

GENDER DIFFERENCES IN **#GIVINGTUESDAY** PARTICIPATION

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**WOMEN'S PHILANTHROPY
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Women's Philanthropy Institute

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INTRODUCTION

Understanding the role gender plays in philanthropy empowers organizations to engage their donors most effectively and increase their giving. This is true throughout the year and particularly on #GivingTuesday, a day designated to maximize philanthropic giving. Since it began in 2012, #GivingTuesday has grown significantly in participation numbers and total dollars donated. #GivingTuesday, celebrated on the Tuesday after Thanksgiving, provides a unique opportunity for nonprofit organizations to incorporate nontraditional fundraising methods into their efforts and to engage with donors online. For nonprofit leaders and fundraisers, a successful #GivingTuesday requires understanding how and where donors tend to give.

Previous research by the Women’s Philanthropy Institute (WPI) shows that gender is an important factor to consider in fundraising – women and men often differ in their giving patterns and how they respond to fundraising appeals.¹ Focusing on whether women and men give or behave differently specifically on #GivingTuesday adds to the understanding of how and why women and men give, providing fundraisers with valuable information that can help further personalize their donor outreach.

Early studies on #GivingTuesday have focused primarily on giving overall as well as general aspects of #GivingTuesday, such as its growth, its social media impact, and its attraction to millennial donors.² However, few assessments have looked thoroughly into how, why, and where women participate in #GivingTuesday in comparison to men. This report will explore #GivingTuesday data through the gender lens.

Specifically, this report explores the following questions:



How does gender impact giving – both in terms of the number of gifts and gift amounts – on #GivingTuesday? Does giving increase for both men and women?



What types of organizations – by size, age, and subsector – benefit when women and men give on #GivingTuesday?

In our review of these findings, we suggest how nonprofit organizations might use this information to customize their #GivingTuesday campaigns to further engage women as donors. While particularly relevant to this specific day of giving, many of these recommendations can also be leveraged throughout the year.



Key Findings



Finding 1: Women are more likely than men to give on #GivingTuesday.

A few reasons women are more likely than men to give on #GivingTuesday include differences in how they use social media and technology, and how they participate in collaborative giving.

This finding is new to the existing body of research on #GivingTuesday, and noteworthy in the study of gender differences – and similarities – in charitable giving.



Finding 2: Giving goes up sharply on #GivingTuesday for both men and women.

As a designated day of giving, #GivingTuesday effectively harnesses the power of social media and the timing of holiday-inspired charity to increase philanthropic donations.



Finding 3: Women and men give approximately equal amounts on #GivingTuesday; women's greater participation means greater total donations from women.

Though women and men give approximately the same gift size on average, the number of women giving is much greater than the number of men who give.



Finding 4: Women and men give to similar types of organizations on #GivingTuesday.

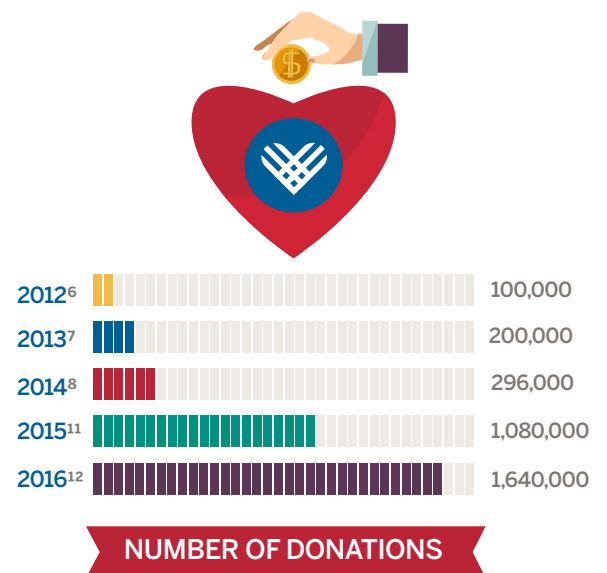
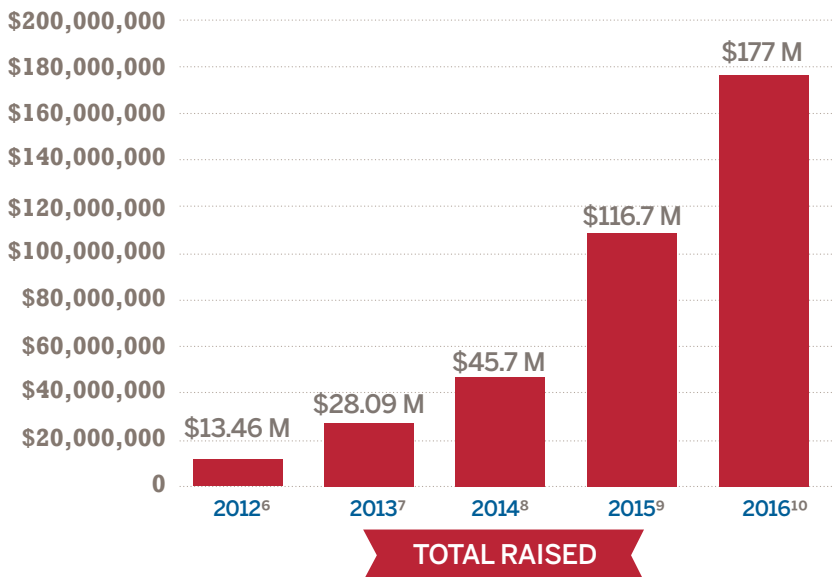
There is little difference among the types of organizations that receive donations from men and women on #GivingTuesday, though it is interesting to note that the percentage of gifts from women increases for several subsectors – including education and health – over the percentage received from women during the rest of the year.

