

When Ostriches Fly: New Solutions to Existing Fundraising Challenges



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What's at stake?

➤ **\$14 trillion** in assets

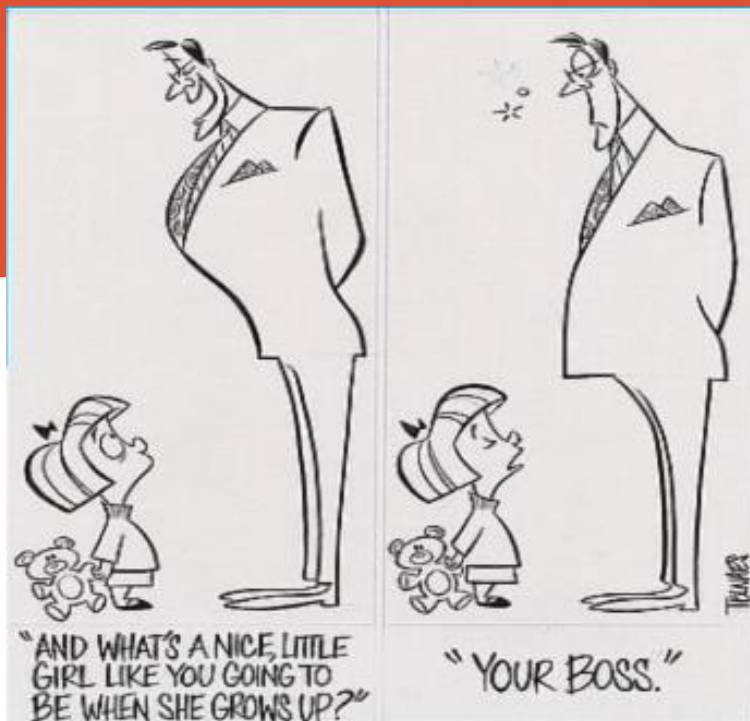
➤ High net worth women are nearly twice as likely as men to say that giving to charity is the most satisfying aspect of having wealth.

BOLD fundraising

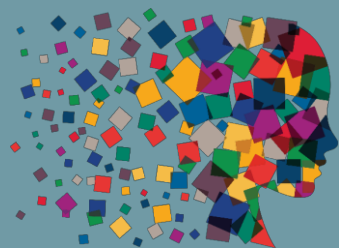
What's holding you/your school back from making **bold asks** or making **bolder asks**?



