

ENCOURAGING GIVING TO WOMEN'S & GIRLS' CAUSES: *The Role of Social Norms*

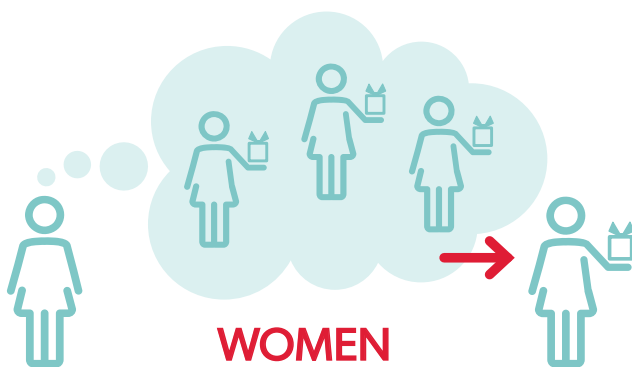
Research shows there's a strong link between social norms and charitable giving: when you see other people donate, you're more likely to donate yourself. A new report from WPI explores how social norms influence giving to women's and girls' causes in particular—and whether that differs depending on the donor's gender.

Both WOMEN and MEN are influenced by social norms.

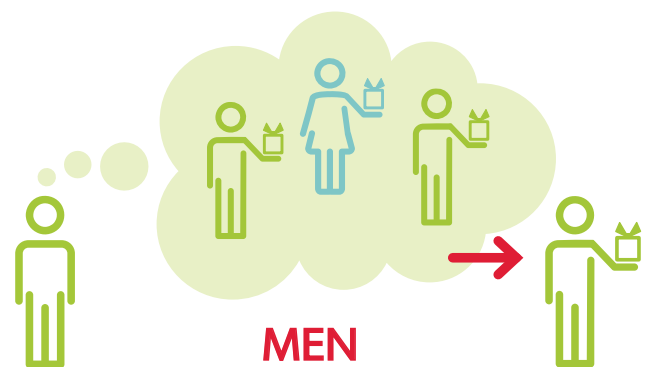
When people believe that others are interested in giving to women's and girls' causes, they are more likely to donate themselves.



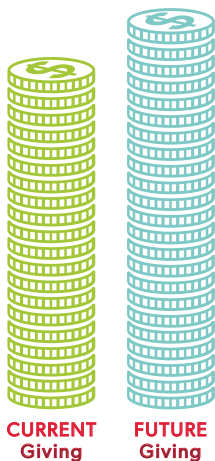
BUT GENDER DIFFERENCES EXIST



Giving to women's and girls' causes is strongly tied to their perception of whether **other women** give to these causes.



Giving to women's and girls' causes is strongly tied to their perception of **both men's and women's** giving to these causes.



Messages about rising levels of giving resonate with donors.

Hearing about the **rising** popularity of women's and girls' causes, compared to the current levels of giving, significantly increased both men's and women's intent to donate to these causes.

Tips for Fundraisers

- In your messaging, emphasize rising trends in giving to your organization; show how the cause is gaining momentum.
- Reach new male donors by featuring testimonials from men who support women's and girls' causes. Apply this "visibility" strategy to any group that typically gives less frequently to your organization.
- Consider embracing crowdfunding platforms as part of your fundraising or donor engagement strategy.