

Challenging our thinking about the
future of Australian philanthropy

PURPOSE

IS IT ENOUGH?

National
Conference
2018

05-06
September
Melbourne



Engaging Women As Donors

Master Class presented by Kim Downes
September 2018

National
Conference
2018

05-06
September
Melbourne

The logo for Philanthropy Australia, featuring a blue square with the text "philanthropy australia" in white, set against a red geometric background.

philanthropy
australia

Master Class Outline

Welcome

Introductions

Expectations of Master Class

Personal Giving Analysis

Understanding Influencers

Challenging Assumptions

Understanding Attitudes and Behaviours

Realising Women Give Differently

Generating Action

National
Conference
2018

05-06
September
Melbourne

The logo for Philanthropy Australia, featuring a blue square with the text "philanthropy australia" in white lowercase letters. The square is partially overlaid by a red diamond shape.

philanthropy
australia

Welcome

Introductions

Name

Where you are from

Why you are here today

National
Conference
2018

05-06
September
Melbourne

The logo for Philanthropy Australia, featuring a blue square with the text "philanthropy" on the top line and "australia" on the bottom line, set against a red diamond background.

philanthropy
australia

Finding your Vision, Values and Voice

Write down the organisations to which you are currently giving and how much you are giving to each.

What people, experiences and institutions have had the greatest impact on your life?

Write down three things outside your family that you value the most.

Look back at the organisations to which you are giving. Does your giving match up with your values?

What do you desire your philanthropic legacy to be?

National
Conference
2018

05-06
September
Melbourne

The logo for Philanthropy Australia, featuring a blue square with the text "philanthropy australia" in white lowercase letters. The square is partially overlaid by a red diamond shape.

philanthropy
australia

Understanding Influencers

Socialization Forces Impacting Women

History: Women's place in society and the evolution

Philanthropy and Economic Power

Not yet considered their role or impact in philanthropy

National
Conference
2018

05-06
September
Melbourne

The logo for Philanthropy Australia, featuring a blue square with the text "philanthropy australia" in white lowercase letters. The square is partially overlaid by a red geometric shape that resembles a stylized arrow or a diamond pointing downwards.

philanthropy
australia

Thinking about Women's Giving

1. What are the top three issues that you think are currently impacting women's giving and women's philanthropy?
2. What are the top three issues that you think will impact women's giving in the future?
3. Why is women's philanthropy important?

National
Conference
2018

05-06
September
Melbourne

The logo for Philanthropy Australia, featuring a blue square with the text "philanthropy australia" in white, set against a red geometric background.

philanthropy
australia

Challenging Assumptions

Assumption 1

Women are not as Philanthropic as men.

National
Conference
2018

05-06
September
Melbourne

The logo for Philanthropy Australia, featuring a red diamond shape behind a blue square. The text "philanthropy" is in white and "australia" is in blue, both in a sans-serif font.

philanthropy
australia

Challenging Assumptions

Assumption 2

Women defer to their husbands in charitable decision making

National
Conference
2018

05-06
September
Melbourne

The logo for Philanthropy Australia, featuring a red diamond shape behind a blue square. The text "philanthropy" is in white and "australia" is in white, both in a sans-serif font.

philanthropy
australia

Challenging Assumptions

Assumption 3

Women are afraid of outliving their resources

National
Conference
2018

05-06
September
Melbourne

The logo for Philanthropy Australia, featuring a red diamond shape behind a blue square. The text "philanthropy" is in white and "australia" is in blue, both in a sans-serif font.

philanthropy
australia

Challenging Assumptions

Assumption 4

Women don't give big gifts

National
Conference
2018

05-06
September
Melbourne

The logo for Philanthropy Australia, featuring a red diamond shape behind a blue square. The text "philanthropy" is in white and "australia" is in white, both in a sans-serif font.

philanthropy
australia

Challenging Assumptions

Assumption 5

Women aren't asked to give

National
Conference
2018

05-06
September
Melbourne

The logo for Philanthropy Australia, featuring a red diamond shape behind a blue square. The text "philanthropy" is in white and "australia" is in blue, both in a sans-serif font.

philanthropy
australia

Debunking the Assumptions

These assumptions are based on perceptions, stereotypes and male centered patterns of charitable giving.

However research proves:

- Women are Philanthropic - Female headed households give more than male headed households in almost every income group and across marital status

National
Conference
2018

05-06
September
Melbourne

The logo for Philanthropy Australia, featuring a blue square with the text "philanthropy australia" in white, set against a red geometric background.

philanthropy
australia

Women are deeply involved in household philanthropy

Older women are philanthropists – Baby Boomer and older women are more likely to give than their male counterparts in all income giving levels

(Boomer and older women in the top 25% of combined income and assets give 156% more to charity than men. So if men on average give \$100, women on average would give \$256.)

Solid data affirms that women also give big gifts
(www.milliondollarlist.org)

National
Conference
2018

05-06
September
Melbourne



Understanding Attitudes and Behaviours

	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	Obligation to give back to their community

National
Conference
2018

05-06
September
Melbourne

The logo for Philanthropy Australia, featuring a blue square with the text "philanthropy australia" in white, set against a red geometric background.

philanthropy
australia

Generational views on money

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.