Unconscious Bias

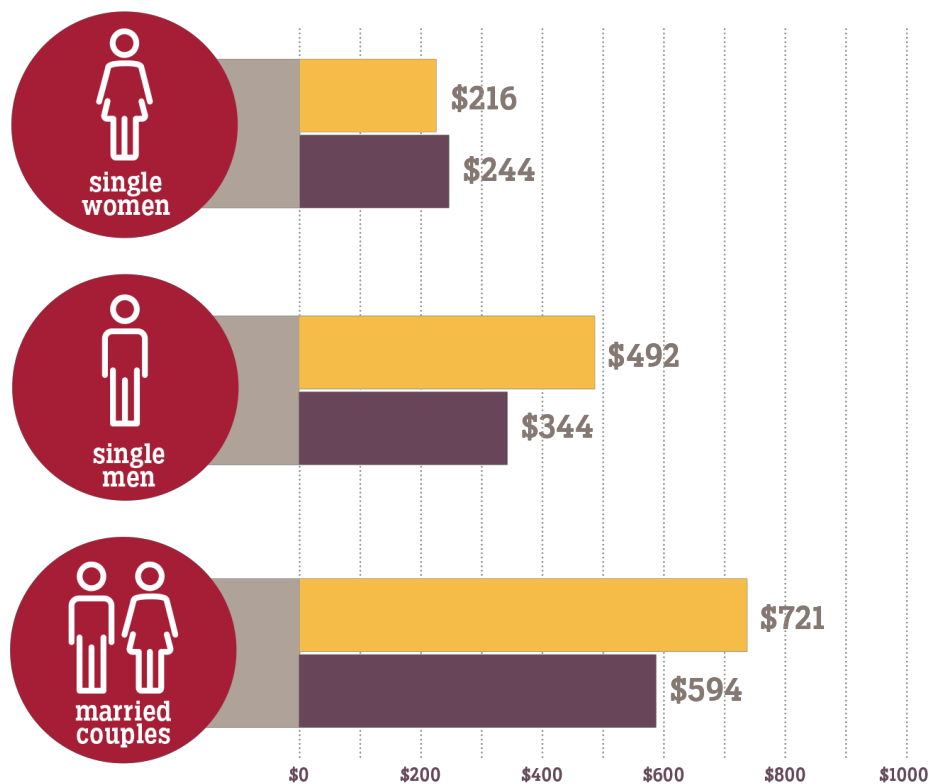


Project Implicit and Implicit Association Test: <https://implicit.harvard.edu/implicit/takeatest.html>



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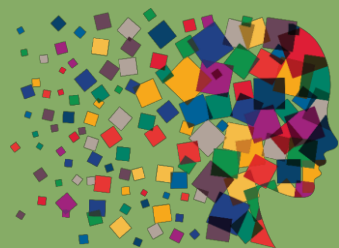
Giving in young adulthood: Gender differences
and changing patterns across the generations



1970s | pre-Boomers | age 25-47

2000s | Gen X/Millennials | age 25-47

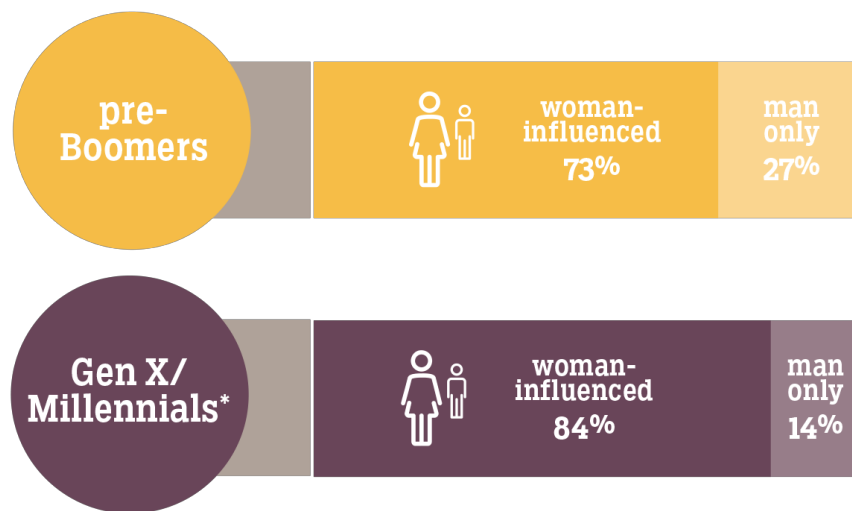
Young single women today give at comparable levels to their counterparts 40 years ago. Young single men and married couples today give less than their counterparts 40 years ago.



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Giving in young adulthood: Gender differences
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Young married women
today have more influence
on decisions about giving
than their counterparts
40 years ago.

