

# WID WORKS!

WOMEN IN DEVELOPMENT, NEW YORK | JANUARY 2011

## WOMEN GIVE DIFFERENTLY: NEW RESEARCH BY WOMEN'S PHILANTHROPY INSTITUTE

By Nicole Thigpen

Men and women give differently. They have different motivations for giving and different approaches to giving. The Women's Philanthropy Institute (WPI), part of the Center on Philanthropy at Indiana University, believes that understanding these differences will help people recognize the significant impact of gender on philanthropy.

This fall, the WPI released the two-part study *Women Give 2010*. The first part, *Women Give More than Men* was issued October 21 and answers the question, "Are there differences in philanthropic giving between men and women — across income levels?" According to Director of the WPI Debra J. Mesch, Ph.D., "Women across nearly every income category give significantly more than their male counterparts — in many cases, nearly twice as much."

The research shows that:

1. In each of the five different income groups analyzed, female-headed households are **more likely to give** to charity than male-headed households.
2. In every income group, except for one, women **give more** than men.

"The second part, *Causes Women Support*, was unveiled on December 7th, at TED Women 2010, and addresses the question, "Are there differences between male and female single-headed households across all subsectors of charitable giving?" The report can be found at [http://conferences.ted.com/TEDWomen/program/womens\\_ideas.php](http://conferences.ted.com/TEDWomen/program/womens_ideas.php).

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## UPCOMING EVENT



PHOTO: Annalee Van Kleeck

### I TO I: A STRUCTURED NETWORKING EXPERIENCE

**Monday, January 24, 2011**

**6:00 – 8:00pm**

**The Cosmopolitan Club**

**122 East 66th Street**

**(Between Park and Lexington Avenues)**

Learn first-hand how to expand your network, land a new job, transition into a new field, pursue a passion, make your next move, and more, in this unique participatory workshop. Attendees will have an opportunity to make genuine contacts, discuss meaningful topics in small group settings with facilitators, and share good food and drink.

Register now: [www.widny.org](http://www.widny.org)

## PRESIDENT'S LETTER



Dear Members and Friends,

On behalf of the Board of Women in Development, I would like to wish you a Happy and Healthy New Year.

The Fall was a whirlwind of activities, and I know many of you enjoyed hearing from Lulu C. Wang, Jennifer Buffett and Juliana Terian Gilbert at our “Meet the Philanthropists: Women’s Edition.” Others may have found inspiration from one of our luncheon speakers or at our hands-on workshop: “Fundraising in the Age of Social Networking.”

No matter which activity most appealed to you, I hope you gained insights, built your network and learned new strategies from your participation in WID. I know I have from all of you.

We have a number of exciting programs coming up. In January, we will be having our third “I to I: A Structured Networking Experience.” This has proven to be one of our most popular events, so be sure to sign up soon. Whether you have been a member for 20 years or 2 months, this event will be a great opportunity for you to get to know your fellow WID members. At the February luncheon, we will be delving into Mergers of Nonprofits with Sandy Lamb, President & CEO, Lamb Advisors. This has been an increasingly important topic in our sector, and I am sure we will all learn a lot from this presentation.

There are many ways to be involved in WID — sign up to be a career coach or to receive coaching, join a committee, attend a lunch or workshop or participate in one of our online discussions on LinkedIn. Be part of the conversation.

I look forward to seeing you at our next event and working with you to grow our organizations, our nonprofit sector and ourselves.

Sincerely,

Kerry Walsh  
President



By Didi Lacher

Did You Miss:

- Guest expert: Laurie Krotman providing specific, usable advice on how to get the most out of your special events
- Free resources: NFP Messaging Boot camp, BBB seminar, on-line discussion of NFP job market, new website benchmark report, etc.
- Dev news: Whitney Museum’s Clickistan and new YouTube Channel raising money for NFPs
- Great blog entry: “Social Media Multitasking Worse than Marijuana”

**All-WiD, all the time! With special appearances by guest experts. [www.linkedin.com](http://www.linkedin.com).**

### **If you are already on LinkedIn:**

Set the search box in the upper right hand corner of the screen to “Groups” and enter “Women in Development New York” (You need the “New York”).

### **If you are not on LinkedIn yet:**

You can register on LinkedIn and then join the group immediately. After registration, you can decide to fill out your profile later but participate in the discussions on the WiD LinkedIn Group immediately.

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## WOMEN GIVE DIFFERENTLY: NEW RESEARCH BY WOMEN'S PHILANTHROPY INSTITUTE (continued from p. 1)

Salient findings include:

1. Female-headed households are more likely than, or as likely, to give as male-headed households in every charitable subsector.
2. The top five areas in which female-headed households are significantly more likely than their male counterparts to give are international, community, religion, health care, and youth and family.

