

Tapping into Female Donors

Female philanthropic impact is on the rise. In the nonprofit sector, trends related to female generosity, wealth and empowerment point to your best source of not just loyal donors, but fearless advocates.

4 REASONS TO FOCUS ON FEMALE DONORS:

1. Women far surpass men in charitable giving.
2. The divide between male and female wealth is gradually narrowing.
3. In general, women are naturally more empathetic and compassionate than men.
4. Women are seeking to be empowered on behalf of causes they care about.

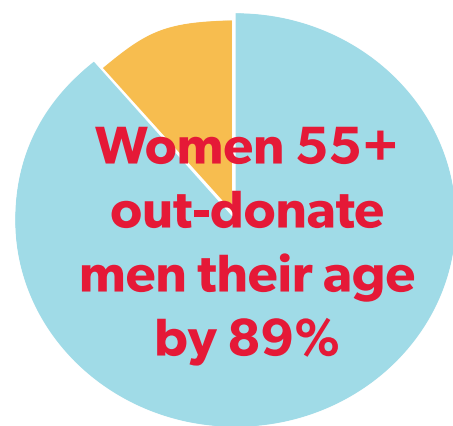
The Wall Street Journal reports that among females 55 and older, women out-donate men in their age group by an astounding 89%!¹

The good news is that this group of females is also where the wealth is growing most rapidly. "According to the Boston Consulting Group, between 2010 and 2015 private wealth held by women grew from \$34 trillion to \$51 trillion. By 2020 they are expected to hold \$72 trillion, 32% of the total."²

It might be tempting to think that having more money is behind the generosity of women, that's not the case. First, even when women give smaller gifts than men in a particular campaign, the trend is that more women than men participate.

Second, a study from the Stanford Center for Inequality and Poverty³ reports that a gender donation disparity has been evident for years. The study identified *empathy* and *compassion* differences in men and women as the pivotal factor explaining the gap.

Your first thought might be that we need to discuss how to tap into male donors' generosity, but it's more critical to ride the wave of impact that's already in motion. If women make up the lion's share of donors, the wealth divide is shifting, and a natural motivation to help others has been stoked, the competition for female donors is the task ahead for most nonprofits.



♥ About iDonate

iDonate® is the leading digital donor engagement solution to empower enterprise-level nonprofit organizations to build and personalize relationships with today's donors through cutting-edge SaaS technology, superior giving experiences, omnichannel fundraising, and growth services.

iDonate's mission is to transform charitable giving and drive growth for our partners so they can make bigger impacts on the world.

THE FOCUS OF FEMALE GENEROSITY

The Stanford study indicated that women are more likely to extend generosity to causes related to education, health care, human services and organizations with a focus on poverty, especially of women and children.

By contrast, men's charitable giving and volunteering focuses more on "sports, adult recreation, civil rights, and veterans' organizations."³

These distinctions are generally true for all ages of female donors, whether their wealth is rising or not. Understanding these focuses should inform your marketing, fundraising and communications practices.

Are you targeting the right people with your message? Is your message on point? In 2019, 20% more women are on social media than men.⁴ Do you know where your target audience spends their time online?

EXPECTATIONS OF FEMALE DONORS

Female entrepreneurs and donors are feeling empowered and they're attuned to gender gaps in the organizations they interact with. They have many options for getting involved and are naturally drawn to nonprofits actively seeking to attract them and connect with them in meaningful ways.

That means more than addressing them with token elements (female imagery, feminine designs, etc.). It means valuing and leveraging women's bent toward relationships to help them make the impact in the world they're seeking to accomplish. It's understanding that they want to:

- Know the specific impact of their contributions
- Be a part of a movement and connect with a community, as with collective giving that multiplies impact of gifts⁵
- Have a voice
- Work with organizations that walk the talk when it comes to gender equality within your organization (How does your executive structure reflect gender concerns? Data shows gender gaps in nonprofit executive roles remains high.⁵)
- Feel like more than just a name or dollar amount in your database

Female philanthropic impact is on the rise. If you're not attracting women to elevate your cause, you're leaving money, volunteer equity, and a lot of passion on the table for another nonprofit to scoop up.

SOURCES

¹[Wall Street Journal: The Gender Gap in Charitable Giving](#)

²[The Economist: Women's Wealth is Rising](#)

³[Stanford Center for Inequality and Poverty: Explaining the Gender Gap in Charitable Giving](#)

⁴[Pew Research: Social Media Use by Gender](#)

⁵[Huffpost: Why Collective Giving Works for all Generations of Women](#)

⁶[PND by Candid: #TimesUp for the Nonprofit Gender Gap](#)



“When you train women, you train the community. They are going to pass on what they learn. They will affect whole communities.”

Zaneilia Harris, Founder and CEO
Harris & Harris Wealth Management:
Financial Planning for Women

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