



Engaging Women as Donors

APAC Brisbane 2019





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OUTLINE

- Overview
- Assumptions & Facts about Women & Giving
- Understanding Giving Behaviours & Attitudes
- Developing a Strategy about Women & Giving for your institution



Stephen King ✓

@StephenKing

Follow



My wife is rightly pissed by headlines like this: “Stephen King and his wife donate \$1.25M to New England Historic Genealogical Society.” The gift was her original idea, and she has a name: TABITHA KING. Her response follows.

8:40 AM - 28 Feb 2019

Source: <https://www.donorrelationsguru.com>



Engaging Women as Donors

ASSUMPTIONS & MYTHS



FACTS &/OR ASSUMPTIONS?

- 1 We're a boys' school/college so women don't need to be factored into our planning
- 2 Women are not as philanthropic as men
- 3 Women defer to their husbands/partners in charitable-decision making
- 4 Women don't give big gifts
- 5 Women are afraid of outliving their resources
- 6 Women aren't asked to give



RESEARCH & FACTS



In 2016,
Women gave
the majority
of total dollars
donated on
#GivingTuesday

Engaging Women as Donors

DEBUNKING MYTHS...

Research proves:

- ATO Data (more women give, women give a higher % of their income...) – global trends
- Women are philanthropic – female-headed households give more than male-headed households in almost every income group and across marital status

K A Snapshot of Australian Giving

Tax-deductible giving is down



Women are more generous



Source: Koda A Snapshot of Australian Giving 2018

DEBUNKING MYTHS

- Women are deeply involved in household philanthropy
- Older women, in particular, are philanthropists – Baby Boomer and older women are more likely to give than their male counterparts at all income giving levels (Baby Boomer and older women in the top 25% of combined income and assets give 156% more to charity than men)
- Data affirms that women also give big gifts (www.milliondollarlist.org)

CONSIDERATIONS

- Women live longer than men, so will end up in charge of much of the anticipated intergenerational transfer of wealth expected over the next 50 years
- Women are responsible for over 80% of all consumer purchases
- Women's education and income continues to rise
- 48% of the current Australian workforce are women
- Women's median income has increased by 60% over the past 30 years

FURTHER CONSIDERATIONS

- Women give more than men to education
- Women believe in the power of education
- Women want information, connection and to genuinely understand the real need
- Women are less influenced by peers
- Women are more likely to give to groups where they serve as a board member or volunteer
- Many wealthy women have never been asked properly

Source: Women's Philanthropy Website

OPPORTUNITY: EDUCATION

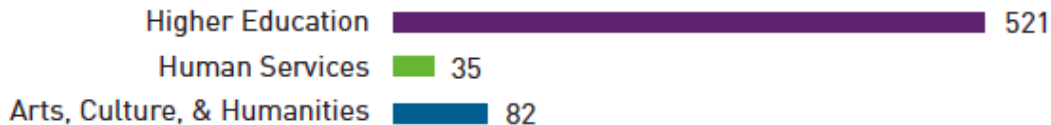
2. EDUCATION STILL LEADS THE WAY

Female philanthropists making individual gifts at \$1M+ favor higher education and human services as sectors.

TOTAL DOLLARS: DECADE OF INDIVIDUAL FEMALE \$1M+ GIVING BY SECTOR



GIFT COUNT: DECADE OF INDIVIDUAL FEMALE \$1M+ GIVING BY SECTOR



SOURCE: WWW.GRAHAMPELTON.COM

AND SOME BARRIERS...

Women don't think of themselves as philanthropists

Women don't feel ownership of the family money

Women are afraid of outliving their resources

Women have just made money and feel it might not be there tomorrow

Women defer to men in their decision making or give only to the interests of male family members

Women want anonymity

Women's financial advisors don't encourage them to give to charitable causes

Women aren't asked to give

Source: IUPUI - Women's Philanthropy Institute



**The practice of
philanthropy is
not gender-neutral.**



ATTITUDINAL & GENERATIONAL DIFFERENCES

	MALE	FEMALE
Goal	Create Wealth	Preserve Wealth
Attitudes towards Money	Demonstrates success, power and achievement	Means to pursue paths that fit their deepest values; security; freedom from worry; responsibility to do something for others
Risk	High tolerance to risk	More risk-averse than men
Motivations for Giving	Tax benefits; peers	Obligation to give back to their community; impact esp human

Source: IUPUI - Women's Philanthropy Institute

DIFFERENT MOTIVATIONS

- Women are more likely to have a mission statement or a set of articulated goals to guide their giving
- Men are more likely to prefer to make gifts that address a nonprofits long-term needs



GENERATIONAL VALUES

	Pre-1946	Baby Boomers	Generation X	Millennials
Outlook	Practical	Optimistic	Sceptical	Hopeful
Work Ethic	Dedicated	Driven	Balanced	Determined
View of Authority	Respectful	Love/hate	Unimpressed	Polite
Leadership By	Hierarchy	Consensus	Competence	Pulling together
Relationships	Personal sacrifice	Personal gratification	Reluctant to commit	Inclusive
Turnoffs	Vulgarity	Political incorrectness	Cliché, hype	Promiscuity

GENERATIONAL VIEWS

Women born before 1931 often do not feel that their money is truly "theirs" – they have inherited it or married it.