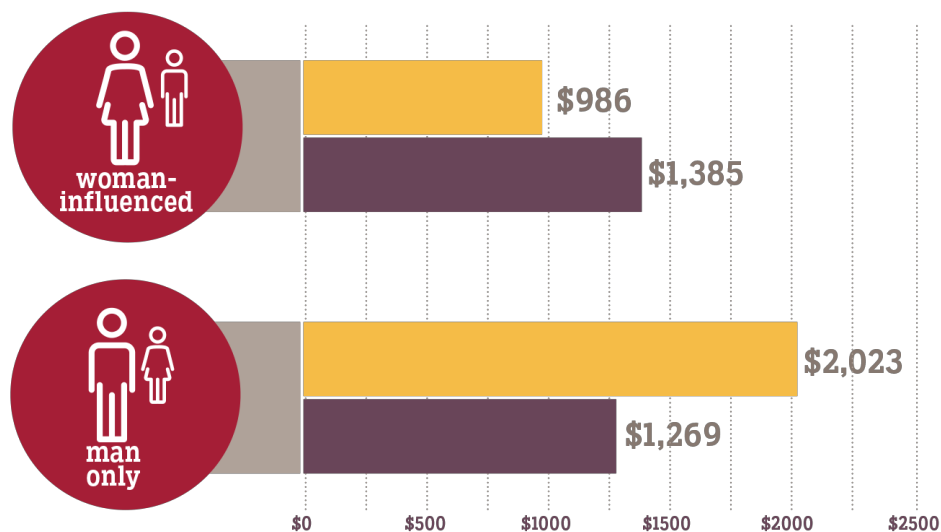


* Other cases: 2%



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Giving in young adulthood: Gender differences
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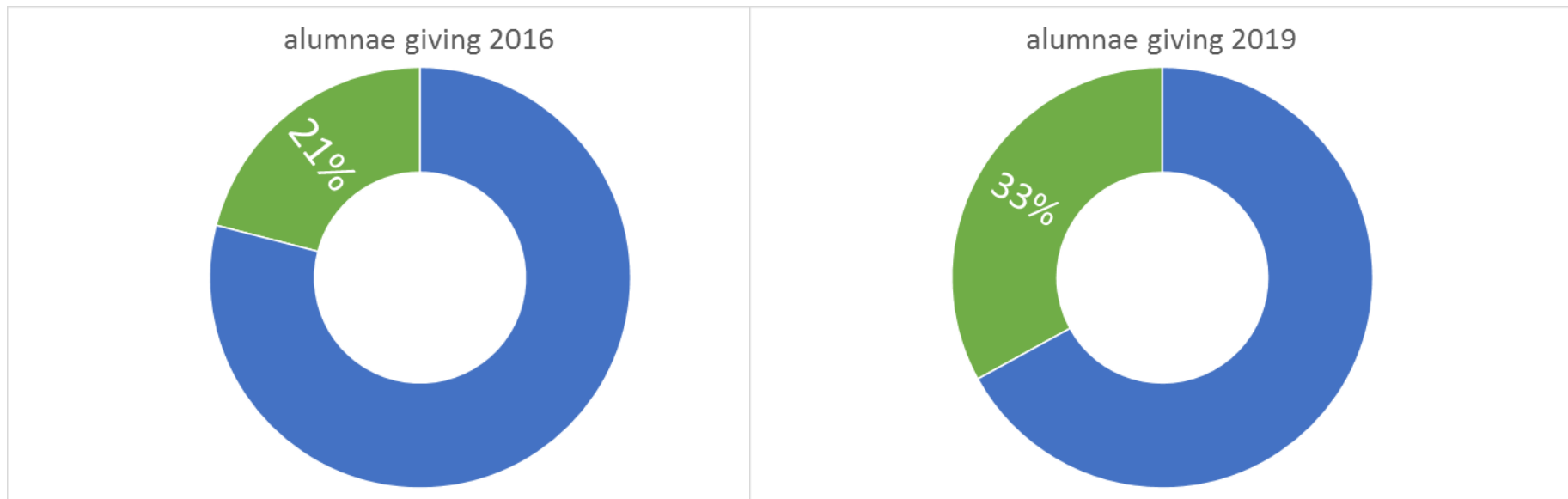
Young married couples whose giving decisions were influenced by women give higher amounts than their counterparts 40 years ago. Those whose giving decisions were made by men only give lower amounts than their counterparts 40 years ago.

Alumnae day of giving

· 2017 ·
HARPETH HALL DAY OF GIVING
#LeadConfidently

| | <u>April 6, 2017</u> | <u>April 7, 2016</u> | <u>Increase</u> | <u>% Increase</u> |
|---------------------------------------|----------------------|----------------------|-----------------|-------------------|
| Total Gifts | \$134,665 | \$57,165 | \$77,500 | 136% |
| Donors | 488 | 271 | 217 | 80% |
| Alumnae Donors | 335 | 126 | 209 | 166% |
| First Gifts to HH | 32 | 17 | 15 | 88% |
| # Donors – 2nd Gift | 148 | 64 | 84 | 131% |
| Amt. Already Given | \$101,043 | | | |
| Amt. Given on DoG | \$42,434 | | | |

