

MID-MAY 2007
Women as Donors

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e-TA

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A service of the Corporation for National and Community Service - Resource and Fund Development Initiative

Dear “Women as Donors” Colleague,

Wealthy women have been providing for the public good for centuries. However, traditional fundraisers often overlook women as dynamic funders. This issue of On-The-Go eTA takes a peek at the giving characteristics of women.

Here are the topics:

Women as Donors

Giving Circles

Women’s Giving Habits from a Generational
Perspective

Do you have questions about Women as Donors? Any other needs? Contact us through LEADline@CampaignConsultation.com. Access previous issues of On-the-Go eTA by clicking on the title at the right.

Women as Donors

There is a large amount of research that examines the differences in women’s behavior, thought processes and decision making. Studies indicate, for instance, that women are relationship oriented, whereas men tend to be action oriented.

Women readily understand that successful fundraising is dependent upon personal connection. Donors, especially women, give because they are asked by someone significant to them. The **6 Cs of Women’s Giving** chart below further outlines the motivations of women to donate.

Create

Women like to fund new projects. The first American women philanthropists created

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	hospitals and educational institutions.
Change	Women are interested in projects and programs that address new approaches to an old problem.
Connect	Women want to be involved with the program or project they fund. They want to participate in the decision making. They want to know about progress.
Collaborate	Since women are relational, they are happiest when they can work with others to make something happen. They are not motivated by competition.
Commit	Women want to give not only their money, but also their time. Women have been socialized to volunteer for causes they support.
Celebrate	The tradition of women as fundraisers through events is long-lived. Women want everyone to know about their favorite charity, not so much from a recognition stand point, but because, they feel if there is some visible acknowledgement of the success of the organization (in the way of a party, for instance) than they feel that the accomplishments are real.

Martha Taylor and Sandra Shaw,
 Developing Major Gifts: New Directors for Philanthropic Fundraising;
 "Women as Philanthropists"

[Click here to read an interesting list of statistics and facts about the history of giving by women in America.](#)

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Giving Circles

A commonly used vehicle for women's giving is through a giving circle. A giving circle is composed of a group of individuals who pool their money and decide, collectively, where to donate the money. Some giving circles require a set donation of several thousand dollars to become a member, while others are supported by smaller gifts.

“Women have the same core motivations for giving as men— however, women approach giving differently than men, just as they have different styles of communication and management.”

Women's Philanthropy Institute

Giving circles vary enormously, from tiny, casual groups to large organizations with staff and committees.

Giving circles have a wide range of interests and passions and support a variety of issues. Research shows the top priorities of women's giving circles include youth development (34%), women and girls (27%), human services (25%) and mental health/crisis intervention (20%).

Many giving circles publish the names of their members. Getting a gift from a giving circle may entail getting to know some of the members, or the circle may have a published list of priorities and application procedures in the same manner as a foundation.

Giving circles are found throughout the United States, from Los Angeles, CA to Portland, Maine and everywhere in between. Although they tend to be concentrated in urban centers, they can also be found in small towns.

[Click here to download a list of over 400 giving circles across the United States compiled by the Forum of Regional Associations of Grantmakers.](#)

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Women's Giving Habits from a Generational Perspective

People are often lulled into accepting the stereotypes of women that they lack capacity, control and knowledge of money. While these attitudes are changing, and it has been demonstrated that women have yielded impressive power by their strategic giving – generational differences exist in the way that women view their own power when it comes to money.

When studying women who give, it is important to take their generational differences and perspectives about money into account.

In the “mature” generation (women born prior to 1931):

- Economic upheaval in childhood led many to commit to giving, sharing, and accepting community responsibility to rebuild society.
- These women also share a fear of losing their money. Many women never brought home a paycheck so may not think of money as something they can replace.
- Women of this generation may not know how much money they, have much less how they can invest it for growth.
- They may feel a responsibility to pass all their money

Share Square

Facts for your fundraising volunteers to know

When looking for dynamic volunteer fundraisers, ask the women entrepreneurs and business leaders in your community to serve or recommend their friends.

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to their children and continue to support their husband's causes out of a sense of loyalty.

Women in the generation born between 1931 and 1945:

- May hold views similar to those of the mature generation, but also may have attended college and entered the workforce as pioneers in a male-dominated world.
- This generation tends "to be wary of issues related to money and power" and prefers giving to traditional women's interest areas.

Women Baby Boomers (born between 1946 and 1964):

- Are more likely to earn money, make decisions about it, and seek accountability in the organizations in which they invest.

Women born after 1964:

- Tend to resist a separate focus on women.
- They typically earn their own money and depend less on others for financial support.

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Let us know

Do you have insights to share about raising funds from women?

Contact us at LEADline@CampaignConsultation.com (LEADline is a service of Campaign Consultation, Inc., a national provider of training and technical assistance for the Corporation for National and Community Service.) We would be happy to answer questions or to give you more support.

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Facts and Statistics:

- The first nonprofit organization of record to be founded and funded by women in the United States was the Female Society for the Relief of the Distressed founded in Philadelphia in 1795 by a group of Quaker women. The charity was funded by membership subscriptions (a giving circle) and served to supplement public relief.
- The Russell Sage Foundation was the first American foundation to be established on a woman's fortune in 1907.
- 45 women were listed among the Forbes 400 Richest Americans in 2006.
- Women generated \$2.1 trillion in earnings in 1999. In 2002, the Center for Women's Business Research found that one in 11 women in the U.S. was a business owner, and their companies continue to grow 1.5 to 2 times the rate of all firms. • Because women live longer than men, they will end up in charge of much of the \$41 trillion expected pass from generation to generation over the next fifty years.
- A study conducted by Center on Philanthropy indicates that single women are significantly more likely than single men to make a philanthropic gift.
- Results also show married men and married women are both more likely to give and to make larger gifts than single men, indicating that women's propensity for giving influences the philanthropic habits of their husbands.

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Resources

National ASK (Awareness, Skills, Knowledge) to Sustain Institute, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 1998, 2002

Resources Now! National Institute, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 2005-07.

Women's Philanthropy Institute at Indiana University.

www.philanthropy.iupui.edu/PhilanthropicServices/WPI

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Learning Products and Services

LEADline:

(Learning Experiences At a Distance) LEADline is designed to give information fast. Have a resource & fund development question? Use LEADline and within 24 hours you will receive response and advice from a fundraising professional.

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GIZMOs:

(Giving Information for Zooming Money Objectives) Gizmos are resource and fund development tools for you and your volunteers. They are tangible products in packets, pocket brochures, CD-Roms, games, etc. They feature a myriad of fundraising topics such as a set of copy ready tools and handbook detailing 11 steps to **Successful Volunteer-led Phonatons**.

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The Chronicle of Philanthropy:

Everyone who comes to a Resources Now! National Institute gets a free subscription to the Chronicle for a year. Participants in CNCS Campaign Consultation workshops receive the latest issue free of charge plus a \$20 discount on one year's subscription.

Workshops/Clinics:

The Corporation for National and Community Service (CNCS), through its T/TA service provider Campaign Consultation, Inc., offers a three-hour clinic for those interested in mastering key skills need to write for individual donors.

Online Courses/Webinars:

Web course delivery of topics pertinent to resource development such as — **Build Fundraising Volunteer Champions** and **Cause Related Marketing and Corporate Partnerships**.

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