other major demographic characteristics.
- Women are surpassing men in terms of educational attainment. Women represent 67% of college graduates and 51% of the nation's Ph.D.s. (U.S. Census Bureau).
- Currently, 26 percent of working wives make more than their working husbands. (Denver Post, July 2011).

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Tip #1: Understanding Women's Potential

- In November 1999, the National Foundation for Women Business Owners released the results of a survey on the charitable practices of almost 400 prominent American businesswomen. More than half of the women surveyed donate \$25,000 or more a year to charity, and 19 percent gave \$100,000 or more a year. The majority (54 percent) make philanthropic decisions without consulting someone else.
- Women continue to have higher life expectancies than men. (Centers for Disease Control and Prevention). Thus women will be responsible for much of the distribution of wealth for many years to come.

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Tip #1: Understanding Women's Potential

Women account for 85% of all consumer purchases including everything from autos to health care:

- 91% of New Homes
- 66% of Computers
- 80% of Healthcare
- 65% of New Cars
- 89% of Bank Accounts
- 93% of Food

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Tip #1: Understanding Women's Potential

American women spend about \$5 trillion annually...over half the U.S. GDP

- Women represent the majority of the online market
 - 22% shop online at least once a day
 - 92% pass along information about deals or finds to others

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Tip #2: Research Women's Giving to Your Institution

Women's giving is

- **Transformational** – challenging the status quo;
- **Personal** – largely dependent on hands-on involvement in the organization; and
- **Social** – with group relationships and interactions as an important part of the experience.

Tip #2: Research Women's Giving to Your Institution

Identifying women prospects:

- 1. Screen donor base for loyalty as well as for one time high gift amounts.
2. Pay attention to women's educational attainment. Education and giving go hand in hand.
3. As age increases, so does the likelihood that an individual will engage in philanthropic behavior.

Horizontal lines for notes corresponding to Tip #2.

Tip #3: Understand Multigenerational Giving

Generational differences and views on money...

- Born before 1931- view money as belonging to husbands or to their children who will inherit it
Born 1932-1945- wary of money and power associated it
Born 1946-1964- accustomed to making their own decisions about money
Born after 1964- assume they will have jobs and control their finances

Horizontal lines for notes corresponding to Tip #3.

Q and A

- What questions have these first three tips raised for you?
Have you had any experiences related to these areas that you would like to share with the group?



Horizontal lines for notes corresponding to the Q and A section.

Tip #3: Understand Multigenerational Giving your guide to philanthropy

Guardianship Attitude

-Money is generally received from inheritance, marriage or divorce

-Women feel that wealth is not truly theirs to direct to charity

-Women see role as serving as guardian of the resources given to them

Tip #3: Understand Multigenerational Giving your guide to philanthropy

Ownership Attitude

-Money has been earned by the woman or have opportunity to exercise control over finances

-Often are confident philanthropists given their thought that wealth is not a finite resource

Tip #3: Understand Multigenerational Giving your guide to philanthropy

- A recent national survey conducted by the Center of Philanthropy showed that before controls, Boomer women (born between 1946-1964) gave *most* to charity while Millennials (born between 1977-1998) gave the *least*.
- Generational differences may narrow or disappear in younger generations and this may be because younger men and women are more likely to have similar life experiences.

Tip #3: Understand Multigenerational Giving

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Attitudes toward money

- Guardianship
- Ownership

Understanding the difference helps to shape the message of planned giving.

Tip #4: Engage Women in Your Organization

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Among U.S. households in which donating couples decide how much to give and to what causes, who is the primary decision maker?

- Husband 12%
- Wife 27%
- Both husband and wife 61%

Tip #4: Engage Women in Your Organization

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1. Think long-term.
 - Women take longer to decide.
 - They are likely to involve others in the decision making process.
2. Don't just ask for money.
 - Women want to build a relationship with an organization before they make financial investment.
 - Engage women as volunteers and/or educate them about your goals/impact before you ask for a gift.

Tip #4: Engage Women in Your Organization

your guide to philanthropy

- 3. Show her where the money goes.
 - Women want to see the direct connection between their gift and the program/area they are supporting.
 - Be transparent about your needs and how women can help.

- 4. Demonstrate your impact.
 - Match your messaging to your actual results – the proof is in the pudding for women.
 - Show your results and make certain that the woman's experience of your athletic department matches your marketing promise/message.

