

What aspects of Lisa Witter's presentation, *The She Spot*, resonated with your understanding of women's philanthropy?

- Website design and Web-Based Fundraising
 - Non-profit organizations need to understand the role of technology and Internet. They must have a website to connect with potential donors, and allow women to learn more about their mission.
 - It is important to design websites that clearly display the mission of the organization in a concise manner. White space, easy accessibility to resources, and connectivity are all important aspects of web design.
- Humor
 - Her comments about humor ring true, it is a good way to engage a wider audience. Women need humor too.
- One-on-one interaction.
 - One-on-one connections are tough and time consuming, but once you get them on board you have the loyalty. It is difficult to stay focused on the journey.
 - Connecting is key to success in raising money. Women especially want to be part of the community.
- Dissecting women's philanthropy further.
 - Disingenuous to talk about women as a group without acknowledging differences between these groups. There are all kinds of groups within this study.
 - You need to acknowledge that different things are true for different groups of women.
 - Fundraisers are generally looking for people between 18 and 49, because they think that's where the money is.
 - Where does the money come from?
 - How women actually come into their own wealth. Where the money came from.
 - If they were there when the money was accumulated then it makes a difference in how they are treated.
 - Looking at young women.
 - There are not so much gender differences, as age differences. They need to discuss differences within generations.
 - Feminism—a whole different meaning when it is coming from the 60's and the 90's and 2000's. We need to take a hard look for who we are and whom we are going to target. Women are not a monolithic group.
 - Combination between gender and age. There are things that younger women think are humorous that older women do not. You

have to be so sensitive to all of those factors that are important to your audience.

- There are differences in communication styles with the difference generations. The book, *How Generations Collide*, speaks to this.
 - *How Generations Collide* also speaks to how women vote with their pocket books.
 - Best examples in cultivating young donors
 - Start Young: There is a group that talks with 2nd graders about what it means to make a gift.
 - Nobody knows how to be a donor or how to be a fundraiser – we need to educate them.
 - Universities don't talk to their students about giving or giving back. They wait until the students graduated and left. The graduates travel all around the world before universities begin to talk about giving. We need to start talking to them while they are here at school (and before their senior year).
 - Have meetings between donors and scholarship/fellowship recipients. This will help motivate scholarship/fellowship recipients to become donors further down the line.
 - Other universities are working to motivate their seniors to do a senior class gift to their school units within the university.
- Who volunteers?
 - It is intriguing that women who volunteer are working mothers, stressed for time.
 - They are more willing to volunteer when a specific cause or mission touches them.
 - What about men?
 - There are differences in the ways men communicate. We need to develop more statistics, data, and information to understand these differences.
 - How do we get the men engaged in women's giving/women's funds? We need to involve men rather than excluding ourselves from this powerful group.

From your perspective what are the biggest challenges in this field of women's philanthropy?

- Layers within women's philanthropy
 - Research needs to be done and not take generalizations; they need to have some layers. Need data to back up generalizations.
 - The baggage that older generations brought influences their humor and they will react in a different way.
 - How to present data to women?
 - Women are more interested in the qualitative data? They want to know sympathetic and emotional data.
 - Women really want to see the statistics and numbers.

- Make sure that our websites have that data, and easily visible on the website.
- Connections between the organization and donors.
 - How build the connectivity- talk about making a difference. Recognize women who are role models but also need to create avenues for women who can't be \$10 million donors. Don't exclude people just because they aren't big donors.
 - If on a one-to-one with people, it is the eye contact that's important. If fundraiser is with a couple and only looks at the man, it's a mistake if the woman is the decision maker.
 - Planned gifts and impact- IU acknowledges people who have been loyal donors- woman who survived spouse who was the degree holder-don't let woman fall through the cracks. Personal gifts- thanks for the personal support.
 - We need to segment our communications program
 - With women, we need to make communication more personal.
 - Convincing organizational units to segment communication efforts is an uphill battle.
 - How do we take our marketing people and get them up to speed?
 - Donor recognition: women want to be recognized differently than men and there are also generational differences.
 - Women are more solution-based. The communications department should think about this perspective
- A lack of education puts many individuals at a disadvantage when it comes to philanthropic giving.
- **Time and money** to sit down and change what you are doing – redoing the website and many other marketing techniques require money and staff dedication.
- In health care it is not our first priority but we have had a women in philanthropy program for a couple years. We understand that it is going to be slow to uptake, but it is hard to explain to staff how to put more **resources** in before you are getting big gifts. I am looking for data techniques for informing this strategy – especially looking for women givers.
- **Perception of the field**- that we have to treat women in developing leadership the same as men – women don't tend to fall into the place where they can give mega gifts but they can be more influential in the future. Bringing women on early is important so that they begin to understand the power of the women's thinking. *Not treating women the same as men.*
- The suffering economy:
 - Happy to hear that we are not victims – women are proactive fighters. Need to figure out a way to keep women engaged and cultivate the loyalty.
 - Savvy financial planners, development officers- proactive strategies. Need to be delicate and how people of feeling. Still have donors who are pleased to have opportunity to give stock. Endowments are bargains right now. If have means- good time to buy in.
 - Good time to work on planned giving – bequest giving- deferred gifts.

