

A Woman's Prerogative Are You Connected?

March 28, 2014

Dee Vandeventer, CFRE, MA
The V of ME&V
Dee@MEandV.com
MEandV.com ■ 319-268-9151



Today's Topics

- The development of women's philanthropy: a brief history
 - Powerful statistics
 - Giving the women's way
 - Two women's giving initiatives case studies
 - Mature program
 - Start-up venture
-



"Philanthropy is truly a jewel of the American tradition."



A Model of Christian Charity

1630

"This sensitivity and sympathy of each other's conditions will necessarily infuse into each part a native desire and endeavor, to strengthen, defend, preserve and comfort the other."

Jo. Winthrop

The Evolution of Female Philanthropy

- ➔ Volunteerism
 - ➔ Philanthropy
 - ➔ Social change
-

You've come a long way, baby!



A woman in a black business suit is captured in a dynamic, celebratory pose, performing a high kick with her right leg raised high and arms outstretched. She is smiling broadly, conveying a sense of achievement and joy.

Donor-Base Segmentation:
Fundraising's Best Practice


- Reunion class giving
- Parents' fund
- Emerging leaders
- Senior class giving
- LYBNTS
- SYBNTS
- Future donors

Must be Present to Win



A silver trophy with two handles sits on a dark, rectangular base. The trophy is centered in the frame, symbolizing success and achievement.

Women worldwide make \$20 trillion in consumer purchasing decisions annually.



A stack of several bundles of US dollar bills, tied with rubber bands, is shown from a slightly elevated angle. The stacks are piled on top of each other, representing significant wealth or capital.

Women control almost 60% of the U.S. wealth.



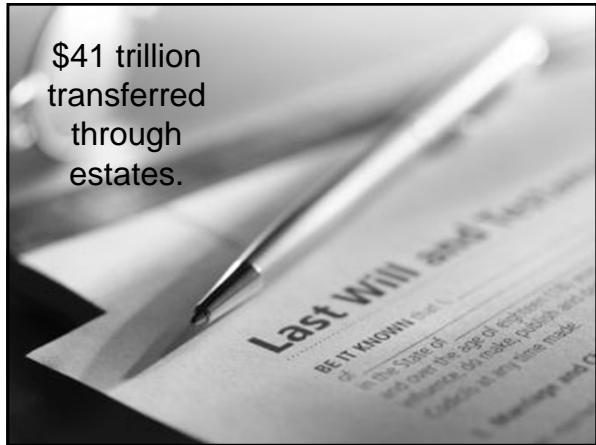
A diverse group of seven people, including men and women of various ethnicities and ages, are standing together and smiling. One woman on the left is holding a young child. They are dressed in casual to semi-formal attire.

Two of every five businesses are women-owned.

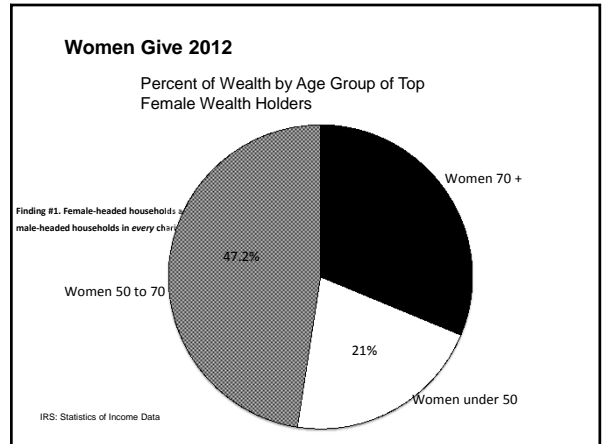



Five women, dressed in professional business suits, are standing in a row. They are all smiling and have their arms crossed or hands in their pockets, exuding confidence and professionalism.

77.3 million
Boomers




Women inherit 70% of all estates.



INCLUSIVENESS
 Considerations and strategies for meaningful and diverse content

**"Fem-anthropology":
 Women's Philanthropic Giving
 Patterns and Objectives**

BY KATHLEEN WELLS, CFP®



Women's philanthropic contributions have been increasing steadily over the past decade, with the total amount of gifts of \$100 or more rising from \$1.4 billion in 2003 to \$2.4 billion in 2012. This growth is driven by a number of factors, including the fact that women are now the majority of the U.S. population and the fact that women are living longer than men. As a result, women are more likely to have the financial resources to make philanthropic contributions.

