

FUNDRAISING AS WOMEN'S WORK?

How do we value the fundraising
profession?

AFP Greater Toronto
Congress 2018
November 19, 2018



Who are we?



Elizabeth Dale, PhD
Assistant Professor,
Seattle University



Sarah Anderson
Director of Strategic Priorities,
Campbell & Company

Agenda and Outcomes

Learning Outcomes:

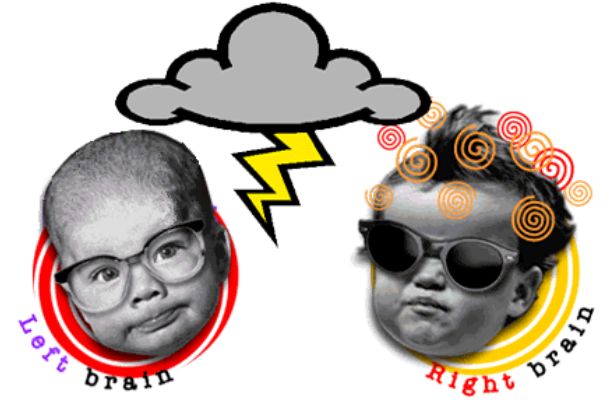
- To interrogate why fundraising has become female dominated
- Understand the gender inequities within the profession
- Brainstorm strategies to create greater equity in the field
- To begin a conversation that will allow us to address racial and class inequalities as well

Agenda

2:05 p.m.	Values and attributes of the profession
2:25 p.m.	A brief history of fundraising and women's voluntary work
2:45 p.m.	What actions can we take?
3:15 p.m.	Wrap-up and next steps

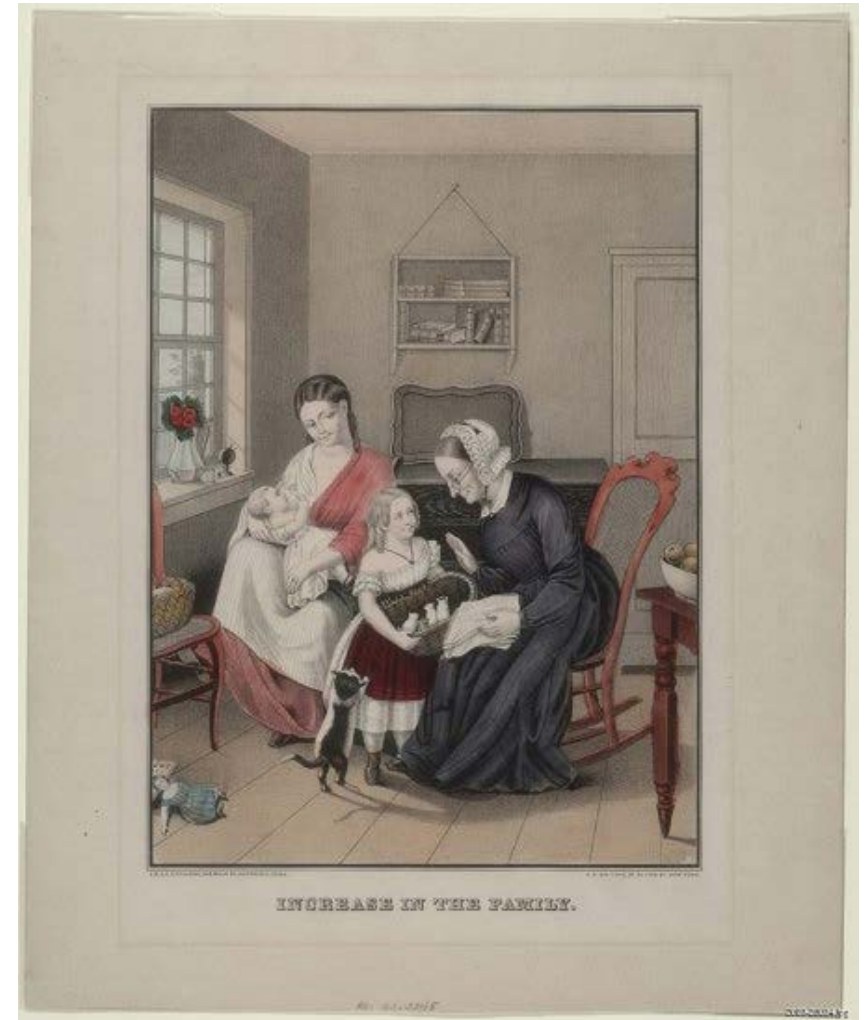
What do you value?

1. **Brainstorm 5 attributes** that **you** value in a frontline fundraiser (i.e. major gifts, events, annual fund manager).
2. **Brainstorm 5 attributes** that **you** value in a chief development officer.
3. Together, combine your attributes for each position among the participants at your table.
4. Write one attribute per sticky note. Use **PINK** for frontline fundraiser and **BLUE** for chief development officer.



