Women in Philanthropy: The Givers, the Fundraisers and the Organizations that Support Them
This session is geared to the advanced fundraising professional

Research shows that women donors think about philanthropy and give differently than their male counterparts. A strong fundraising program includes consideration to women’s philanthropy and strategies for engaging female donors. Through a dynamic discussion, a diverse group of panelists, including a donor, a donor advisor and a fundraiser, will share their perspectives on women as a distinct donor group and provide suggestions for developing a powerful fundraising campaign geared towards women.

By the end of this session, participants will:

- Learn the historical context for the evolution of women as philanthropists
- Identify the distinct characteristics of female vs. male donors
- Hear impactful communications strategies for engaging women donors
- Recognize the differences in baby boomer and millennial female donors

Moderator: K. Sujata, President and CEO, Chicago Foundation for Women

Presenters:
Mae Hong, Vice President, Rockefeller Philanthropy Advisors
Priscilla Kersten, President, Square One Foundation