Tip #4: Engage Women in Your Organization

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- 5. Make her feel a part of the group.
 - Women are motivated to give of their time and money if they are acting as a part of a community and are contributing to something greater than themselves.
 - Offer ways for women to immerse themselves more fully in your work and the lives you touch.

Tip #5: Create a Culture of Philanthropy Among Your Women Donors

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Get her to care!

When marketing to women, create an emotional bond between your issue and your target audience.

For women, the operative emotion is empathy.

Tip #5: Create a Culture of Philanthropy Among Your Women Donors

These tips speak particularly to women, but they can resonate with men as well.

1. Put a face on your organization.
 - Women thrive on personal connections, so interacting with a faceless association is off-putting. (Think 1-800 number customer service line).
 - Gain more intimacy and trust with your female audience by more closely identifying your leaders as the public face of your association.

Tip #5: Create a Culture of Philanthropy Among Your Women Donors

2. Keep it simple and real.
 - Women want you to share the heart of what you do – focus on clear and simplistic language not nonprofit-speak.
 - Strip away the excess information and jargon and get to the core of your message.
3. Tell real-life stories.
 - Remember the golden rule of public speaking: In a two hour speech, people will remember a two minute story.
 - Women want an immersion in the whole experience of the 'product' --- tell compelling stories to help immerse women in your issues.

Tip #5: Create a Culture of Philanthropy Among Your Women Donors

4. Appeal to group affiliations.
 - Women have a strong affinity for feeling a part of a community. Thus, women are more inclined to think about how her decisions will impact the group as a whole.
 - Leverage your association membership to help women feel as part of your community and to consider their affiliation when making decisions.

Tip #5: Create a Culture of Philanthropy Among Your Women Donors

- 5. See life transitions as opportunities to engage women with new programs and services to meet their changing needs.
 - Marriage / Divorce / Death of spouse
 - Motherhood / Empty Nesting
 - Retirement
 - "Sandwich Generation"

Tip #5: Create a Culture of Philanthropy Among Your Women Donors

- 6. Connect with women in cyberspace.
 - Women see the internet as a platform to communicate with others, so remember this desire to engage socially when you design and manage your online activities.
 - Make certain that your webpage is easy to navigate, features stories and the faces of your association, and encourage women to connect by participating online.

Tip #6: Understand the differences between women and men donors.

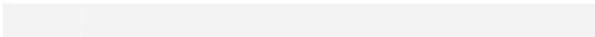
Let's Talk Differences...

- Wealth
- Philanthropy
- Amount and Frequency

Tip #6: Understand the differences between women and men donors. your guide to philanthropy

Views on Wealth...

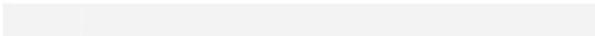
- **Women** see wealth as a means to fund their deepest values.
- **Men** see wealth as demonstrative of success in their lives.



Tip #6: Understand the differences between women and men donors. your guide to philanthropy

Women do not see accumulation of wealth as a form of power but rather “as a way to initiate positive change.”

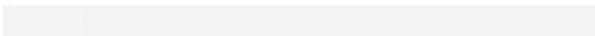
What works primarily for men might not work primarily for women.



Tip #6: Understand the differences between women and men donors. your guide to philanthropy

Views on Philanthropy...

- **Women** view philanthropy as a way to show their caring and express their moral beliefs.
- **Men** tend to give due to social roles such as status and social expectations.



Tip #6: Understand the differences between women and men donors.

Views on Amount and Frequency...

- **Women** usually take longer to commit to a gift and gifts are often smaller.
- **Men** often take a shorter time to make a decision.

These differences affirm that men and women approach giving differently.

Tip #6: Understand the differences between women and men donors.

1. High-income women (annual household income of \$150,000 or more) demonstrate a high-level of sophistication in their giving by seeking expert advice.
2. High-income women are more likely to use innovative giving vehicles such as donor-advised funds and charitable remainder trusts.
 - 16% of high-income women have or use a donor-advised fund, charitable remainder trust, or private foundation, versus 10% of high income men.

Tip #6: Understand the differences between women and men donors.

3. In 2008, 7% of high-income women made charitable gifts using securities, versus 3% of high-income men.

Tip #7: Connect Women's Values to Programs

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Women's motivations for giving...

tend to be tied more to their *value structure* than to *loyalty* to your institution.

