

Insights, Ideas, and Interactions that Will Engage Women Donors

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**LILLY FAMILY
SCHOOL OF PHILANTHROPY**

INDIANA UNIVERSITY
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WOMEN'S PHILANTHROPY INSTITUTE
researching
learning
interpreting
sharing
engaging
changing

What motivates you to give?

There are societal perceptions that:

- Women are viewed as less philanthropic than men. Not true.
- Women defer to their husbands in household charitable decision-making. Not true.
- Women do not make big gifts. Again, not true.

Here are the facts:

1. Female-headed households give more than male-headed households in almost every income group and across marital status.

Women Give 2010

Here are the facts:

2. For nearly 90% of wealthy households, women are either the sole decision-maker or at least an equal partner in charitable decision-making.

*2011 study of HNW
women's philanthropy*

Here are the facts:

3. When only one spouse decides, the wife decides twice as often as the husband.

Rooney, P., Brown, E., & Mesch, D. (2007). Who decides in giving to education? A study of charitable giving by married couples. *International Journal of Educational Advancement*

Here are the facts:

4. 78% of wealthy women versus 63% of wealthy men are charitably motivated because of a desire to give back to the community.

*2011 study of HNW
women's philanthropy*

Here are the facts:

5. For 46% of wealthy women and 32% of wealthy men, an organization's ability to communicate the impact of its work influences their charitable decision-making.

*2011 study of HNW
women's philanthropy*

Here are the facts:

6. Baby Boomer and older women are more likely to give than their male counterparts in all giving levels.

Women Give 2012

Here are the facts:

7. Boomer and older women in the top 25 percent of combined income and assets give 156% more to charity than men.

Women Give 2012

Here are the facts:

8. Women who participate in a philanthropic network are four times more likely than women who do not participate in a network to volunteer or offer other involvement with a nonprofit.

*2011 study of HNW
women's philanthropy*

Here are the facts:

9. Globally, service organizations such as Lions Clubs give more to charity when women comprise at least half of the membership.

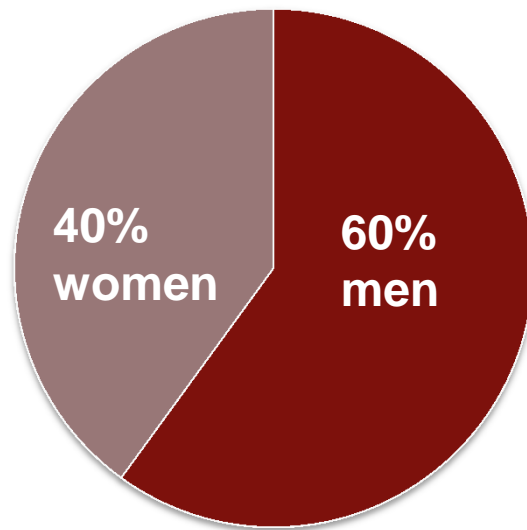
*Serving, Giving, and Leading Globally:
Philanthropic Commitment in Lions
Clubs International*

Here are the facts:

10. A major reason why women don't give?

They aren't asked.





WEALTH HOLDERS



Tiffany Circle

Society of Women Leaders  American Red Cross

**How does the research relate
to your experiences in
philanthropy?**

A Brief Overview of Women and Money in the U.S.



- Married women's property acts overturned coverture, which was a remnant of the late Middle Ages legal system in England
- 1974 Equal Credit Opportunity Act (ECOA) - unlawful for any creditor to discriminate against any applicant, with respect to any aspect of a credit transaction, on the basis of race, color, religion, national origin, sex, **marital status**, or age
- 2009 Credit Card Accountability Responsibility and Disclosure Act (CARD)
- Stocking rooms for women at banks

