

# **Gender Matters: A Guide to Growing Women's Philanthropy**



# SOCIETY IS SHIFTING



# WOMEN'S CLOUT TODAY



**More educated**

**Family CFO**

**Earning More**

**Wealth Control**

**\$14**



**\$20**



**\$30+ Trillion**

**“\$68 trillion in multigenerational wealth will transfer in the next 25 years.”**

***-Cerulli Associates***

# FORBES.COM

**“To be effective, nonprofits must weave a female-focused strategy into established fundraising approaches .....**”

**Gender Generosity: Who Gives More,  
And Does It Even Matter? July 11, 2019**





**WOMEN GIVE DIFFERENTLY**

# THE PAYOFF

Embrace women to bring in more \$\$\$\$ quickly



# **SAMPLE RESEARCH FINDINGS**

**Women drive household philanthropy**

**Single women more likely than single men to give to charity.**

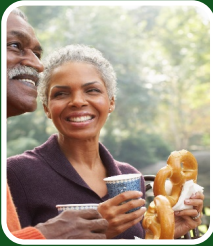
**Women spread their giving across more organizations.**

**Single women & married couples are more likely to give, and give higher amounts, compared to single men - both before & after retirement.**

**Involve children, grandchildren or other younger relatives.**



# INFLUENCE OF GEN X



## Pre-Boomers

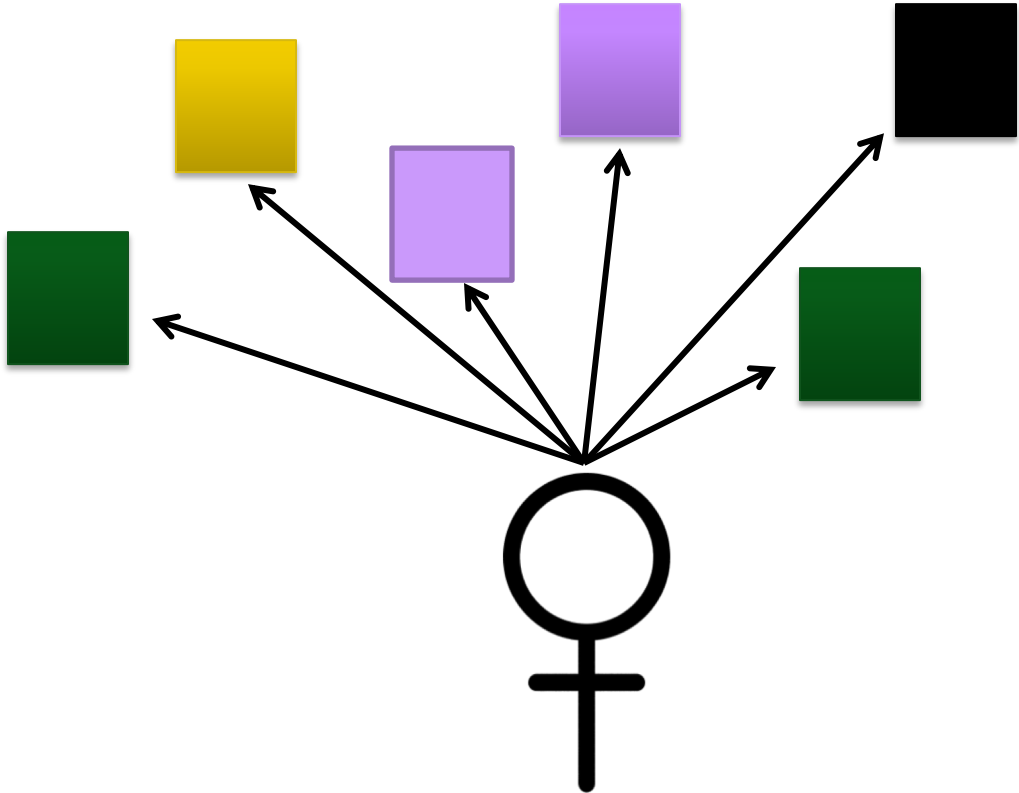
- Woman influenced 73%
- Man only 23%



## Gen X / Millennials

- Woman influenced 84%
- Man only 14%

# POWER OF THE NETWORK



# Gender Differences in HNW Homes

Women, more than men, are motivated to give:

- because of political or philosophical beliefs
- by being on the board or volunteering for an organization
- spontaneously in response to a need

Many women care about family participation in philanthropy. They know that it helps to transfer values, creates learning, builds a sense of purpose and deepens family pride.



# U.S. TRUST SURVEY - HNW

Principal factor in choosing a cause or nonprofit organization to support:

Personal Values (78%)

Compelling Pitch (6%)

# ATTEND TO LIFE STAGES

*“I was not involved until 10 years ago because of my career and babies. Now I am very involved.”*

*“When I became aware of [XX organization], I was working full time and the events were in the city after work. It just didn’t work for me - the timing didn’t fit.”*

*“My engagement has a life cycle or rhythm. Make it OK for me to check in and out. There are times for leadership roles and times I need to draw back.”*



# **SUCCESSFUL INSTITUTIONS GRAPPLED WITH:**

**Implications of research**

**The dollars they were missing**

**Their data and stakeholder input**

**Designing THEIR tailored adaptations**

# START WITH DISCOVERY

1. National research on how women give & implications
2. Your donor data
3. Your stakeholders' input

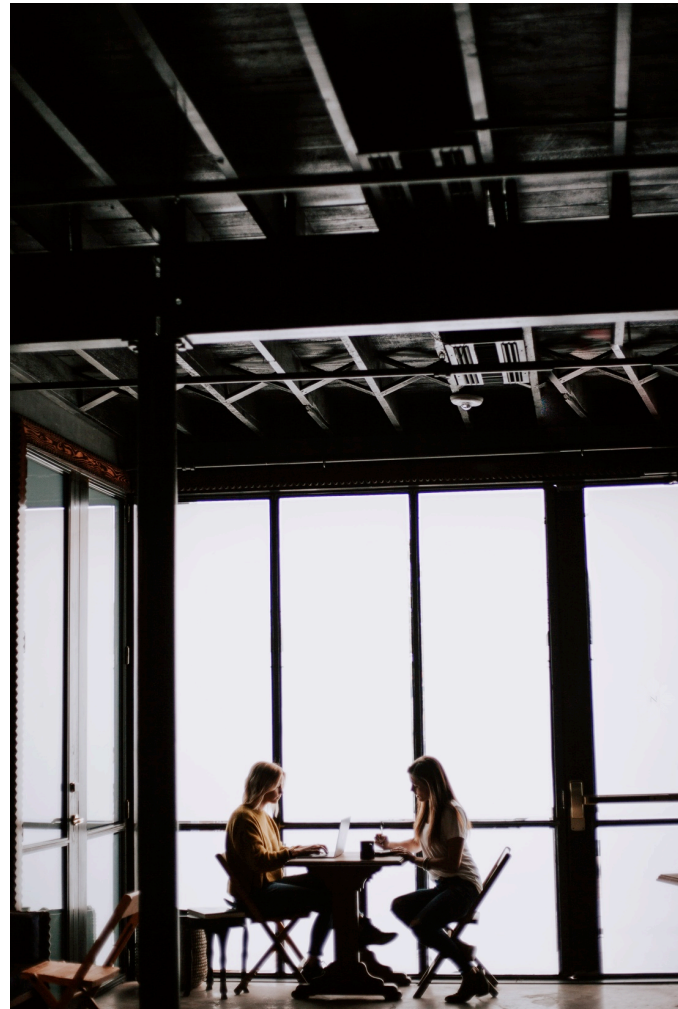
# HAVE YOU ANALYZED:

- % of alumni vs alumnae giving
- Single women in your database
- Average size gift from women vs men
- % of women prospects in pipeline
- # of visits with women (or couples) vs men
- % of content/photos about women vs men

# YOUR STAKEHOLDERS' INPUT

**Bring the voice of  
your women  
stakeholders into  
discovery.**

**Use your donor's  
input to tell stories**



# INTERNAL DISCUSSIONS

**What are the implications of the research findings on our fundraising strategy?**

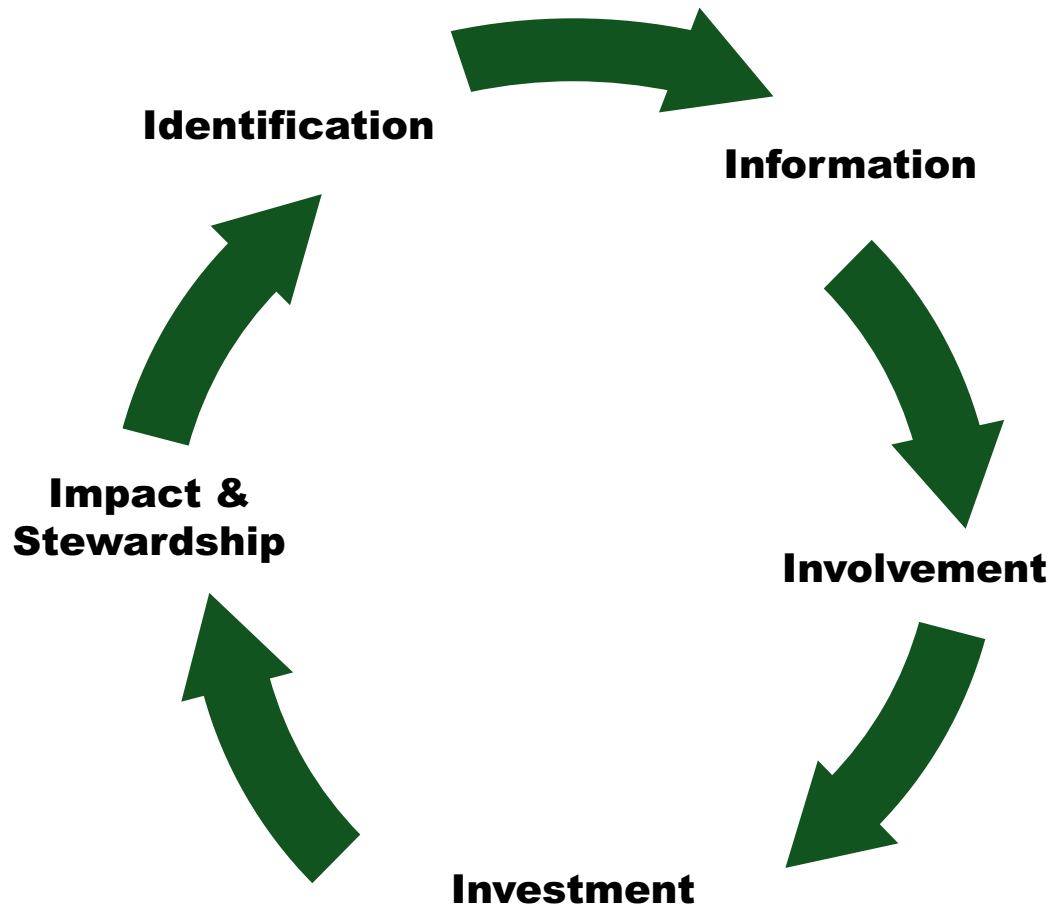
**What are first learnings from data and stakeholder input?**

