

# Engaging Women in Transformational Giving through Planned Gifts

Diane Ballweg and Martha Taylor

Wisconsin Association of Charitable Gift Planners

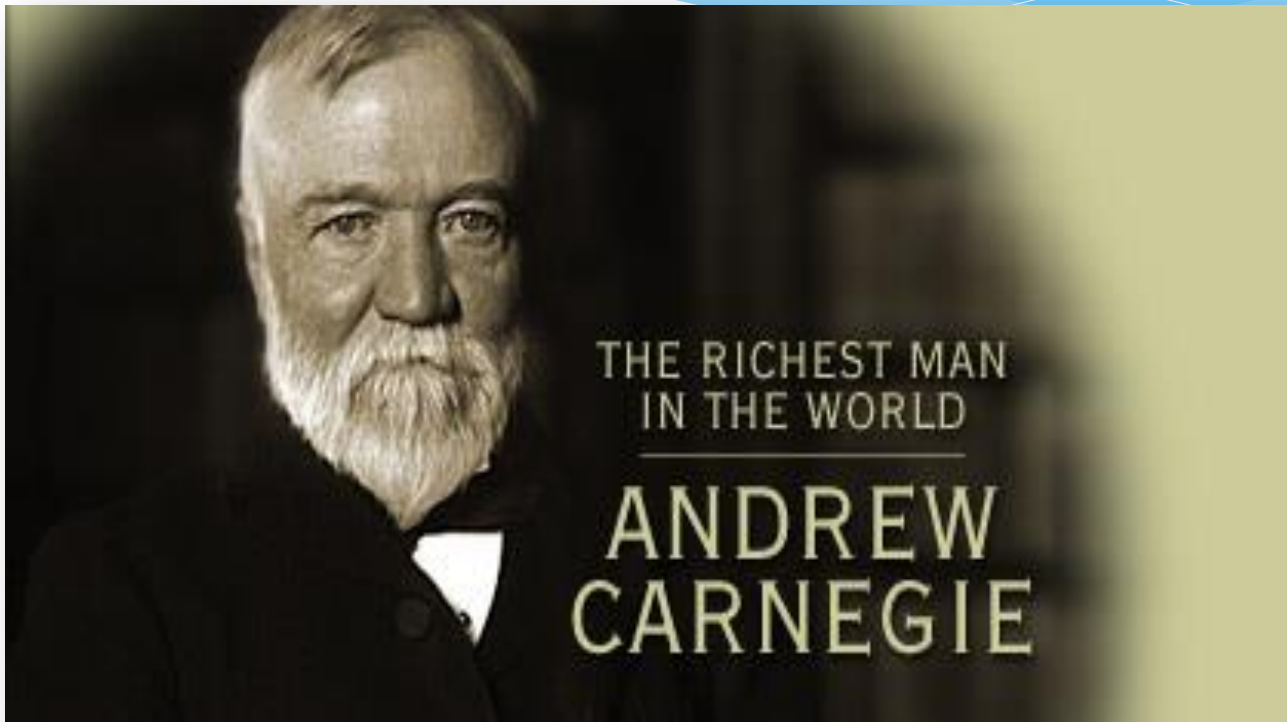
July 11, 2017



## Russell Howes 1949-2016

- Vice President and Legal Counsel, University of Wisconsin Foundation, 27 years
- Past President of Partnerships for Philanthropic Planning
- Highest Caliber Planned Giving Professional

# Women are changing the face of philanthropy



From this....

# To this...

“In the past two decades, the single largest change in philanthropy is the emergence of women philanthropists.”

**Pleasant Rowland**



# Commercial: Full Disclosure

## **Madison Community Foundation**

75<sup>th</sup> Anniversary Legacy Campaign 2017-18.

- \* 75 for 75 legacies, match for Community Impact Fund
- \* \$75,000 monthly gift announcements

## **University of Wisconsin-Madison**

All Ways Forward Campaign \$3.2B

- \* First stage: Morgridge and Nicholas matches
- \* Now: focus on gift planning, increased gp staffing
- \* Women's Philanthropy Council

# Topics for Today

- \* **Economics and data**  
Role model/Cohort
- \* **Motivations**  
Role model/Cohort
- \* **Successful strategies**  
Role Model/Cohort



If you remember only one thing about  
women's philanthropy --  
Importance of Role Models and  
Small Cohort Groups



Gift Planning =  
Women's Philanthropy

Why is this true?