Women's voluntary work

- In the 19th and early 20th centuries, voluntary organizations offered middle- and upper-class women an opportunity to engage in public life.
 - Preserved gender roles
 - Parallel power structures
- Lady Bountiful
- 20th century “invisible careers” – upper class women’s work to create and run benefits and galas



How did fundraising begin?

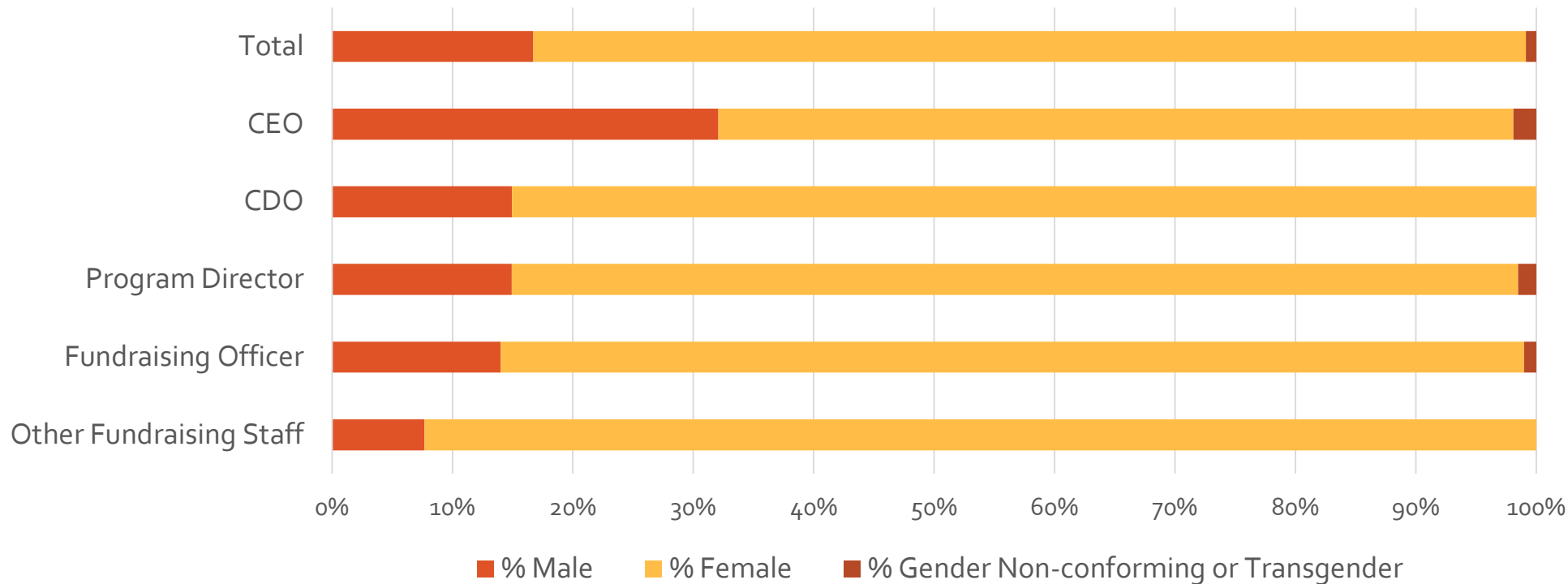
- Developed in the early 20th century by Charles Sumner Ward and Lyman Pierce of the YMCA
 - Conceived of the organized *fundraising campaign*
- Establishment of first fundraising consulting firms – 1920s
- Grew in the second half of the 20th century and moved in-house
 - AFP had 2,500 members in 1980; 25,000 by 2001



Feminization of the profession

- Women outnumbered men in the profession by the late 1980s, however gender imbalances in pay and position remain today.

Gender Representation Among Specific Fundraising Roles



*Source: AFP 2018
Compensation and
Benefits Study
(Stats for Canada)*

Salary disparity between men and women

Fundraising role	Men	Women	Difference (\$)	Difference (%)
Chief Executive Officer	\$125,235	\$111,885	-\$13,350	-12%
Chief Development Officer	\$123,638	\$96,870	-\$26,768	-28%
Program Director	\$77,140	\$70,727	-\$6,413	-9%
Fundraising Officer	\$67,381	\$64,090	-\$3,291	-5%
Other Fundraising Position	\$48,625	\$52,147	\$3,522	7%
Average	\$105,112	\$79,975	-\$25,137	-31%

