



Women's Philanthropy Insights

Engage women to grow philanthropic investment.

Women are key to strengthening and growing philanthropic investment in your organization. Research tells us women drive philanthropic giving decisions. With an intentional plan, you can connect with and engage more women in support of your mission.

Consider the following insights about women philanthropists and ways to meaningfully engage them.

▶ Women have significant giving potential.

- Women's wealth has risen significantly in the past 50 years. Women today hold more than 40 percent of wealth worldwide—approximately \$22 trillion in personal wealth.
- Across income levels and generations, women are more likely to give and give more than men.
- More money is raised on Giving Tuesday from women, compared to men.

▶ Women have unique giving patterns.

- Women's giving is transformational, personal—dependent on involvement in an organization—and social, with group relationships and interactions being important to the experience.
- Women's giving motivations are based on empathy for others, to make a difference, and not on self-interest.
- Women appreciate efficient organizations and see the value in giving to smaller organizations as well as more established, larger organizations.
- Younger women influence household charitable decisions more than their older counterparts.

Sources:

Women's Philanthropy Institute, Indiana University Lilly Family School of Philanthropy at IUPUI (Research Overview 2019)

Women Give 2019 report—Gender and Giving Across Communities of Color

Women Give 2020 report—New Forms of Giving in a Digital Age: Powered by Technology, Creating Community)



- Of all giving circles, 70% are majority-women.
- Women give nearly two-thirds of online gifts, which are smaller gift sizes on average yet represent between 53-61% of all dollars given.
- Women experience more satisfaction in giving when they increase their giving.

▶ **Engage women with your mission.**

- Have a long-term strategy, one that builds a relationship over time, as women take longer to make gifting decisions and often involve others in philanthropic decision-making.
- Engage women as volunteers. Work to build trust and foster community to maximize their commitment to and investment in your mission. Women want to see a direct connection between their gift and what they are supporting. Engaging women as board members and volunteers is one way to encourage this.
- Educate women about your organization, goals, and impact before you solicit them. Ensure your messages align with your outcomes and demonstrate your results.
- Connect with all women. Take an inclusive approach that notably accounts for generational and cultural differences and adopts a broader definition of volunteering and giving.
- Help women belong. Women are motivated to give their time and money if they are acting as a part of a community and are contributing to something greater than themselves.

DISCOVER FOR YOURSELF.

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