

Harnessing the Power and Influence of Women

A joint webinar of the Association of Donor Relations Professionals (ADRP) and the Association of Professional Researchers for Advancement (APRA) recorded on September 15, 2016

Description

This session will raise awareness about the power and influence women have on philanthropy and focus on opportunities you have to be a trailblazer at your organization. Hear how a culture that appreciates women's giving and engagement can make an impact at your institution. Women bring different perspectives and decision-making skills and they make up a huge part of most alumni bases and current study bodies. Join us as we discuss how their involvement can enrich conversations about your institutions and the future.

- Jennifer Filla, President, Aspire Research Group LLC; CEO, Prospect Research Institute
- Preeti Gill, Prospect Research Practitioner, St. Paul's Foundation
- Michal Shaw, Assistant Vice President of Donor Relations and Director of Women for OSU, Oklahoma State University Foundation

Stories Shared by Participants

"It helps when women have an affinity to where they want to give. We have a former first lady of our state who gave heavily to us even though she was not an alumna, but grew up here until her teens. Her husband gave to his alma mater elsewhere in the state, but he also gave us some money. She is a strong figure and a big proponent for one of our programs as she is also a participant."

Trends in Women's Wealth and Philanthropy

What is the definition of high net worth?

In the webinar slides we are reporting on research from the Women's Philanthropy Institute at the Lilly Family School of Philanthropy at Indiana University, high net worth refers to income greater than \$103,000.

"To address the question of giving between men and women across income levels, we sorted the sample according to five different income groups: (1) \$23,509 or less, (2) >\$23,509 and <\$43,500, (3) >\$43,500 and <\$67,532, (4) >\$67,532 and <\$103,000, (5) >\$103,000." (Source: Women Give 2010)

What are age parameters of the 44% of women whose wealth is self-earned?

I do not know. I downloaded the free report and it does not provide information about methodology, etc.

Harnessing the Power and Influence of Women

Does Boston Consulting Group have comparable statistics for the sources of MALE wealth of \$100K+?

There were no statistics provided for sources of male wealth that I could find. Women are considered a nontraditional client segment.

Women Hold Nearly One Third Of Global Private Wealth | Forbes | 2016

<http://www.forbes.com/sites/michelatindera/2016/06/16/women-hold-nearly-one-third-of-global-private-wealth/#a9d659365961>

Global Wealth 2016 | Boston Consulting Group | Free registration required for download |

<https://www.bcgperspectives.com/content/articles/financial-institutions-consumer-insight-global-wealth-2016/>

We have learned women vote more regularly than men, that recently (on average) are better educated and make the tough health care decisions, yet men donate to charities and political campaigns in higher dollar amounts and more frequently than women... what gives?

Research from the Women's Philanthropy Institute Women Give 2010 finds that women, in general, are more likely to give and give more than men when we account for factors that affect giving such as age, income, education, etc. Today, though, women still have a smaller pie from which to make charitable contributions which is why the perception exists that men give more.

The landscape is changing for women's contributions to political campaigns as the New York Times article (below) from May indicates. Below are reports from the Women's Campaign Forum in 2008 and 2010 with more detailed info about women's contributions to politics. They are a little out of date because the partisan politics is bringing out more donors on both sides of the aisle, but they still provide helpful background to explain the gender differences in political giving.

She Should Run research reports | Women's Campaign Forum | 2007, 2009, 2012

http://www.sheshouldrun.org/vote_with_your_purse

Women Give 2010: New Research about Women and Giving

https://scholarworks.iupui.edu/bitstream/handle/1805/6337/women_give_2010_report.pdf?sequence=1&isAllowed=y

Women's Rising Influence in Politics, Tinted Green | New York Times | 2016

http://www.nytimes.com/2016/05/08/us/politics/womens-donors-influence-in-politics.html?_r=1

Harnessing the Power and Influence of Women

Researching and Promoting Wealthy Female Prospects

Any tips on finding personal connections if we are looking for wealthy females? Usually this isn't in the news so is it just up to the development officers?

You are spot on in noting that relationships are difficult to source, especially if a woman is not serving in leadership capacities on for-profit and non-profit boards. When used ethically, social media can provide very valuable insight into your prospect's relationships. LinkedIn is among them, but Facebook, Twitter, and other platforms often have public-facing information and pictures about connections. If she is engaged on your organization's social media this can also lead to relationship discoveries.

Do you have any tips for tracking down successful married female alumni after graduation?

If your alumna is a recent graduate, such as five or fewer years since graduation, using previous known addresses can be helpful in paid tools such as Lexis Nexis. Searching for her last known name with her high school name (if known) and your school as keywords together with "Facebook" as a keyword might yield the information you need as seen in the search results even if the Facebook profile is private. LinkedIn is another great way to search for alumni, even if not for a specific alumna. Check out LinkedIn's premium options.