BACKGROUND

November 28, 2017 marked the sixth annual #GivingTuesday, the global day of charitable giving fueled by social media, peer-to-peer fundraising, and advocacy. Nonprofit organizations in all 50 states and 100 countries use #GivingTuesday to fundraise for their causes. Celebrated on the Tuesday following Thanksgiving (in the United States), #GivingTuesday launches the charitable giving season just as Black Friday and Cyber Monday mark the beginning of the holiday shopping season. #GivingTuesday has become “a movement that celebrates and supports giving and philanthropy with events throughout the year and a growing catalog of resources.”³

Recent research indicates that online giving to charitable organizations has increased significantly since 92nd Street Y first launched the #GivingTuesday campaign in 2012.⁴ For example, the total amount of contributions raised grew more than 200 percent between the 2012 and 2014 campaigns. #GivingTuesday campaigns are having a positive impact on the number of donations given, the amount of contributions raised, and the number of participating organizations.⁵

Yearly #GivingTuesday Growth 2012-2016





A majority of Americans now prefer to give online, and online donations are growing faster than traditional means of giving.¹³ The 2014 #GivingTuesday campaign raised nearly 31 percent more contributions online (\$34.9 million) than offline (\$10.8 million).¹⁴ Most organizations that solicit funds on #GivingTuesday use social media sites such as Facebook, Instagram, and Twitter, to communicate with potential donors at a lower cost than most other forms of communication. In 2016, more than 2.4 million social media engagements – such as Facebook likes, Twitter retweets, hashtag mentions or shares – were used on #GivingTuesday.¹⁵

Most adults use online social media networks to stay in touch with people they already know and over whom they may already have influence.¹⁶ Online giving on #GivingTuesday increased by 317 percent from 2012 to 2016, and 33 percent more nonprofit organizations received online donations in 2016 on #GivingTuesday compared to 2015. Online #GivingTuesday campaigns make it easier for organizations of all sizes to solicit funds and for donors with varying means to give.¹⁷ These sites allow users to create personal and professional networks that can be utilized to engender collective action and philanthropic giving. One way individuals raise awareness and augment donations by encouraging their social networks to give during #GivingTuesday is by using hashtags on Twitter.¹⁸

This study explores gender differences in how and why women and men give on #GivingTuesday. Previous WPI research shows that women tend to spread their wealth and give smaller amounts to more organizations, so this approach may appeal to them on #GivingTuesday. Additionally, we know that women have different patterns of online behavior, which may influence how women participate on #GivingTuesday – a primarily online phenomenon.¹⁹

DATA AND METHODS

WPI analyzed donation records from Charity Navigator that spanned from October 29, 2015 to August 2, 2017. This data contains information on both the organizations receiving the donations (EIN, subsector, revenue level, etc.) as well as the donors (gender, income, location, etc.). Of note, faith-based organizations were not included in this data set. (Refer to Methodology section for detailed parameters.)

In summary:

- On average, participating nonprofit organizations were 30 years old, with about half of the organizations 24 years old and younger.
- With the exception of organizations in Central U.S., organizations were evenly distributed throughout the States – East, South, and West.
- The majority of organizations in the sample, 64 percent, were large organizations, defined as those with more than \$1 million in annual revenues. The smallest organizations, those with less than \$500,000 in annual revenue, represented 26.5 percent of the sample. Mid-size organizations comprised less than 10 percent of the sample.
- By subsector, human services organizations represented the vast majority, making up nearly a third (31 percent) of the sample.