Lisa Witter, a member of the WPI Council, Chief Strategy Officer for Fenton Communications, and co-author of [\*The She Spot: Why Women are the Market for Changing the World and How to Reach Them\*](#), shares the significance of these findings: "This new research affirms for individual women donors that they are part of a larger community of female

philanthropists who share their passion and their desire to strengthen their hometowns and the world."

### **What's next?**

On March 10-11, 2011, the Center on Philanthropy will host *Women World Wide: Leading through Philanthropy* at the Chicago Chase Towers. To register or learn more, visit [www.philanthropy.iupui.edu/womenworldwide](http://www.philanthropy.iupui.edu/womenworldwide).

### **Want more information?**

Read [\*Women & Philanthropy - Boldly Shaping a Better World\*](#), published in 2010 by two co-founders of the WPI, Sondra Shaw-Hardy and Martha Taylor. Visit [www.philanthropy.iupui.edu/womengive/about-TheStudy.aspx](http://www.philanthropy.iupui.edu/womengive/about-TheStudy.aspx) and [www.tedwomen.aol.com](http://www.tedwomen.aol.com). Follow [@womengiving](https://twitter.com/womengiving) on Twitter.

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## THE STATE OF BENEFITS IN THE NONPROFIT SECTOR

Benefits are a crucial component of an organization's compensation package. As with salaries, offering the right mix of benefits allows an organization to compete effectively in the marketplace for the best talent.

Professionals for NonProfits (PNP), the only staffing firm providing a full array of employment services exclusively to the nonprofit sector, recently produced its inaugural Benefits Report for the New York City and Washington, DC, Metro areas. The report highlights the differences and similarities of employee benefits offered by a variety of nonprofits based on a survey of almost 500 organizations in New York City and over 300 in the Washington, DC Metro and Washington DC area.

The majority of nonprofits did not make significant changes to their benefits in 2009, despite the economic downturn. Among those that did, the most common changes were to health benefits — either reducing them or increasing healthcare cost-sharing by employees.

Approximately thirty questions were posed to the sector, yielding other interesting trends and responses.

Questions included:

- How much are nonprofits spending on benefits per employee?
- Are flex hours becoming more popular?
- Is the nonprofit sector open to offering bonuses and incentives?
- How did your fellow organizations change their benefits packages in response to the economy?
- How many nonprofits offer summer hours?
- What level of health coverage is typical for your organization's size?
- How are nonprofits rewarding top executives?
- Do nonprofits tend to offer more in benefits as they grow larger?
- How will benefits change in FY 2011?

To receive your free copy of the Nonprofit Benefits Report, contact PNP at [info@nonprofitstaffing.com](mailto:info@nonprofitstaffing.com).

## 2010 – 2011 PRESIDENT'S COUNCIL

The following Members of the WID President's Council have 20 years or more experience in the not-for-profit sector, working in fundraising and related fields. If you are interested in joining this group of experienced professionals, please visit [www.widny.org](http://www.widny.org).

Zanetta Addams-Pilgrim, *East Harlem Tutorial Program*  
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Elizabeth Wagner, *Princeton Area Community Foundation*  
Kerry Walsh, *Port Chester Carver Center*  
Suzanne L. Weber, MBA, *Development Guild/DDI*

List In Formation As Of December 20, 2010

## PROGRAM HANDOUTS AVAILABLE ON WID WEBSITE

Missed a program or luncheon?  
Check the WiD website for handouts and transcripts of speaker comments. Follow the directions to the right to sign in to the members-only area of the website where our resource materials are housed.

Go to [www.widny.org](http://www.widny.org)  
Click on “**Member/Board Login**” from left-side menu  
Sign in with your login name and password  
Click on “**Program Handouts**”

## WORDS OF WISDOM: A SNAPSHOT OF WID'S FALL EVENTS AND SPEAKERS

By Shirley Longshore

### HERE'S WHAT OUR SPEAKERS HAD TO SAY:

“What is the best way to market yourself? Do a good job!”  
Katherine Brown, Executive Director, *New York City Ballet*

“Put a human face on your organization’s outcomes and show the donor how support has made a difference in lives.”  
Lulu C. Wang, Chief Executive Officer,  
*Tupelo Capital Management LLC*

“Philanthropy needs major changes to get away from entrenched patriarchal systems and be strategic in how grants are made. Marketing and social networking are imperative.”  
Jennifer Buffett, Co-Chair, President, *NoVo Foundation*

“The hardest part of my job is keeping the ability to be nimble, to respond to the day’s latest news, and set the right tone.”  
Joan Malin, Chief Executive Officer, *Planned Parenthood of New York City*

“How do we reach every audience in the 5.2 million multi-generational visitors that walk through our doors? We have to use different tools for each age group and we have to figure out how to sustain their interest.”  
Nina Diefenbach, Vice President for Development and Membership, *Metropolitan Museum of Art*

“The way you communicate on each platform is different. Give your website a daily facelift. Keep it timely. Open a new window for Facebook. Imbed your twitter feed – and don’t forget that a blog is not your nightstand journal – edit, edit, edit.”