# Increase in Women's Giving

- \* More philanthropic
- \* Control of money
- \* Equal partners
- \* Significant leaders
- \* Give differently
- \* Live longer
- \* Low key



# GP have the most potential to succeed with women donors

- \* Values based discussions
- \* Longer time line
- \* More measured approach
- \* Listening – start with goals

**BUT . . .**

# Are you????

- \* Focusing on women as your primary clients/donors?
- \* Studying patterns of past giving to you/by your clients?
- \* Applying gender sensitive techniques?
- \* Using cohort and role model strategies?

If not . . .

You are stopping women  
giving to their potential!!



# Getting Started on the Road to Realized Potential

*Reinventing  
Fundraising: Realizing  
the Potential of  
Women's  
Philanthropy*

Sondra Shaw-Hardy  
and Martha Taylor

**1995**



If you remember only one thing about women's  
philanthropy --

# Importance of Role Models and Small Cohort Groups



# Who are the potential women philanthropists?

- \* No children
- \* No spouse/partner
- \* Real estate holdings
- \* Long time giving history, small gifts
- \* Assets with spouse/partner
- \* Volunteer and leader



# Rosemary Johnson





# Analyze Your Gender Data

## **New study from Madison Community Foundation**

Completed July 1, 2017

Since 1942 inception, women gave:

- \* **59 percent of bequests**
- \* **74 percent of bequest income**

# Analyze Data

## **Madison Community Foundation**

Top 40 Highest Cumulative Giving to MCF:  
18 women / 16 men / 6 couples.

## **UW-Madison and Higher Education**

Women's giving dominates in planned gifts too

# Analyze Your Data

## MCF Top 40 Cumulative Donors

	Women	Couples	Men	Total
# Donors	18	6	16	40
% of Top 40	45%	15%	40%	100%

## MCF Realized Bequests

	Women	Couples	Men	Total
# Bequests	33	12	11	56
% Bequests	59%	21%	20%	100%
Total \$	\$23,174K	\$5,709K	\$2,375K	\$31,258K
% Total \$	74%	18%	8%	100%

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# Diane Ballweg: Role Model



# Why Role Model?

“Through giving,  
I have made a  
positive impact  
on individual  
lives, in broader  
communities.”

DB





# Why Role Model?

“I set an example, so that when I sit on the other side of the table and make asks, people know that I practice what I preach and put my money where my mouth is!”

