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.