Factors more adversely affecting Women



Women's attitudes about money

Ownership vs. Guardianship

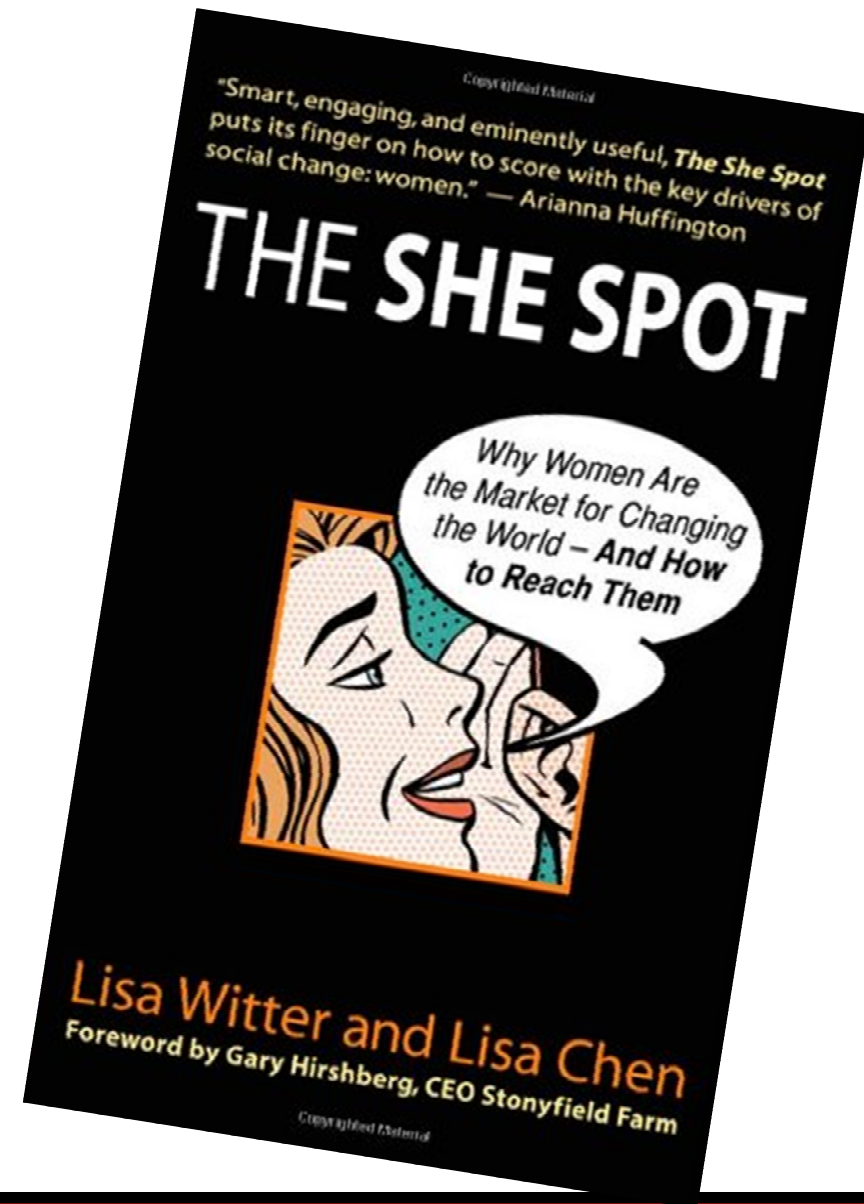
\$600 billion decision-maker:

♂ or ♀



The She Spot: Why Women are the Market for Changing the World and How to Reach Them

Lisa Witter and Lisa Chen



CARE

1. Put a face on your organization.
2. Keep it simple – and real.
3. Tell real life stories.
4. Don't leave out details.
5. Appeal to group affiliations.
6. Tickle her funny bone.



The faces of the Boys and Girls Club of Omaha

CONNECT

1. **Connect people with your organization through community.**
2. **Connect through creativity.**
3. **Connect women with each other.**



CULTIVATE

- 1. Think long-term.**
- 2. Don't just ask for money.**
- 3. Show where the money goes.**



Food Bank for the Heartland provides food for 22 Kids Cafes in Omaha, Bellevue, Carter Lake, Council Bluffs and South Sioux City. We serve more than 6,500 meals each week to children who are at-risk of being hungry.

- 4. Leverage third-party validators.**
- 5. Demonstrate your impact.**
- 6. Make her feel part of a group effort.**

CONTROL

1. Put her in the driver's seat.
2. Parachute her into reality.
3. Give her news she can run with.



You're in the Driver's Seat



How are you going to start your engines?



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Women's Philanthropy Institute

Men and women have different philanthropic interests, motivations, and giving patterns. The Women's Philanthropy Institute increases understanding of women's philanthropy through rigorous research and education, interpreting and sharing these insights broadly to leverage new and expanded resources for the common good.

<http://www.philanthropy.iupui.edu/womens-philanthropy-institute>

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