DB



# Every woman a philanthropist: Oceola McCarty





# Margaret Winston and Elizabeth Hirschfelder

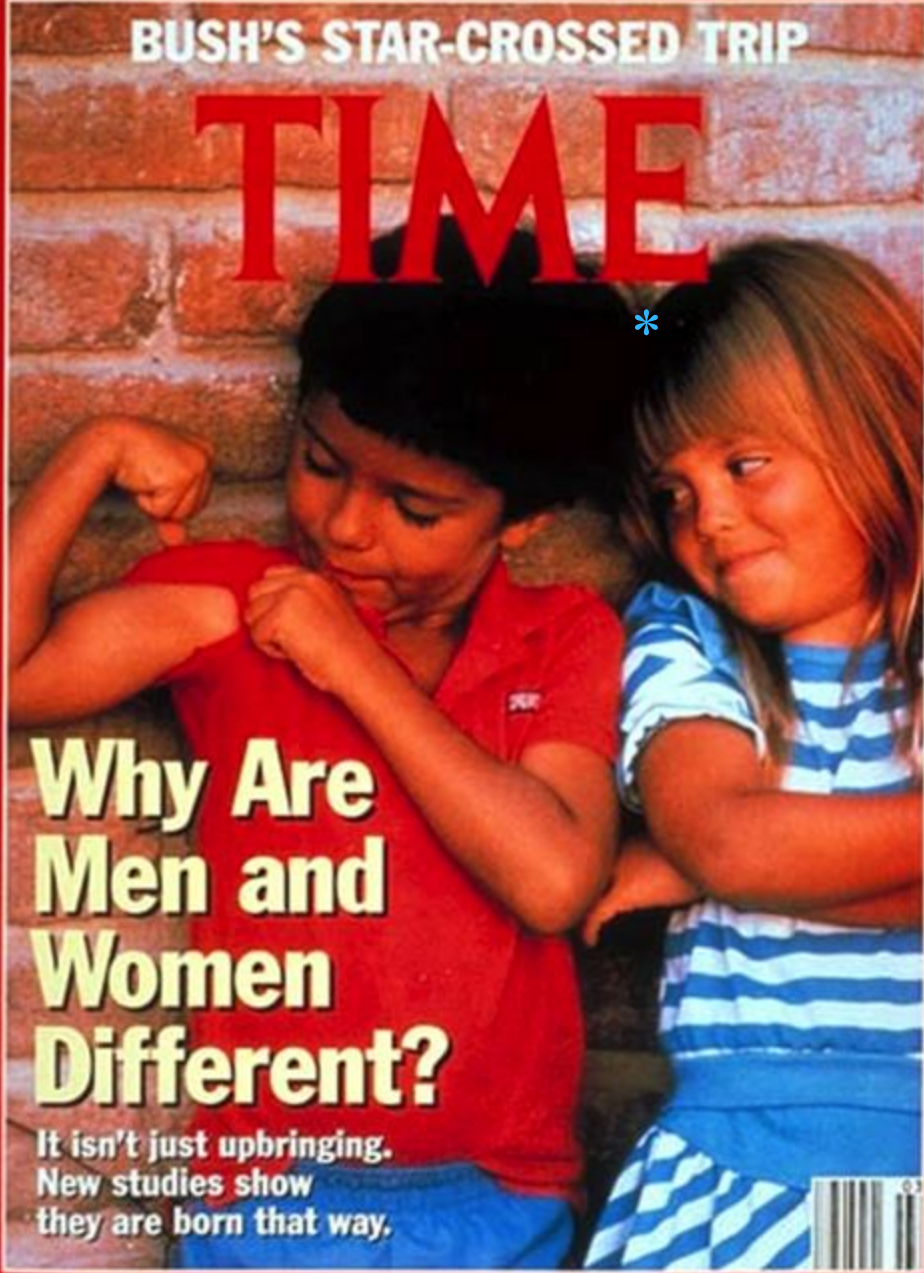


# What works for men may NOT work for women



BUSH'S STAR-CROSSED TRIP

TIME



**Why Are  
Men and  
Women  
Different?**

It isn't just upbringing.  
New studies show  
they are born that way.





Bruce Flessner

Bentz, Whaley & Flessner

“Women’s philanthropy is not an issue of fairness or equal rights, it is an issue of economics.”

# Despite Financial Gains, Women Say They Lack:

- \* Knowledge about finances
- \* Confidence to achieve goals
- \* Only 1 in 10 say they will definitely follow through with financial goals



# Women's Giving Motivations

Shift in thinking based on five key motivational differences



# Differences

## **Women's giving:**

- \* Gratitude
- \* Solving issues
- \* Being role model
- \* Life enrichment
- \* Small cohort

## **Men's giving:**

- Loyalty
- Degree
- Recognition
- Competition
- Peer pressure

# Differences



“Yes, men and women give differently -- just look at past statistics. In my own life, giving was not an issue of how many jobs that would bring into our business. It was setting a good business example.”

DB



# Differences

“And I have found that donors do not need **recognition**....they appreciate **acknowledgement**. Especially women.”

DB



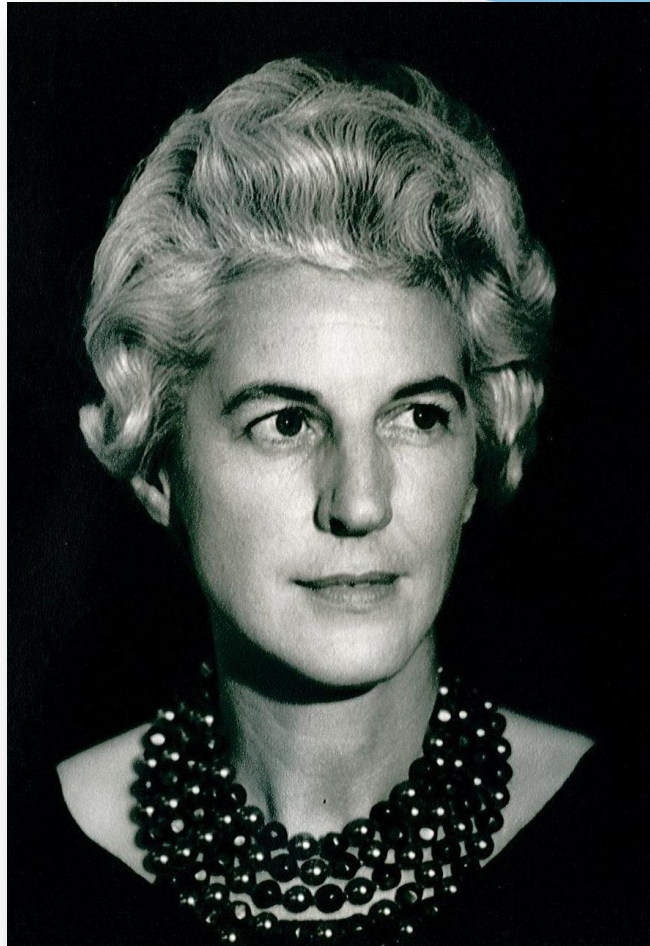
# Some motivations same?