Women born between 1931 and 1945 tend to be wary of money and the power attached to it.

Women born between 1946 and 1964 are more likely to have spent significant amounts of time in the workforce and make their own decisions about money.

Women born after 1964 take it as a given that they will have jobs and control their own finances.

Women born after 1980 believe that despite being more financially burdened than previous generations, they currently have enough money to lead the lives they want or expect in the future.

Guardianship Attitude

Women see their role as being one of protector of the resources entrusted to them – either for their future needs or for those of the next generation who will inherit it.

Ownership Attitude

Women are financially literate with a clear understanding of their worth in earned dollars. They are confident that wealth is not a finite resource.

WOMEN
AND GIVING



ROCKEFELLER PHILANTHROPY ADVISORS
PHILANTHROPY ROADMAP



WOMEN'S MOTIVATIONS & INFLUENCERS

Engaging Women as Donors

1. ENGAGEMENT MATTERS

Women rate volunteering for an organization within their top 5 motivators for giving, whereas men cite their interest in supporting the same orgs every year. Both agree that the impact of the gift is the number 1 driver.



WOMEN

1. Impact of Gift | 82%
2. Organizational Efficiency | 81%
3. Giving Back | 78%
4. Financial Security | 77%
5. **VOLUNTEER FOR ORG. | 66%**



MEN

1. Impact of Gift | 71%
2. Financial Security | 70%
3. Organizational Efficiency | 69%
4. **SUPPORT SAME ORGS. ANNUALLY | 68%**
5. Giving Back | 63%

SOURCE: WWW.GRAHAMPELTON.COM

THE SIX C's: WOMEN'S MOTIVATIONS FOR GIVING

- **Commit:** Women commit to whose vision they share and often where they have volunteered
- **Collaborate:** Women prefer to work with others as part of a larger effort
- **Celebrate:** women seek to celebrate their accomplishment, have fun together and enjoy deeper meaning and satisfaction of their philanthropy

THE SIX C's: WOMEN'S MOTIVATIONS FOR GIVING

- **Create:** Women want to create new solutions to problems. Women like to be entrepreneurial with their philanthropy
- **Change:** Women give to make a difference. Women are less interested in providing unrestricted support to preserve the status quo
- **Connect:** Women prefer to see the human face their gift affects



DEVELOPING A STRATEGY

Engaging Women as Donors

USING THE C's

CARE

?

Put a face to your organization

Keep it simple and real

Tell real life stories

Don't leave out the details

Appeal to group affiliations

Tickle her Funny Bone

CONNECT

?

Connect people with your organization through community

Connect through creativity

Connect women with each other

CULTIVATE

?

Think long term

Don't just ask for money

Show where the money goes

Leverage third-party validators

Demonstrate your impact

Make her feel part of a group effort

CONTROL

?

Put her in the driver's seat

Parachute into her reality

Give her news she can run with

?

ENGAGE, INVOLVE

- Working groups, committees, networks...
- Volunteers (archives, alumnae, parent...)
- Focus Groups
- Giving Circles
- Special Events
- Dedicated goals
- Stewardship



FOCUSED CONVERSATIONS

Questions about their philanthropy as individuals:

- How did you learn your philanthropy?
- What does being a philanthropist mean to you?
- How do you plan your philanthropic giving?
- What do you hope to accomplish with your money during your lifetime?

Questions about the organisation:

- What do you like about our organisation?
- What do we need to do to improve the organisation?
- What characteristics of an organisation are important to you?

Questions about being asked for a gift:

- How do you prefer to be approached for a contribution?
- What kind of approach do you like the least?
- What kind of recognition is important to you?

PLANNING THE ASK:

Strategy

Message

Who to meet
with

Who to
take

Questions to
ask and to
expect

DEVELOPING YOUR STRATEGY

- Note two actions that you will take at your institution in the light of this information:

1

2

DEVELOPING YOUR STRATEGY

- Detailed handout from The Fundraising School, Lilly Family School of Philanthropy, to take away and workshop at your institution



DISCUSSION

USEFUL RESOURCES

- IUPUI Women's Philanthropy Institute
<https://philanthropy.iupui.edu/institutes/womens-philanthropy-institute/index.html>
- Gender Matters K Loehr CASE
- Women, Wealth & Giving Damen & McCuiston
Wiley & Sons
- The Transformative Power of Women's
Philanthropy Taylor & Shaw-Hardy Jossey Bass