



THE FUND RAISING SCHOOL

LILLY FAMILY SCHOOL OF PHILANTHROPY

Indiana University
Indianapolis

Engaging Women as Donors Virtual Course Three Days 2:00 PM – 5:00 PM

Day One THE WOMAN

2:00 Introduction to the Course
Introductions
Expectations & Challenges

2:10 Understanding Influences and Influencers
Learning Outcome – Understand value of key women’s roles in shaping philanthropy; recognize of investigate role of women in history of your own organization.

Timeline & 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

3:00 Break

3:10 Engaging Women
Learning Outcome – Understand how modern women’s movement is influencing 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

- 4:00 Break
- 4:10 Understanding Attitudes & Behaviors
Learning Outcome – Understand attitudes and behaviors that keep women from engaging in giving; appropriate techniques to navigate the barriers.
Attitudes:
 About Money
 About Guardianship vs Ownership
 About Risk
Behaviors:
 Volunteering
 Impact
Vision, Values, Voice

Day Two THE ORGANIZATION

- 2:00 Recap Day One – Questions & Reflections
Homework Discussion
Intro Day Two with focus on Organization
- 2:10 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
- 3:00 Break
- 3:10 Negotiating Organizational Barriers
Learning Outcome: Recognize barriers within the organization and identify solutions to navigate these barriers for success.
Implicit Bias
Adherence to Traditional Strategies
Organizational Readiness
Resources
- 4:00 Break
- 4:10 Negotiating Institutional Behaviors (continued)
Culture
Structure
Database
Leadership
Metrics

Day Three IMPACT & ACTION

2:00 Recap Days One & Two – Questions & Reflections
Homework Discussion
Intro Day Three with focus on impact and action

2:10 Changing Organizational Behaviors
Learning Outcome: Recognize behaviors inconsistent with best practices for working with women donors in examples provided, within themselves, and in their organizations, and select, model, and evaluate new choices based on information learned.
Data Management
 Analyzing data
 Measuring impact
Communication
 Key gender differences
Marketing

3:00 Break

3:10 Changing Organizational Behaviors (continued)
Engagement
Solicitation
Recognition & Stewardship

4:00 Break

4:10 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.

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, actions steps, evaluation measures, and timeframes to implement these plans.