#GivingTuesday & Gender

Gender Differences in #GivingTuesday Participation

Women’s Philanthropy Institute - 2017

**FINDINGS**

Why do women give more?

Giving increases sharply on #GivingTuesday for both men and women. On #GivingTuesday 2016, donors gave a total of $180 million to charitable causes.

Women are more likely than men to give on #GivingTuesday. Women gave 63% of donations on #GivingTuesday 2016, compared to 51% of donations during the rest of the year.

They use social media more often, are more likely to participate in collaborative giving, and more likely to be volunteers (who give more often than non-volunteers).

**TIPS FOR FUNDRAISERS**

- Use social media and make it easy to donate on a smartphone.
- Use volunteers to amplify your campaign.
- Use different asks for men and women that speak to what matters to them.

For the full report visit: https://philanthropy.iupui.edu/gendergiving

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