Alumnae giving – the donor pipeline



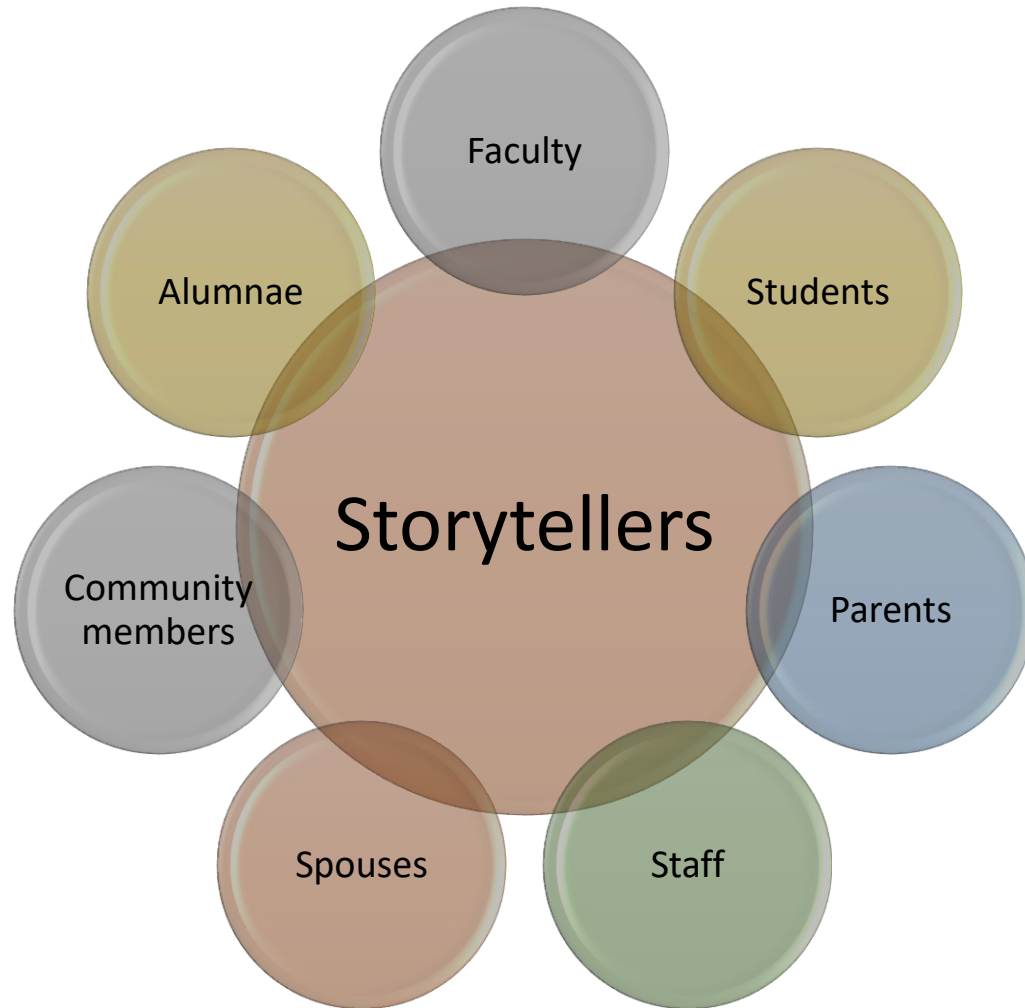
How much more revenue would a **12% increase** in alumnae giving generate for your school?

New **solutions** require new **thinking**

- Who are the **champions** for change in this area?
- How can development staff **advocate for changes** needed?
- How to **integrate fundraising** across the entire organization
- What do we gain from a **seamless** approach?

Who are the **storytellers** at your school?

Who is missing?



Your “one wild and precious idea”...

What is the
“one wild and precious idea”
you will share with your team when
you go back to work?



Your “one wild and precious idea”...

- ✓ With whom will you share your “one wild and precious idea?”
- ✓ What do you need to do yourself (new behavior, practice, or training) to be successful?
- ✓ With whom will you align for accountability and checking in?



Contact Us



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