“My gifts are made to non-profits that have proven their ability and experience to show success in their mission. Through giving, I have made a positive impact on individual lives, in broader communities.”

DB



# Marie Graber and Jaya Iyer





# Successful Strategies

## How to Engage Women in Transformational Giving



- \* Create the dream
- \* Confuse, lose
- \* Connect to:
  - \* Cause/Human face
  - \* You/organization
  - \* Each other
  - \* Role models

# Strategy: Create the Dream

- \* Vision a better world
- \* Focus, not scatter
- \* Make biggest impact
- \* Consult organizations
- \* Use philanthropy  
advising techniques
  - \* Work backwards from  
bequest
  - \* Use Million \$ exercise



# Visiting Women—Basics

Example: woman responds to PG newsletter

- \* Conversation on phone -- connecting
- \* Get appointment in home, not meal
- \* Bring no paper
- \* Begin with values discovery. . .



# Go beyond the usual things in your first conversation. . .

“ . . . Talk about things like value system, language, geographic experience and location, working style, thinking style, educational background, involvement in the military, socioeconomic class, religion—all the things that make up the dynamics of who we are.”

*“Rethinking Diversity,” Molly Rose Teuke, Continental, March 2003  
Center on Philanthropy, Indiana University*

# Strategy: Confuse, Lose

- \* SIMPLIFY options to make impact
- \* MCF assessing service in this area
- \* Three common focus for donors:  
Community, religion, alma mater -- and many times health
- \* Increase philanthropy in Madison and Wisconsin  
Wisconsin Philanthropy Network



# Strategies: Connect 1 With Causes

## **Human Face/Cause.**

Organizations use impact message and face photos to connect to mission.



## **Involvement**

“My estate plan changes over time, and the things that I am most concerned with are the things that I have been most involved with throughout my life.” DB

# Strategies: Connect 2 With Advisors and Organizations

## **Create relationship, increase stewardship**

“Luckily, I do not feel the "need" to leave money for my kids, so I am blessed to have the freedom to give to other meaningful endeavors. And, surprisingly, most family business heads do NOT want to leave their estate/foundation to their children. They are more comfortable and feel it is wiser to leave it to a community foundation, advisors, or non-profits.”

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# Strategies: Connect 3 With Each Other

## Power of the small cohort with women

Huge difference from men

- \* Women Moving Millions
- \* Women's giving circles
- \* Women's funds

“WMM was a great experience for me, and it came at a time that I needed the guidance and confidence to make these decisions.” DB



# Personal Connections, Friendships





# Strategies: Connect 4 With Role Models

## **Role Modeling goes beyond featuring individuals:**

- \* Programs with topics and speakers of interest
- \* Speakers include women
- \* Discussion Groups

Affirm you value women – feature in print/web, involve as leaders and as speakers on the dais.



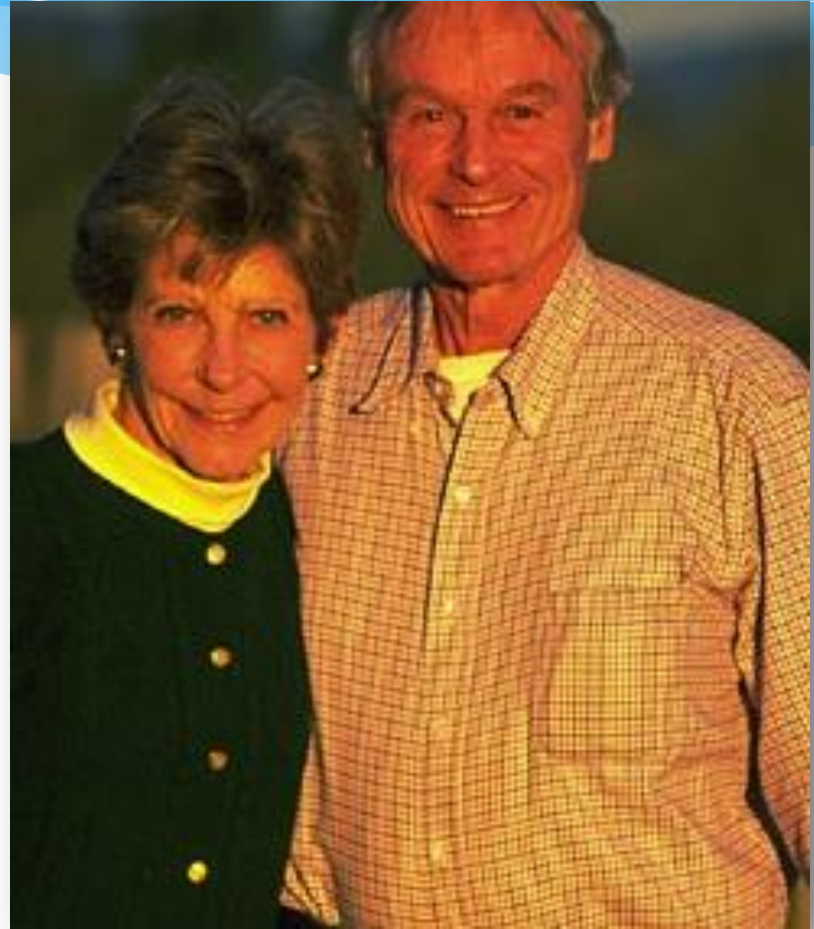
# Apply Gender Sensitive Communication Techniques





