

# Power of Women in Philanthropy

## Why Launch a Women's Initiative Now?

Women are the economic powerhouse of the 21<sup>st</sup> century and have become the most powerful voice in Philanthropy.

### *Women Are*

The fastest growing segment of the US economy

Starting businesses at twice the rate of men and staying in business

longer Women of color are starting business at six times the rate of men

Control 51% of the Stock Exchange

Responsible for purchasing 85% to 95% of all goods and services in the sold in the US...this amounts to over \$6 trillion dollars.



### *In Higher Education*

60% of all Medical School graduates are women

55% of all CPA graduates are women

60% of all graduates in higher education are women



### *Women & Family*

\$130 trillion will transfer from one generation to the next over the next decade. Women will inherit this wealth as they live 4.8 years longer than men.

North American women have the capacity to give an estimated \$230 billion annually.

# How to Launch a Women's Initiative

Women will support what they help create.

## Step 1

Engage a few women who are enthusiastic about your case to discuss the concept of a Women's Initiative

It's all about volunteer leadership: women of influence, affluence and advocacy.

- Invite women of color, age and capacity to give.
- Invite friends of your organization with a giving history.
- The most powerful ask: *Will you join me?*

Do your homework: prepare a few powerful case studies of need with defined outcomes that will resonate with them. Get them excited to lead the charge!



## Step 2

Present your case study with facts, needs, proposed outcomes. Highlight your organization's extraordinary work!

Present a vision they will fall in love with!  
Present the Who, What, When and How to the group.  
What do you want to accomplish?  
When do you want to begin?  
How do you envision achieving your goals?  
Who will execute the plan?  
What will the outcomes?  
Demonstrate ROI

Invite a client, a beneficiary of your organization, to speak to the group to connect them to the mission and with results! Make them absolutely have to be a part of the mission.

### Step 3

Ask for advice, big ideas and networks. Brainstorm on the concept of a Women's Initiative that will achieve significant results for your organization

Hold a round table discussion on the Project Goal, inviting the input on how to achieve it. Remember, people will support what they help to create.

What should we name The Initiative?

Present possible levels of giving

Brainstorm on how to present to various networks in your communities

Should we do a Launch Event?

Should we consider a Challenge Grant?

Should we engage Foundations and Corporations?

Select an important speaker that can highlight your organization's mission

Gather at women's homes, invite our friends and networks and present the mission, challenge and goals!

Set a Goal that everyone agrees on.

Envision the Goal and the Outcome!

The Impact must be big, bold, fierce and powerful!

Women want to make a difference in a big, measurable and powerful way!



*Red Cross Tiffany Circle Members from the United States, United Kingdom and Canada.*

### Step 4

Encourage networking. Share other women's giving models and what makes them successful.

Discuss other women's giving models and what makes them successful

- Red Cross Tiffany Circle
- United Way's Women's Initiative
- The Maverick Collective
- Women Moving Millions
- Women's Leadership Council at Brown University
- Women's Philanthropy Initiative at Georgia State University
- Women Empowered Initiative at OSF Healthcare
- Women's Leadership Council at Lahey Hospital & Medical Center

Gather names and contacts of prospective women and possible hosts for receptions. Ask them if they would be willing to host. Or know someone who would.

## Step 5

Let's Get Started!

Ask if anyone would be willing to co-chair the Initiative?

Discuss the event calendar going forward

Plan a Kick-off Event! A home event date!

## Step 6

Demonstrate and communicate your results.

Communicate your results: women want to know exactly where they are in reaching their goal.

You are tapping into the most powerful voice in Philanthropy today! WOMEN! Unleash their power for your organization and achieve extraordinary results.

Remember the number one reason women have not given...it is because they were not ASKED!

