THE FUTURE IS FEMALE

Inclusive strategies to engage donors and increase giving

IF YOU BUILD IT, THEY WILL COME.
WOMEN, WEALTH and GIVING

• Women are:
  • Generating their own income at a growing rate
  • Surpassing men in educational attainment
  • Receiving a transfer of wealth twice in their lifetime
  • The decision maker for household spending and investing
  • Twice as likely as men to be interested in social impact investing
  • Supporting no more than 3 causes annually

THE FEMALE PHILANTHROPIST

• Time, Treasure and Talent
• Sense of responsibility to give back
• Motivated by their own experience
• Research and ROI
• Invest in your organization
  – System-level change
  – Willing to fund experimental initiatives
  – Giving is relational, not simply transactional!
• Sense of community
WHERE DO WE BEGIN?

UNDERSTANDING READINESS

- Internal
  - CEO, Board, Leadership
  - Dedicated staff time (~ ½ FTE)
  - Data clean-up
- External
  - Competitive landscape
  - Peer consultation
  - Prospective members
    - Community consultation
BUILDING THE FRAMEWORK

- Prospects
  - Linkage, Ability, Interest
- Criteria & Standards
  - Minimum investment, acceptable methods, designations, seats “earned”
- Responsibility
  - Cultivation vs Stewardship
- Engagement
  - Balanced learning journey
  - Events, Trips, Advocacy
SUCCESSES

- 23 donors pledged to date
  - Representing $3.5M
- Increased giving – from monthly to major gifts
- New donors
- Diversity
- Engagement
  - Advocacy: United Nations General Assembly
  - Program Visit: Senegal
  - Global Conference: Women Deliver

CONSIDERATIONS and CHALLENGES

Internal

- Program Criteria and data
- Communication Strategy
- Relationship Management
- Marketing

External

- Diversity
- Volunteering, Advocacy and Mentorship
- Engaging men
THANK YOU!

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RESOURCES

https://www.td.com/ca/document/PDF/tdw-pgf-canadian-women-and-
philanthropy-addendum2017.pdf

https://www.td.com/ca/document/PDF/tdw-pgf-canadian-women-and-
philanthropy.pdf

https://philanthropy.iupui.edu/institutes/womens-philanthropy-
institute/research/giving-by-for-women.html

https://philanthropy.iupui.edu/institutes/womens-philanthropy-
institute/research/index.html

https://philanthropy.iupui.edu/doc/institutes/giving-for-women18-
infographic.pdf