Women's philanthropic giving is also becoming more strategic. Women are more likely to give to organizations that have a clear mission and a track record of success. They are also more likely to give to organizations that are focused on social issues, such as education, healthcare, and the environment.

As a result, women are becoming an increasingly important part of the philanthropic landscape. Understanding their giving patterns and objectives is essential for organizations that want to attract and retain their support.

Women are increasingly reflecting fundraising efforts on a global scale. They have a decisive hand in well-meaning efforts of all geographic dimensions, both across and within, on their philanthropic objectives differ significantly from men's. They want to create the conditions to work more effectively and efficiently and to be kept informed of the results from their giving. Additionally, women are leading the way through collective giving, as well as with larger personal donations. In short, the philanthropic landscape is changing. An understanding and targeted fundraising strategy must be aware of this transformation and plan for the future of "fem-anthropology."

For more information on APFS diversity programs, visit www.apfs.org and About APFS Search. Diversity
 www.apfs.org

Compared to men:


Women donate twice as much.

And make three times the number of donations.



Lowest U.S. Income Bracket :

Women gave 92% more than men.




**Bank of America
 Merrill Lynch**

Women:

- Spend more time on due diligence
- Desire a deeper level of communication
- Place greater importance on efficiency and effectiveness
- Want to know about impact
- View volunteering as the most important motivation
- Are more likely to stop giving


Women Give 2012

Baby Boomer and Older Women Give 89% more than Male counterparts



Primary Motivation


- Change
- Create
- Commit
- Connect
- Collaborate
- Celebrate



Involvement leads to ownership.
Ownership leads to giving.

Twenties

- Loyal donors

A black and white photograph of three young women standing together, smiling and posing. They are dressed in casual, contemporary clothing typical of the 20s.

Thirties & Forties

More financially stable

A black and white photograph of a woman standing, talking on a mobile phone. She is wearing a dark blazer, a dark skirt, and high heels, with a shoulder bag.

Fifties

- Empowerment
- Responsibility
- Accountability

A black and white photograph of a woman standing with her arms crossed, smiling. She is wearing a tailored blazer and trousers.A black and white photograph of an older woman with short, light-colored hair, smiling. She is wearing a light-colored, button-down shirt over a dark top and has her arms crossed.

Sixties

- Social change
- Selfless act
- Honor or remember

A black and white photograph of an older woman with curly hair, smiling. She is wearing a dark, long-sleeved dress and has her hands clasped in front of her.

Seventies

- Engagement
- Not the “white gloves and pearls” set

Eighties

- Less inclined to see the money as "theirs"
- Give to husband's causes
- Collaborative and frugal




What do we know?

- The potential is HUGE
- Segmentation is a way to SUPERSIZE your program
- Women do give differently than men
- Not all women's giving motives are the same

Fulfilling Your Mission



Case Studies

- Mature program
Iowa State University's Women and Philanthropy
- Start-up venture
Cedar Valley United Way's Women's Philanthropy Connection



**CAMPAIGN
IOWA STATE**
WITH PRIDE AND PURPOSE

Effect on Philanthropy

Managed Status	# of HHs	Sum of Post - Event Giving	Average of Post Event Giving
Active	167	\$20,074,360	\$120,206
Suspect	26	\$463,354	\$17,821
Not Managed	320	\$543,643	\$1,699
Grand Total	513	\$21,081,357	\$41,094

10-year Results of Women's Philanthropy

- Total number of women donors has increased 34%
- Total amount of dollars committed has increased 198%
- The average gift has increased 147%
- Women have committed more than \$136 million
- The number of \$100,000+ estate commitments has increased 50%

10-year Results of Women's Philanthropy



Cedar Valley United Way

w Cedar Valley United Way
 Women's Philanthropy Connection
 Helping women express their philanthropic passion through education, mentoring and volunteering.

RESULTS

- 262 members
- 13% or \$403,000 contributed to last year's campaign
- Ranked 60 out of 138 programs nationally: MEMBERS
- Ranked 55 out of 138 programs nationally: CONTRIBUTIONS



"Remember, Ginger Rogers did everything Fred Astaire did, but she did it backwards and in high heels."

—Faith Whittlesey

ME&V FUNDRAISING ADVISERS

Dee Vandeventer, CFRE, MA
 6711 Chancellor Drive
 Cedar Falls, IA 50613
 319-268-9151
 Dee@MEandV.com
 MEandV.com

