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
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