Jennifer Edwards, cultural critic and consultant, and  
Rebecca Krause-Hardie, social media strategist, Partner,  
*AudienceWorks*

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### MEET THE PHILANTHROPISTS: WOMEN'S EDITION



PHOTOS: Annalee Van Kleeck

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## WORDS OF WISDOM: A SNAPSHOT OF WID'S FALL EVENTS AND SPEAKERS *(continued from p. 5)*

There isn't any aspect of the fundraising world that wasn't addressed during WiD's Fall series of luncheons and events. From how to engage the next generation to what donors are looking for in the post-recession decade, to everything we need to know about social networking and online giving, as WiD members heard from both donors and fundraisers. The wealth of information we heard from "both sides" was extraordinary. If you were able to attend all the events, the series was valuable as both tutorial and reinforcement. We owe a debt of gratitude to our Program Committee.

"Over the next fifty years, \$41 trillion will pass from one generation to the next," said Ronna Brown, President of Philanthropy New York, and moderator of October's "Meet the Philanthropists: Women's Edition" panel discussion. Other statistics cited by speakers, panelists and moderators alike, all generous with their time, expertise and enthusiasm, tell us that we have to fine tune what we already know and expand it to embrace how our field is growing and changing.

Here are some of the major themes we heard last fall: Women are giving more in their own right and emerging as major philanthropists and these philanthropists are increasingly eager to enrich their own lives through their giving, while even more determined to see that their gifts make a difference. We have become more data-driven as the search for quantified results has intensified. Fundraising strategies must be carefully developed to be effective across generations.

Personal relationships and regular stewardship keep donors in the fold, and a sense of "partnership" is key to repeat giving. We must remember how vital it is for everyone connected with an organization — administrators, fundraisers and donors — to act as emissaries for its mission. Keep donors informed; use social media and other online resources to get information out; build affinity groups that support different areas of your organization's work and address them through the portals they use to communicate with each other. There are more of these every day.

We have had setbacks in the development field since the economic crisis hit, but we are rebounding, now excited about how we can bring donors back, engage new ones and expand our efforts in a myriad of ways. Let's go to it in 2011! That was the message of Fall's five terrific events.

As Jane O'Connell, President of the Altman Foundation and moderator of our November "Next Generation of Donors" panel, put it: "From tiny grassroots groups to major organizations, there's a 'new normal,' of development teams taking all of the knowledge available and working together to attract new donors from every sector, every generation and every economic standing — communicating passion for their mission and building the relationships that can translate to a return to financial stability."

## THANKS TO ALL THE WID VOLUNTEERS!

WiD is an organization that functions largely on the enthusiasm and commitment of its members. Thanks to everyone who pitches in to organize, mentor, connect, communicate, administer, initiate, assist, remind and advise — including Fran Morris, who holds down the center, Sharon Epstein, and the E/M Management staff team.

**If you are interested in volunteering, please sign up in the members-only area of the WiD website, under the "Sign up for a Committee" tab.**

# SAVE THE DATE

## NONPROFIT MERGERS AND OTHER RESTRUCTURING STRATEGIES

**Monday, February 7, 2011**  
**12:00–2:00pm**  
**The Princeton Club**  
**15 West 43rd Street**

Guest Speaker: Sandra Lamb, President & CEO, Lamb Advisors  
This program is generously sponsored by The Stanford Group Inc.

## FUNDRAISING IN THE AGE OF SOCIAL NETWORKING

**Monday, March 7, 2011**  
**12:00–2:00pm**  
**The Princeton Club**  
**15 West 43rd Street**

Guest Speakers: Tiffany Dufu, VP Development & Administration  
and Aileen Agricola, Web/IT Manager, The White House Project  
This program is generously sponsored by Professionals for NonProfits.

**Register for these programs and more at**  
[www.widny.org](http://www.widny.org)

## A MESSAGE FROM THE CAREER ADVANCEMENT COMMITTEE ...

Looking for professional guidance?  
Get advice from a [senior career coach](#).  
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\* Non Board member



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