Focus on Women as Donors

Learn how to build and sustain powerful relationships with women donors

Women are changing the face of philanthropy! This course, designed through a collaboration of The Fund Raising School and Women’s Philanthropy Institute at the Indiana University School of Philanthropy, will provide key insights into women’s philanthropy and women’s giving, allowing your organization to be successful in engaging women as donors.

You'll Learn

- How to work with women donors to clarify their philanthropic values, vision, and voice
- The evolution of women’s philanthropy and women’s philanthropic capacity
- How generational differences and family considerations impact women’s giving
- Gender differences in communication styles
- How to use donor education programs to engage women donors
- Key considerations for building a women’s giving program at your organization

What You'll Receive

- A comprehensive, easy-to-use Study Guide with background reading
- A "Values, Vision, and Voice" assessment tool that you can use to deepen relationships with women donors
- Tips for cultivating and soliciting women donors

Class Schedule

Day 1  8:30 a.m. - 5:00 p.m.
Day 2  8:30 a.m. - 5:00 p.m.
Focus on Women as Donors

Day 1

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 own organization.*
     Timeline and History
     How Women are Engaged

10:00  Break

10:15  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
2:00  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

3:15  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
Vision, Values, Voice

5:00  Adjourn
Focus on Women as Donors

Day 2

8:30  Negotiating Organizational Barriers
Learning Outcome – Learner will 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 – Learner will 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
   - 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  **Bread**

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

5:00  **Adjourn**