Tip #7: Connect Women's Values to Programs

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	Women		Men	
	%	Rank	%	Rank
Gift can make a difference	81.7	1	70.0	1
Giving to an efficient organization	80.5	2	69.2	3
Give back to community	78.2	3	63.3	5
Feel financially secure	77.1	4	69.5	2
Volunteer for an organization	65.7	5	49.8	7
Support same causes annually	59.5	6	67.9	4
Political/philosophical beliefs	52.3	7	50.8	6
Remedy issues that impact me personally	51.1	8	40.8	9
Give spontaneously to support a need	48.2	9	45.4	8
Set Example for Young People	43.6	10	25.1	10

Tip #7: Connect Women's Values to Programs

your guide to philanthropy

	Women		Men	
	%	Rank	%	Rank
Personal Experience with an Organization	81.9	1	73.0	1
Public Knowledge of an Organization	72.7	2	68.9	3
Organization's connection to family and friends	72.5	3	73.0	2
Organization's communication about efficiency	62.6	4	51.3	4
Organization's communication about impact	46.4	5	32.0	6
Opinion of family, friend, or advisor	36.0	6	36.1	5
Third Party Ratings	23.4	7	16.3	7
Opinion of Religious Leaders	8.8	8	10.1	8

Q and A your guide to philanthropy

- What questions have these next four tips raised for you?
- Have you had any experiences related to these areas that you would like to share with the group?



Tip #8: Involve women when planning for and conducting campaigns. your guide to philanthropy

1. Women who participate in a network are significantly more likely than those who do not participate to
 - have a desire to give back to the community
 - and to give to an organization that is efficient
2. Networked women have more confidence in nonprofit organizations and individuals to solve domestic or global problems.

Tip #8: Involve women when planning for and conducting campaigns. your guide to philanthropy

3. When making a gift, high net worth women who participate in a giving network are significantly more likely to
 - expect that the nonprofit will honor the request for use of the gift
 - communicate the impact of the gift
 - and offer involvement with the organization

Tip #8: Involve women when planning for and conducting campaigns.

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A successful campaign is about *more* than the money...

You can grow women's leadership and strengthen their role as planned gift donors.

Horizontal lines for notes

A question

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What percentage of the top volunteer leadership of your institution is made up of women?

- 10%
25%
50%
75%
100%

Please submit one response that represents a consensus of attendees at your site.

Horizontal lines for notes

Tip #8: Involve women when planning for and conducting campaigns.

your guide to philanthropy

How well are you engaging women in campaign leadership? Ask yourself these questions...

- 1. Are women being interviewed as part of the feasibility study? How many?
2. Are women part of the leadership group overseeing the feasibility study process and selecting the interview pool?
3. Are women part of the campaign planning process at all levels?

Horizontal lines for notes

Tip #8: Involve women when planning for and conducting campaigns.

your guide to philanthropy

- 4. Are women fully integrated into the campaign and not simply segregated under a women's giving division?
- 5. Does overall campaign solicitation strategy take women seriously as donors? Are family-giving dynamics being considered as part of the solicitation process?
- 6. Are women (both staff and volunteers) a part of solicitation teams? Do they play leadership roles in solicitation?
- 7. Are women donors present at various giving levels on the gift table? Are planned gift opportunities incorporated into donor strategies?

Tip #9: Properly steward and recognize women's gifts.

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SHOUT IT OUT LOUD!

Encourage women to be public about their planned gift commitments.

And recognize a woman by her preferred name and for her gift.

Tip #9: Properly steward and recognize women's gifts.

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Common characteristics of successful women executives and business owners:

- 1. A desire to help others advance.
- 2. An appreciation of philanthropy's business benefits.
- 3. The ability to demand impact and control.

Tip #9: Properly steward and recognize women's gifts.

To build stronger relationships with your women donors, consider the following steps:

- Know her well.
- Understand what she may need from you.
- Help her define her philanthropic legacy.
- Discuss planned giving vehicles with her.

Tip #10: Ask Women for Planned Gifts!

Ask yourself these questions:

1. How much of your time is devoted to cultivating and soliciting women for leadership positions and for planned gifts?
2. In what ways do you customize your interactions with women donors to reflect women's interests and their communications styles?
3. Do you consider generational and family factors when creating your strategy for asking women for planned gifts?

Tip #10: Ask Women for Planned Gifts!

4. Do your conversations with women donors help connect their values and vision with your organization's programs and plans?
5. Do you help women donors see philanthropy as a way to realize their philanthropic voice through their planned giving opportunities?
