The Dynamics of Women’s Giving

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. - 3:00 p.m.
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## Agenda

### Day 1

- **8:00** Registration
- **8:30** Introduction to the Course
- **9:15** Women as Donors: History, Capacity, and Potential
- **10:00** *Break*
- **10:15** Women and Giving: Overcoming Barriers, Building Opportunities
- **11:45** *Lunch*
- **1:00** Working with Women Donors: Motivations and Philanthropic Voice
- **2:30** *Break*
- **2:45** Cultivating Women Donors and Their Families
- **3:45** Elements of a Successful Women’s Giving Program – Part I
- **5:00** *Adjourn*
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Day 2

8:30   Elements of a Successful Women’s Giving Program – Part II
10:00  Break
10:15  Implementing and Evaluating Your Women’s Giving Program
11:45  Lunch
1:00   Your Action Plan
2:45   Course Wrap Up
3:00   Adjourn