- Is there research about how women give during these economic hardship times?
- There's research about giving overall (not necessarily women's giving). The research says that giving has steadily increased or leveled without regard to what is happening in the market.
- According to a financial planner's personal perspective, during a downturn, women will stay the course more than men. Women then find about a 2% increase than jumping in and out of the market like men tend to do.
- Philanthropy typically lags behind changes in the economy.
- Planned giving will continue, even if current giving lags.
- People have experienced that major gift donors tend to give a little more during economy downturns to help out with the loss of the smaller donors.
- It's hard to ignore that the economy isn't/won't effect philanthropy due to the volatility of the market. There are huge jumps and declines on a daily basis.
 - There are many types of donors – grassroots gifts/donors tend to hold steady overall.
- Heard on NPR, people who give to lots of smaller charities are tending to give the larger amount to just one charity.
- At Johnson, Grossnickle and Associates, they are doing a lot of feasibility studies right now. What they are finding is that 80% of people in these feasibility studies say that they will not change their giving. They are also saying, "I know others will not be able to give, so I need to give more."
 - Not a good time to start a campaign feasibility study, but a great time for cultivating donors.
 - Women want to be engaged and cultivated more than men. Development officers need to stay in contact with donors beyond the ask.

What kinds of information would help you be more effective in working with women donors or, if you are a donor, in being more effective or strategic with your philanthropy.

- We would like to know the different techniques for fundraising that work well for differing organization structures. I understand that small non-profits must develop strategies much different than those utilized by multi-million dollar organizations, but I need more information for how to develop and progress.
- We need more information about effective communication techniques within the organization and with donors.
 - Often people with huge databases do not have the capacity to communicate with all of their donors. I suggest teleconference calls with 20-50 donors to educate them about the organizations and their choices for donating.
- Marketing to have an impact.
 - I am the trustee of a small family foundation and one of our focuses is to promote philanthropy. One of the things I am hearing talked about lots in

the circles of grantmakers is the issue of **impact**. In this age of shrinking resources, hard decisions have to be made and skill building for women who are donors must be made on how to measure impact and for fundraisers – how do you make that easy for women to understand in concrete form?

- What do women respond to? What do men respond to?
- We need to learn more ways to develop trust with our donors.
- One of the things that came up last night was the **need for data**. People mention that all groups are collecting data but we are collecting it in different ways, you don't know whether the gift was really from a woman or if it is from a couple, etc.

What trends are you seeing with women's philanthropy?

- I think the fact that women's philanthropy is **growing**. They are sprouting up and we talk to men about why we need this – we must do a lot of educating for the men.
- I feel like women are being more **empowered to give and their voices are being heard as donors**. They are in leadership positions that have a lot of impact. People tend to talk to women and think that we do not know as much from that perspective but it seems that women are becoming taken more seriously.
 - Trends are full of hope that will empower everybody – empowerment is coming when women know that they own the household money.
 - In professional world, professional advisors have an increasing interest in having women as clients and introducing conversations about philanthropy (advisors: legal, financial, etc.)
- I am part of the founding board of WPI and primarily the donors were older women and now we are bringing in more **younger women** and these women are involved at the thousand dollar level which will ultimately lead to the million dollar level. This trend in philanthropy is one of the more powerful trends we have seen in the field.
 - The Women's Philanthropy Network works with women who are interested in getting education about how to engage next generation, interested in finding their "real passion," how to move beyond small annual gifts to transformational gifts.
- More women are single mothers and homes are double income households run by women – more so than their spouses at times, women become empowered. They **own more money** and are aging and begin to make more decisions about their money. We must cultivate the younger generations to do this as well. Numbers will just increase from here.
- I think all of these things are true, but I think we are just grazing the surface. I think that the development of **technology** – the web for the first time offered a tool for the worked to connect. Women love to connect and this develops us further. The web becomes an equalizer and allows us to connect to others. It is so expansive and all-empowering it is changing the world around us – the ability of people to exert philanthropy on a one-on-one basis with those they will never

meet. Also the web gives women everywhere access to education. The web has created the spirit of connection that allows women to give further.

The panel respondents featured a donor, a fundraiser, and a researcher. What other perspectives are helpful to encourage better understanding of women's philanthropy?