**What are we still curious about?**



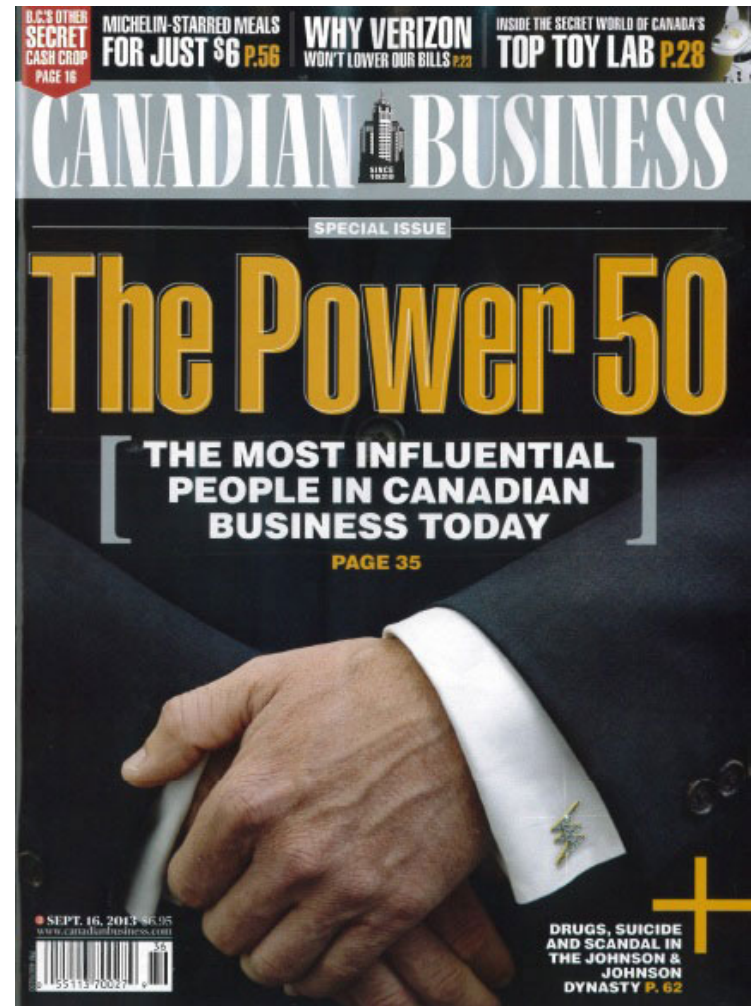
# “BEST PRACTICES” Constrain \$\$

What works for men *may not* work for women

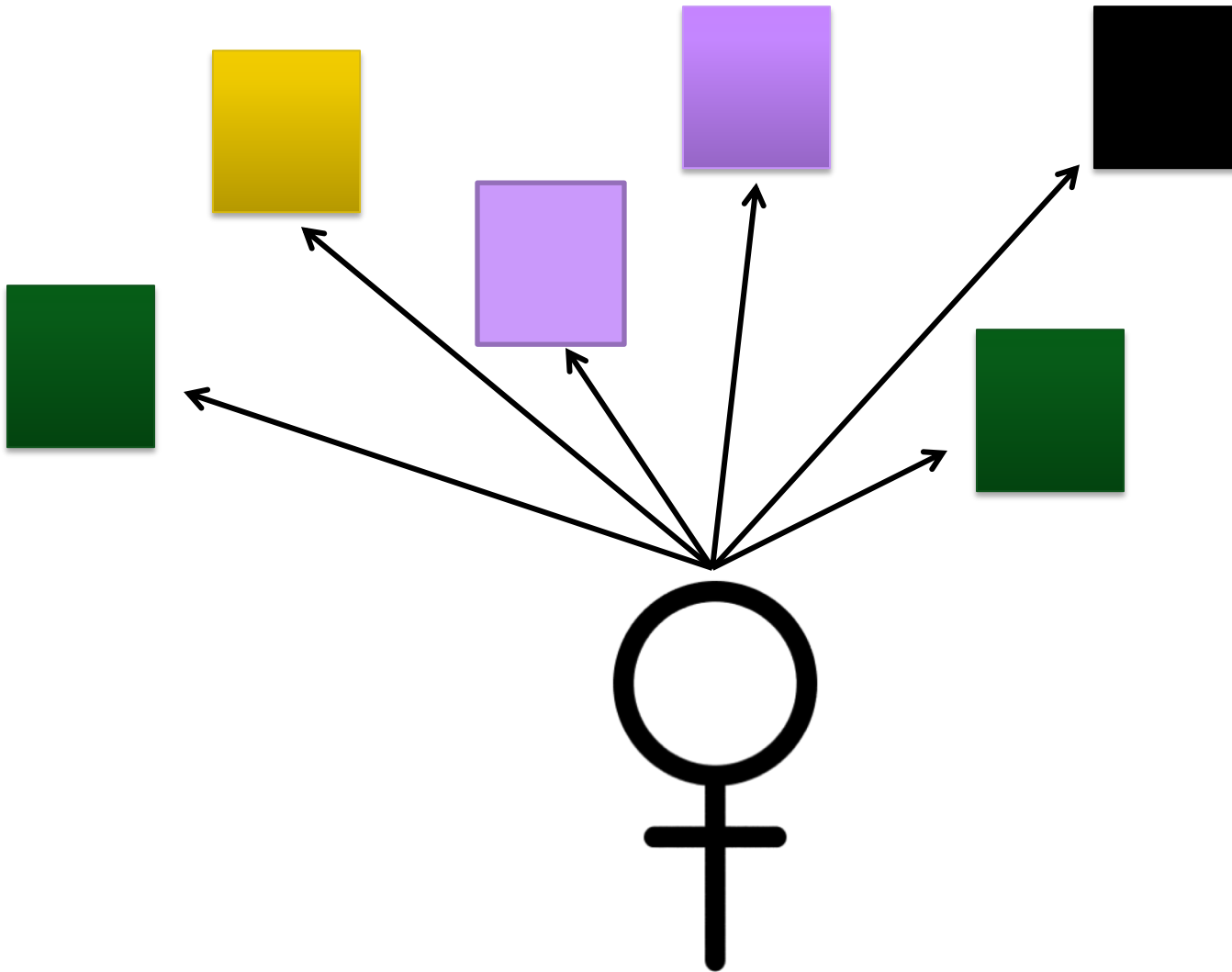


# EXAMPLE: QUALIFICATION STARTS WITH RESEARCH

- Biased towards men
- Women under the radar
- Direct from the source



# EXAMPLE: ONE TO ONE vs NETWORK



# EXAMPLE: WOMEN'S VISIBILITY

**Women leadership**

**Who's on stage**

**Content analysis**



# BETTER PRACTICES: INITIAL CONTACT





# WHAT IS DESIRED IMPACT?

**“Most fundraisers don’t think to ask prospective donors about their ideas, or about what they are trying to accomplish with their philanthropy.**

**“They miss an opportunity to gain potentially valuable input and information. Taking the time to learn about donor objectives allows for true dialogue and a more robust conversation.**

**When organization and donor vision can be brought into alignment, some truly exciting things happen.”**

**- Ann Ziff**

# CURIOSITY IS YOUR KEY

Asking open, curious questions is invaluable



# BE BOLD AND STRETCH



# SHOWCASE IMPACT

- **What impact is she looking for?**
- **Impact on beneficiaries**
- **Qualitative and quantitative**

# TAKE ACTION

- **COMMIT to growing women's philanthropy on your team**
- **Dig into your data**
- **Listen to your stakeholders**
- **Adapt your approaches**
- **Integrate the work**

# THANK YOU!

**Kathleen Loehr, Senior Consultant  
Aspen Leadership Group**

**email: [kathleenloehr@aspenleadershipgroup.com](mailto:kathleenloehr@aspenleadershipgroup.com)**

**phone: 202.494.9227**

**[www.aspenleadershipgroup.com](http://www.aspenleadershipgroup.com)**