

WPI Proven Practices Sample Input Summary

Women's Philanthropy Potential for ABC University Summary of Input gained October and November 2021

Key Themes

Enthusiastic volunteer support for the initiative

- a. All were enthusiastic about the idea of a women's philanthropy initiative. Many said, "it is time."
- b. The majority not only want to be kept apprised but are also willing to be involved in any way.

Their philanthropy and ABC University

- a. All of the interviewees are the sole decision-makers for philanthropy in their household or decide jointly with their spouses. 15 are currently philanthropically active with other nonprofits in many ways.
- b. There was a clear appreciation for ABC University, its value to their lives, and their desire to give back to students and those who might need help while on campus.
- c. Several said that they have not given as much as they might, or didn't start giving until recently, because they felt that ABC University was male-oriented and didn't build relationships with women or showcase ABC University women's successes (women faculty, students, sports teams).
- d. They shared many ideas about supporting students not only with scholarships, but also with other school needs such as computers, food security, travel abroad and informal mentoring about future careers. The interviewees want tangible ways they can support students or ABC University so they can see the impact.

ABC University strengths to build on for a women's philanthropy initiative

- a. Positive feedback about the President who is seen as an advocate for diversity.
- b. Many mentioned the Public Affairs mission as something that would resonate with women.
- c. ABC University's education is seen as a great value, something that can be touted for this audience.
- d. Students! Most mentioned the importance of helping students thrive.
- e. Many successful women have graduated from ABC University – there are many stories not being told.
- f. Started as a teacher's college and has had strong women throughout its history.

How to start a women's philanthropy initiative

- g. Leaders must demonstrate a clear commitment and investment for this initiative.
- h. Showcase successes of women students and leaders on campus and alumnae in various careers.
- i. Gather women influencers to help elevate and design the initiative.
- j. Convene women to connect to each other as well as learn about ABC University of today.

Potential Challenges to success

- a. Several said that it can't be a project to just raise money in the short term; women have more to offer ABC University and its students.
- b. Many cited the imperative to grow the number of women leaders.
- c. Several shared that they don't see themselves in various ABC University materials or stories.