Is familysearch.org a free service?

Yes. FamilySearch is a nonprofit with the primary benefactor being The Church of Jesus Christ of Latter-day Saints.

For the Judith's of a prospect pool, how did you identify, cultivate, and steward prior to reaching estate discussions?

There are some Judith's that will be adamantly invisible until the Last Will and Testament is read. However, many of them will have signaled their interest: small gifts over long periods of time; volunteer service that is not a leadership position; married to a high-income spouse who has different giving interests; or highly involved in local activities, but overshadowed by high-earning spouse are some. The one data point we can track that is a key differentiator is volunteering. According to research from the Women's Philanthropy Institute, women and girls volunteer more. Are you tracking volunteers?

While we do research both spouses regarding a major gift ask, we do keep them together for assignments to our development officers and assign them accordingly as one entity. Do you find that women want to give separately or as one entity with their husbands/partners?

Yes and Yes! Determining how a couple makes giving decisions is part of the discovery process. Sometimes you will notice a pattern in how their gifts are recognized publicly. Are they listed as

Harnessing the Power and Influence of Women

“Mr. and Mrs.” or individually? What we do know is that 50% of couples with income greater than \$100,000 make decisions jointly. We know that recognizing how the couple makes giving decisions is important information to discover.

Building an Organizational Culture and Women’s Engagement Programs

What committees do you have for the OSU for Women program, how often do they meet, and who staffs them?

We have five committees: 1) Awards and Recognition Team, 2) Events Team, 3) External Relations Team, 4) Mentorship Team, and 5) Nominations Team. All committees, with the exception of the Nomination Team, meet at least twice each year. The committee meetings take place on the same day as the September and February full-Council meetings, just an hour and a half before. The Nominations Team meets only once annually. Our scholarship administrator staffs the awards team, our special events director staffs the special events team, staff from our marketing and annual giving departments staff the external relations team, and I (donor relations) staff the mentorship team and nominations team.

What is the leadership structure for the Dallas chapter of the Baylor Women's council? Does Baylor have dedicated staff to manage the 15+ events per year?

Baylor has the following board officers – president, president-elect, 1st vice president (fall event), 2nd vice president (membership), 3rd vice president (spring event), 4th vice president (young grads), treasurer, secretary, historian and parliamentarian. Yes, Baylor has one dedicated staff to manage the 15+ events per year.

With limited budget resources what would be a good first step to establishing a women’s program?

Find your champion or group of champions. Begin building your pool of dedicated volunteers and committed leadership. Educate leadership. Research other programs. Our first step was identifying champions and women donors to form a small council. Once our council was formed, we began formulating our mission statement and vision. This takes little to no budget. Start with engagement tactics. What opportunities already exist at your organization that might interest women? How can you partner?

Which came first, giving or Trustee involvement?

For us, there was certainly some level of giving before Trustee involvement, but giving increased dramatically during and after leadership. Loyalty and a greater sense of obligation to support initiatives (both financially and through volunteer engagement) also increased during tenure on the board.

Harnessing the Power and Influence of Women

Do you have any examples of athletics specific women's groups or councils?

No, although I'm sure they're out there. I'm aware of programmatic events/engagement opportunities for women, but not formal boards or councils.

Do you feel that donor recognition strategies should be tailored in different ways based on if the gift was made by a woman alone and if so, what ways should they be recognized that are different than other recognitions?

I feel strongly that donor recognition should be tailored to the individual, male or female. And I'm a big proponent of asking the donor how they prefer to be recognized. Different women will want to be recognized differently.

Which employees typically spearhead female engagement? Is prospect research involved at the inception of the idea (aside from assisting in finding potential members/leaders)? Do development leaders or gift officers typically lead these efforts?

The women's program at OSU was seeded by a development officer. It started small and grew over time. Our AVP of Donor Relations now oversees the program. In most cases, development has a strong role.

Any suggestions for crafting engagement/philanthropic programs for an organization dedicated to a health issue that affects mostly women and attracts mostly women members and philanthropists?

The steps for crafting an engagement program for this type of organization will likely be the same. Your target audience may look different. And you'll want to intentionally select women to serve in leadership roles who can be good spokesmodels - those that have life experiences and can effectively share their stories. The model may look the same, but the mission and outcome could look different. Ask yourself what the purpose/goal of the program will be. Then think about the different strengths/leaders you'll need to help accomplish this.

Do any of your female-only events become negative against men or focus on complaints on the treatment of women?

While OSU has a women's program, men are not excluded and many women choose to bring their spouses. Our events are focused around empowering women to make a difference - positive outcomes.