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

- **1970s | pre-Boomers | age 25-47**
  - Single women: $216
  - Single men: $344
  - Married couples: $594

- **2000s | Gen X/Millennials | age 25-47**
  - Single women: $492
  - Single men: $721
  - Married couples: $721

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.
Young married women today have more influence on decisions about giving than their counterparts 40 years ago.
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

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

Storytellers

- Faculty
- Students
- Parents
- Staff
- Spouses
- Community members
- Alumnae
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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