

WPI Proven Practices Sample Briefing for Champions

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LEARNING AND LEADING TOGETHER WITH XXX NONPROFIT

Women's Growing Role in Philanthropy

As socioeconomic trends evolve, women are changing the landscape of philanthropy.

- *Insert key research points on national trends of how women give*

As women earn, inherit, and invest more, they are contributing to causes they care about, making an impact in their community, and bringing innovative approaches to giving. Women are becoming transformational leaders in philanthropy.

You are one of these women, and we want your input about this movement.

The XX Nonprofit is particularly interested in the impact of women philanthropists in our community. We invite you to explore with us how XX can deepen our engagement with women philanthropists in this inspiring time of growth.

Why this Shift Matters

As women expand their influence in money matters and philanthropy, they bring new ways of thinking to collectively solve intractable social issues in our communities and beyond. These new voices are compelling, as many foundations were established by men and have operated with a male lens.

Women and men approach philanthropy differently. While both are loyal to the causes they care about, women tend to be more empathetic to these causes and more intentional about aligning their values with their giving decisions. They also aspire to promote systems-level change rather than direct charity at a higher level than men. Women often work together to create significant and lasting outcomes to improve the lives of others.

The changing trends in women's philanthropy provide opportunities to inspire more women to become donors. XX is positioned to help women develop a growth mindset, build skills to expand their financial and philanthropic acumen, understand the importance of giving back, share talents, and become part of a network of like-minded women transforming their communities.

XX Seeks to Deepen our Engagement with Women

One of XX's goals is to better partner with donors to make the greatest and most effective impact in helping those in need. With women representing more than half of our stakeholders, XX recognizes both an imperative and an opportunity to more strategically engage women as a core constituency.

Relationships are central to XX's mission, and this initiative is an important catalyst to enhance the social/emotional skills and intercultural competencies of XX's staff. It will also inform our strategies for engaging diverse groups of donors.

Next Steps to Galvanize the Power of Women Philanthropists

We are convening diverse groups of influential women in our region to learn more about why and how women give. To gather information, we're hosting five focus groups between November 2021 – March 2022.

With data from these groups, we'll identify strategies for XX to expand donor relationships with women and strengthen the impact of women donors in our community.

By Spring XXXX, we'll create a vision with measurable goals, desired outcomes, and specific tactics for this women's initiative.

You have already made an impact through your support of our community, and we value your experience and perspectives. We invite you to be part of this important work to further XX's mission to support the needs of our community.

Please join XX in exploring this exciting chapter in philanthropy.