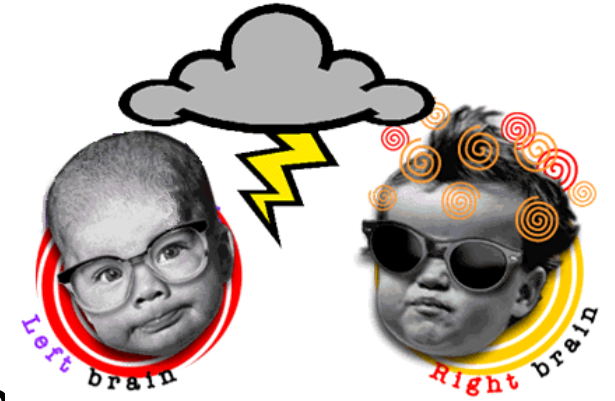
Source: AFP 2018 Compensation and Benefits Study (Stats for Canada)

The intersection of gender, race, and class

- Men earn higher salaries than women
- Women of color earn less than white women
- Upper class men and women are most likely to serve on boards
- Middle-class women dominate non-executive, paid jobs
- Poor women and women of color are seen only as clients or volunteers



What can YOU do to change this?



Why do you think we're in this position today?

Based on our conversation, brainstorm with your table, concrete actions you can take to help address gender inequity and gender imbalance.

Each table will present their best idea to the group.

Cultural change

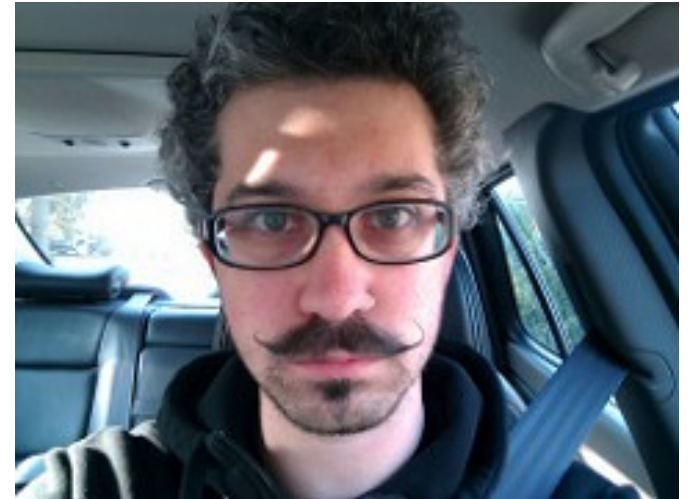
Change fundraising language

- Military metaphors
 - “Fighting attrition”
 - “Acquisition campaign”
 - “Enlist volunteers”
 - “Target prospects”
- Asking vs. soliciting



Cultural change

- Recruit more men into entry level fundraising positions



Cultural change

- Be more equitable about allocating evening and weekend work and overnight travel.



Management

- Promote good personnel policies that value staff members fairly



Management

- Assess your job descriptions and how you recruit





Pride
Foundation

pridefoundation.org

Skills, Abilities, and Knowledge

Recommended

- At least two years of donor engagement, fundraising, and/or relationship management experience.
 - Strong interpersonal skills with the ability to collaborate and work as part of a team.
 - Outstanding organizational skills, creativity/innovation, attention to detail, and the ability to gracefully manage multiple deadlines and priorities.
 - A commitment to providing quality stewardship to all Pride Foundation constituents, and the ability to develop a positive working relationship with staff, volunteers, board members, donors, and community supporters.
 - Flexibility to work some evenings, weekends, and occasionally travel.
 - Pride Foundation has a commitment to building a racially just, equitable and inclusive environment through all levels of operations in the organization. Ideal candidates will have demonstrated understanding and experience working on issues related to racial, gender, economic, and reproductive justice, and working in rural communities.
- Good working knowledge of |

Salary and Benefits

Salary is competitive. Pride Foundation determines its staff salaries using the Washington Nonprofit Wage & Benefit Annual Survey. Each salary is based on the average of similar positions in organizations of comparable size. For this position, the salary range is \$46,000-\$54,000.

Management

- Promote transparency in wages



Wage Gap Challenge

- Conduct a salary study among the positions and the key characteristics of who holds those positions
 - Active recruitment of women in leadership roles
 - Active recruitment of men into the field

LEADERSHIP

**STUDY: GENDER GAP PRONOUNCED
FOR NONPROFITS, WORKPLACE AT
LARGE**

Mentorship

- Informal v. formal mentorship
- Paid internships and fellowships



Final thoughts and next steps



What is one thing you will do by December 31 to address any of the issues we brought up today?

Shout it out! Write it down!

Additional resources

- Le, Vu. When you don't disclose salary range on a job posting...
<http://nonprofitaf.com/2015/06/when-you-dont-disclose-salary-range-on-a-job-posting-a-unicorn-loses-its-wings/>
- Cain Miller, Claire. As women take over a male dominated field the pay drops.
https://www.nytimes.com/2016/03/20/upshot/as-women-take-over-a-male-dominated-field-the-pay-drops.html?_r=0