# Important -- Couples

- \* Involve the spouse/partner
- \* Build good relationship with each



# Equal Decision Making



# Steward Donors – Individually and as Couple



# Your Next Steps

- \* Identify new ways to help your women clients create their big dream
- \* Analyze client/donor data
- \* Review your approach – how can you better apply women’s philanthropy basics?

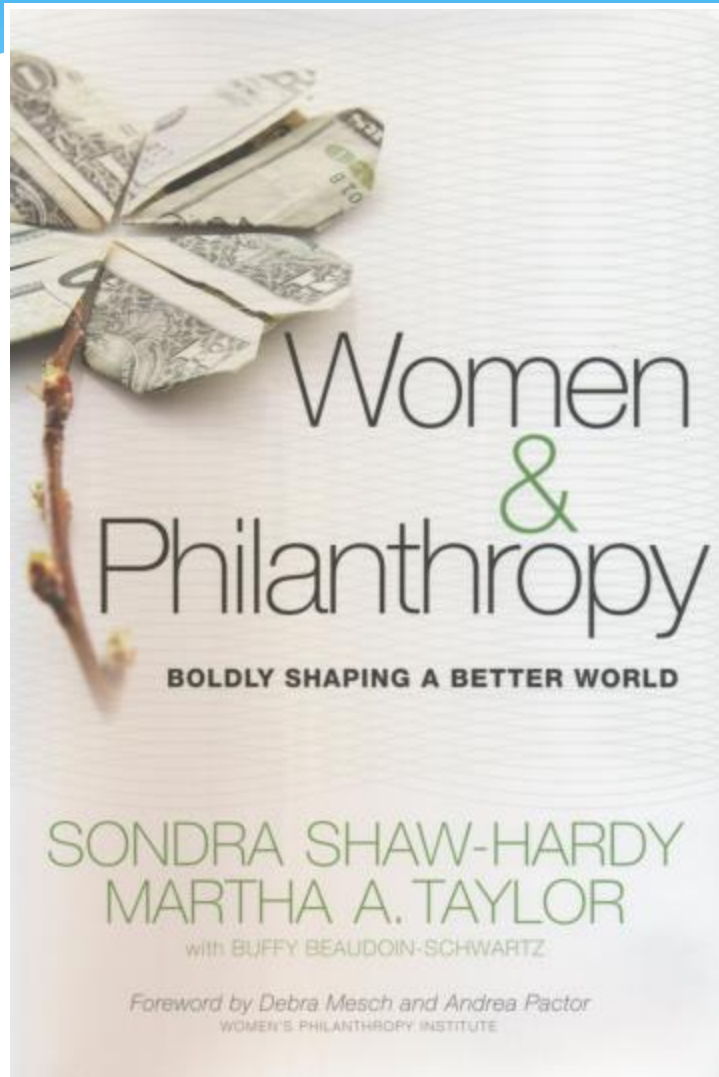




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# Learn More



Books

Publications

Research

***Women Give***

Women's Philanthropy  
Institute

Lily School of  
Philanthropy,  
Indiana University

# You are the one who is blessed

“As a donor . . .  
you are the one who  
reaps the reward of  
seeing generosity  
infused into others.  
Your heart is filled.”

\*

*Ruth Smeltzer, author*





# Questions and Discussion



# Enjoy Summer!

