



# IUPUI THE FUND RAISING SCHOOL

## LILLY FAMILY SCHOOL OF PHILANTHROPY

### Engaging Women as Donors

#### *Day One: Focus on the Woman*

**8:00**      **Registration**

8:30      Introduction to the Course  
            Introductions  
            Expectations and Challenges

9:15      Understanding Influences and Influencers  
*Learning Outcome – Understand value of key women’s roles in shaping philanthropy; recognize or investigate role of women in history of your own organization.*  
            Timeline and History

#### Challenging Assumptions

*Learning Outcome – Examine research, practical cases, and transformative results of breaking these assumptions, and identify donor education program criteria to meet the needs.*

- Women are not as philanthropic as men.
- Women don’t give big gifts.
- Women defer to their husbands in charitable decision-making.
- Women are afraid of outliving their resources.
- Women aren’t asked to give.

**10:00**      **Break**

10:15      Engaging Women  
*Learning Outcome – Understand how modern women’s movement is just beginning to influence philanthropic potential.*

#### Exploring Demographics, Psychographics, and Capacity

*Learning Outcome – Recognize how certain demographics and psychographics influence women.*

- Education
- Family Structure
- Leadership

Access to Wealth  
Gender Comparisons  
Generations

**12:00**      **Lunch**

1:15      Understanding Attitudes and Behaviors  
*Learning Outcome – Understand attitudes and behaviors that keep women from engaging in giving; apply appropriate techniques to navigate the barriers*  
Attitudes:  
    About Money  
    About Guardianship vs Ownership  
    About Risk  
Behaviors:  
    Volunteering  
    Impact  
Vision, Values, Voice

**3:00**      **Break**

3:15      Realizing Women Give Differently  
*Learning Outcome – Recognize how women give differently than men, what affects and influences these decisions, and how these behaviors are determined.*  
    Motivations  
    Empathy  
    Barriers and Opportunities

**5:00**      **Adjourn**

# Engaging Women as Donors

## ***Day Two: Focus on the Organization***

- 8:30            Negotiating Organizational Barriers  
*Learning Outcome: Recognize barriers within the organization, and identify solutions to navigate these barriers for success.*  
                  Attitudes  
                  Culture and readiness  
                  Resources  
                  Organizational structure  
                  Leadership
- 10:00            Break**
- 10:15            Changing Organizational Behaviors  
*Learning Outcome: Recognize behaviors inconsistent with best practices for working with women donors in examples provided, within themselves, and in their own organizations, and select, model, and evaluate new choices based on information learned.*  
                  Data Management  
                    Analyzing data  
                    Measuring impact  
                  Communication  
                    Key gender differences  
                  Marketing
- 12:00            Lunch**
- 1:15            Changing Organizational Behaviors (continued)  
                  Engagement  
                    Power of the network  
                    Donor education  
                    New trends  
                  Solicitation  
                  Recognition and Stewardship
- 2:30            Creating Long Range Impact in Women's Philanthropy  
*Learning Outcome: Consider and define how changes in working with women donors will impact field of philanthropy and your own organization.*  
                  How will it impact the field, your area, your organization?  
                  How will it change your fundraising?  
                  How will it change the face of philanthropy?
- 3:00            Break**

3:15

### Generating Action

*Learning Outcome: Create a plan of action items to complete by evaluating the current state of your organization, and identifying key steps you will take as immediate action, 90 day actions, and longer term actions. Create goals, action steps, evaluation measures, and timeframes to implement these plans.*

Action plan exercise

Final questions and answers

4:45

### Course Wrap Up

Evaluation of expectations

Completion of course evaluations

Graduation

5:00

### Adjourn