

New Forms of Giving in a Digital Age: POWERED BY TECHNOLOGY, CREATING COMMUNITY

Technology has disrupted nearly every aspect of society – and philanthropy is no exception. Giving, which increasingly takes place online, brings new challenges, from building trust to establishing a greater sense of online and offline community. Women are both more likely to give, and more likely to engage online and on social media. *Women Give 2020* explores the intersection of gender, technology, and giving, to better understand how women and men use tech for good.

ON DIGITAL PLATFORMS* AND ON SOCIAL MEDIA, WOMEN GIVE:

NEARLY **2/3** of total online gifts

BETWEEN **60-70%** of total dollars given to women's and girls' causes

BETWEEN **53-61%** of total dollars

smaller-sized ONLINE GIFTS, on average, than men

to smaller CHARITABLE ORGANIZATIONS than men



WHAT DIGITAL PLATFORMS AND ORGANIZATIONS CAN DO TO APPEAL TO WOMEN DONORS:

ADOPT A BROADER DEFINITION OF PHILANTHROPY, beyond monetary gifts, to engage a more diverse set of donors.

BUILD TRUST and help donors find causes that align with their preferences.

FOSTER COMMUNITY, both online and in-person, especially with women donors.

REFLECTION QUESTIONS

AS A DONOR...

- » How does technology **support my giving**? Are there other digital platforms or tools I could be using when choosing a cause or making a gift?
- » How am I **creating community** around my charitable giving – online and offline? How can tech help me **encourage others** to do the same?

AS A FUNDRAISER OR NONPROFIT LEADER...

- » How can my organization become **more accessible** to donors and potential donors online?
- » How can I use digital platforms and tools to connect with donors and **strengthen offline relationships**?
- » Since women engage online more frequently, how can I use our digital platforms to **connect with women donors** effectively and authentically?



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RESEARCH THAT GROWS WOMEN'S PHILANTHROPY

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**Key themes are based on four datasets from online donation platforms and apps that include more than 3.7 million gift transactions. See the full report for more detail.*