- One of the obstacles we talked about years ago was the woman's lack of ability to manage her own finances. Women tended to be so worried that they would not have enough money to last their lifetimes, now there is **more info about financial management for women** – especially for the younger generations and they become more courageous about their giving.
 - The fall of the economy has increased the need for financial education in the nonprofit sector.
- The voices of young women need to become more prominent.
 - Those of us that are younger need to learn how to be conscientious givers from the older generation. Giving is not just our money.
 - One thing we have done recently is launched a **constituency group targeted directly at that generation** and group – we call them the Young Ambassadors and make a distinct effort to bring them in and create a program to get them engaged. We make it relevant, make it feel selective to that group and give them responsibility. People want to see their mark and want to feel like they are involved with the building of the program.
 - Use social networking sites as well
 - One thing I have learned is to include our children and grandchildren in giving/philanthropic activities. We receive information in different ways so by **collaborating** gives a different take on opportunities.
 - One thing we are trying to do is engage students by creating a **philanthropy course** through the business school that will allow students to act as a mini-foundation. We hope that by bringing students in at this level we are cultivating younger alums to become involved at the giving level.
 - Our high school teaches philanthropy – you must be selected and students learn about the principles of philanthropy. They earn money and it is matched by the community foundation. The kids are sent to the needy organizations in the community to evaluate who should get the money – very selective and includes men and women.
 - Teach financial planning to young women who are about to graduate. What is proper and adequate planning to empower us?
 - Connection clubs engage young folks and you can start by saying the gift to be involved is \$200 – they lead the effort and spearhead the events. For those who are just starting out, this is a good option for participating and starting to ask people to give at a level they are comfortable giving. Many people don't give because they are not asked. Getting people early increases willingness to give later.
- Masculine perspective
- Lay people involved in philanthropy at some capacity

- The lesbian community
- Varying age groups (young women, the older generations)
- A college president that believes in women's philanthropy
- Intergenerational – how do we pass this along? Mother-daughter-granddaughter
- International and cross-cultural
- A working mother (because they are the major source of volunteerism) to see what motivates them.

What do you hope to learn at this symposium?

- About giving circles and their alternatives
 - We just started a women's **giving circle** and my charge is to sustain the momentum and continue to grow the group and keep people engaged. I would love to hear about how giving circles are keeping their members sustained and keeping up energy.
 - I am new to giving circles and have been advised to start doing these as our campaign. I am looking for circles who do not have an annual fee.
 - If you don't want to do a giving circle you could do a **“Party with a Purpose.”** We focus on areas we can serve the community and toured the facility and talked about what the people do. Each woman who goes has to give money to get in the door and then can give follow-up gifts. We thought it would engage younger women and it actually engages younger women.
- How to build sustainable programs and organizations
 - I think **sustainability** is one of the biggest problems – growing the group and keeping the original members engaged and hit the 30 and 40 year olds. This can be done through programming and getting people excited about how the money is actually used. When people see the difference it is making, it is worth the effort. The biggest trend we are identifying is that the women who could give million dollar gifts are coming through the women's philanthropy group.
 - Our program is 20 years old and we have to **reinvent** every 5 years. The new generations are changing and we have to figure out what they want. You have to respond and allow the women to express this. Our program focuses on major gifts from women to whatever they care about at the university. Giving circles are very staff intensive and they are not going to give you the dollar return you need at a major university. But we have done it and it worked in an older program. Use the creativity of a new chair and create more fun and excitement for the women involved.
 - I want to learn about fresh forms of programming to infuse energy in a long-standing program.
 - How to get people involved in visiting the sites that grant proposals are coming from – hearing the stories and meeting the children – that is what makes women want to stay involved – it also makes them tell their friends. **Connecting with other women in the circle and the people that they have helped.** Every year invite the recipients back to remind them of their impact.

- Helping donors understand the way giving tools can work – i.e. how planned giving tools can help donors make the types of gifts they want to make.
- How to grow as an organization
 - We don't have a gift minimum so it is growing more slowly than we hoped. We host parties at different houses across the county and women get together and have lunch and talk about the possibilities for impact. We also have an **e-newsletter** that has had a huge response.
- Some ideas for engaging women in volunteer leadership – do we tap the same women over and over again? Women are sometimes not taken seriously - I want to see more women included in leadership roles
- Best practices and getting some mentorship to teaching young generations to think philanthropically.
- It is very important to understand how to conduct program evaluations. I want to learn how to generate results of programs effectively and efficiently so we can provide results to our donors.

What strategies might raise awareness about women's philanthropy?

- Seminars directed towards younger women addressing the issues of fiscal responsibility and giving.
- The most important thing is for strong women philanthropists to leave symposiums such as this one empowered and believing in the mission of women's philanthropy. We must go back to our organizations and take the information we learn to those who cannot come to these gatherings. By sharing these facts we will all reap the rewards of a developing non-profit sector. Women's philanthropy should be put on the agenda of existing networks such as the Nursing Association.
- Tell our stories through key channels to spread this movement.
- Research must be conducted so we have a more complete understanding of women in philanthropy. I am not sure we know enough about the women givers in our entities to be able to say what they have done. It is hard to **keep this data** and we don't know how to track it because of the tech programs we use. Some women want to be recognized differently so I don't think we know what we ought to know about women's giving. I think that Dr. Mesch's research will be critical moving forward in helping us understand these nuances. This research is something development directors should be paying attention to
- We must use new techniques directed at our youth. By involving children and young adults in our philanthropic practices we will instill in them a desire to serve others.
- Position your story when you get media to speak to women, keep in mind that women are your audience.
- Be attentive to key partnerships.