National
Conference
2018

05-06
September
Melbourne

philanthropy
australia

Understanding **Core Values** of the Generations

Pre 1946	Baby Boomers 1946 to 1964	Generation X 1965 to 1980	Millennials 1981 to 2000
Sacrifice Hard work Conformity Respect for Authority Patience Duty before Pleasure Adherence to rules Honor	Optimism Team orientation Personal gratification Health and wellness Personal growth Youth Work Involvement	Diversity Thinking globally Balance Tech-savvy Fun Informality Self-reliance Pragmatism	Optimism Civic Duty Confidence Achievement Technology Social Morality Street smarts Diversity

National
Conference
2018

05-06
September
Melbourne



Understanding the **viewpoints** of the generations

	Pre 1946	Baby Boomers	Generation X	Millennials
Outlook	Practical	Optimistic	Skeptical	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
Turn offs	Vulgarity	Political incorrectness	Cliché, hype	Promiscuity

National
Conference
2018

05-06
September
Melbourne

philanthropy
australia

Understanding the **viewpoints** and **core values** of the generations

Who do you then send on solicitations?

Who do you recruit to your Board?

What's your "**pitch**"?

National
Conference
2018

05-06
September
Melbourne

The logo for Philanthropy Australia, featuring a blue square with the text "philanthropy australia" in white, set against a red geometric background.

philanthropy
australia

Top barriers to Women's Giving

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

National
Conference
2018

05-06
September
Melbourne



philanthropy
australia

Women and guardianship

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.

National
Conference
2018

05-06
September
Melbourne

philanthropy
australia

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.

Commit: Women commit to organisations 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.

National
Conference
2018

05-06
September
Melbourne

The logo for Philanthropy Australia features a blue square with the text "philanthropy" on the top line and "australia" on the bottom line. This square is partially overlaid by two red triangles pointing towards each other, one from the top-left and one from the bottom-right.

philanthropy
australia

Plus the Three C's for the 21st Century: the results of women's giving

Control: Women are taking control of their lives their finances, and their philanthropy. Women want more accountability for their philanthropic gifts.

Confidence: Women have gained the confidence to become philanthropic leaders.

Courage: Women have the courage to challenge the old way of doing things and take risks with their giving to bring about change.

National
Conference
2018

05-06
September
Melbourne

The logo for Philanthropy Australia, featuring a blue square with the text "philanthropy australia" in white lowercase letters. The square is partially overlaid by a red diamond shape.

philanthropy
australia

Causes Women Support

Religious and Spiritual Development

Combined purposes

Homelessness

Health and medical research

Education

Youth and family services

Arts

Improve neighbourhoods

Environment

International Aid

***taken from the IU Lilly Family School of Philanthropy Panel Study (2010) and Women Give (2010)*

National
Conference
2018

05-06
September
Melbourne

The logo for Philanthropy Australia features a blue square with the text "philanthropy" on the top line and "australia" on the bottom line. This square is partially overlaid by two red triangles pointing towards each other, one from the top-left and one from the bottom-right.

philanthropy
australia

Realising Women Give Differently



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



National
Conference
2018

05-06
September
Melbourne

philanthropy
australia

Top Priority motivations are similar by gender

- Believing their gift can make a difference (74% of women/68% of men)
- Giving brings them personal satisfaction, enjoyment and fulfillment (67% of women / 71% of men)
- Support the same causes year after year (65% of women/70% of men)
- Giving back to their community (63% of women and 61% of men)

National
Conference
2018

05-06
September
Melbourne

The logo for Philanthropy Australia features a blue square with the text "philanthropy australia" in white lowercase letters. The square is partially overlaid by two red triangles pointing towards each other from the top and bottom corners.

philanthropy
australia

Lower priority motivations have wider variance by gender

- Giving because of their political or philosophical beliefs (56% of women/46% of men)
- Being on the board or volunteering for an organization (46% of women/37% of men)
- Giving spontaneously in response to a need (46% of women/38% of men)

National
Conference
2018

05-06
September
Melbourne

The logo for Philanthropy Australia features a blue square with the text "philanthropy" on the top line and "australia" on the bottom line, both in white lowercase letters. The square is partially overlaid by two red triangles pointing towards each other from the top and bottom corners.

philanthropy
australia

Tips for Marketing to Women

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

National
Conference
2018

05-06
September
Melbourne



philanthropy
australia

Conduct focus groups with Women

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 organization:

What do you like about our organization?

What do we need to do to improve the organization?

What characteristics of an organization 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?

National
Conference
2018

05-06
September
Melbourne



Database Challenges

Accurate tracking of gifts by women

Splits of giving between couples

Accurate acknowledgement of gifts by women

Accurate names

National
Conference
2018

05-06
September
Melbourne

The logo for Philanthropy Australia, featuring a red diamond shape behind a blue square. The text "philanthropy" is in white and "australia" is in blue, both in a sans-serif font.

philanthropy
australia

The Solicitation

Strategy

Message

Who to meet
with

Who to
take

Questions to
ask and to
expect

National
Conference
2018

05-06
September
Melbourne

philanthropy
australia

Taking Action

TIME TO CREATE YOUR ACTION PLAN

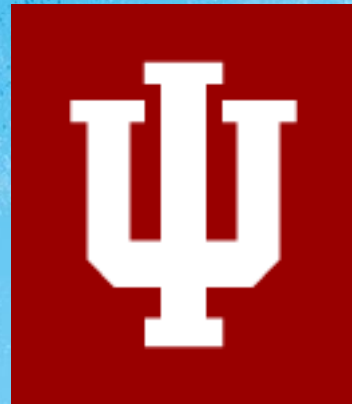


National
Conference
2018

05-06
September
Melbourne

philanthropy
australia

With thanks



National
Conference
2018

05-06
September
Melbourne



PURPOSE IS IT ENOUGH?

Challenging our thinking
about the future of
Australian philanthropy

National
Conference
2018

05-06
September
Melbourne



With thanks to our
Principal Supporter

Conference 2018

Keynote Address

Alexandra Peterson Cart

@PhilanthropyAus
#Purpose2018

National
Conference
2018

05-06
September
Melbourne