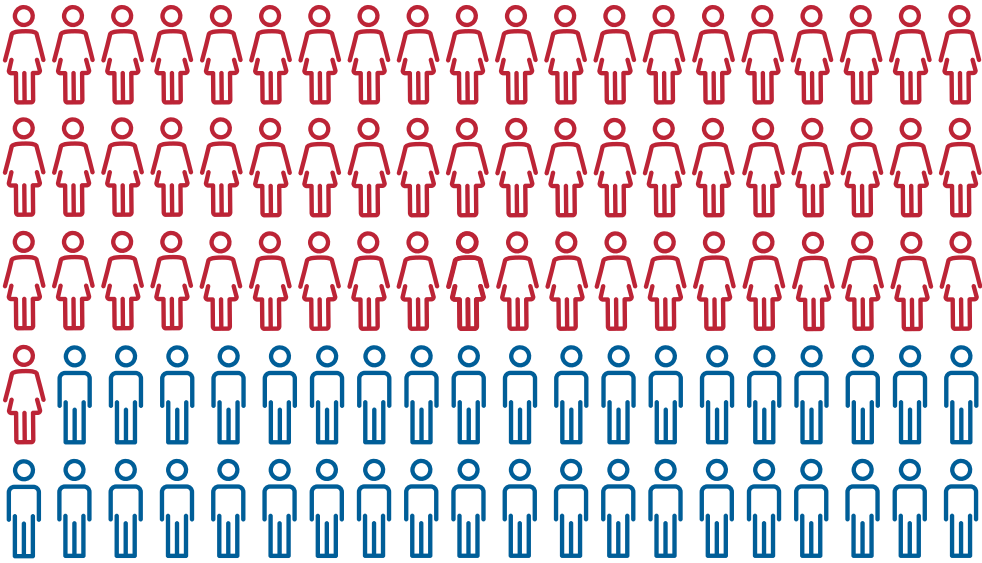
Findings for this study compare the average statistics of the entire dataset to those specific to #GivingTuesday 2016.

KEY FINDINGS

Finding 1: Women are more likely than men to give on #GivingTuesday.

Giving on #GivingTuesday 2016 by gender

Though giving goes up sharply for both men and women on #GivingTuesday, the increase for women is significant.



Overall, women make up 51 percent of the donations in the entire sample; however, they make up 61 percent on #GivingTuesday (significant at the $p < 0.001$ level in a two-tailed t-test).

This is relatively consistent with other studies about who gives during #GivingTuesday. In 2015, 65 percent of #GivingTuesday donors were female.²⁰

Research supports why women might participate more than men on #GivingTuesday:

Women were asked more often. As previously stated, donors often give because they are asked. One study suggests women are more likely to be actively solicited for donations in general (not just on #GivingTuesday).²¹ We can extrapolate that increased asks would lead to a higher rate of giving.



Women are more likely to use social media. Studies support the significant difference between the numbers of women and men participating in #GivingTuesday. Women are more likely than men to use social media sites such as Facebook, Pinterest, and Instagram; men are slightly more likely to be on Twitter.²² Because women prefer to build relationships and a sense of community, they may be more inclined to use social media sites designed to build connections and maintain relationships.²³



Social media fundraising campaigns proliferate person-to-person appeals for donations, so people with extensive online networks are more likely to be solicited for donations of money or time.²⁴ As individuals publicize their donations online, members in their network are influenced to do so as well.²⁵ Peer-to-peer, social network channels play an important part during #GivingTuesday campaigns.²⁶

Women participate more in collaborative giving and distribute their giving more broadly. Previous WPI research found that women are more likely than men to participate in collaborative giving and tend to distribute their philanthropic activities more broadly across recipients.²⁷ On a day of widespread, publicized giving like #GivingTuesday, potential donors are inundated with opportunities to give to organizations all around the world. They also see on social media sites that members of their social networks are giving. Estimates suggest that friends asking their peers to donate increases the likelihood of giving by ten times more than other solicitation methods, and online fundraising tools can raise six times more than offline tools.²⁸ On #GivingTuesday, women have the opportunity to be part of a community of donors collaborating directly or indirectly to achieve a common goal.



#GivingTuesday also provides women with the opportunity to give broadly across countless causes, projects, and passions. Organizations participating on this day of giving represent sectors ranging from arts and culture, to international affairs, to higher education.²⁹



Women tend to use their cellphones more. More than half (53 percent) of all adults own a smartphone with internet access, and 56 percent of internet users access the internet via their smartphones. A survey of college students found that women spent more time on their phones than men, and women tend to utilize their cellphones as a social and communicative tool when accessing the internet.³⁰



Given that a cellphone is likely more readily available at a user's fingertips than a laptop or desktop computer, organizations participating in #GivingTuesday may see more immediate responses to solicitations for donations when donors are using their cellphones. Mobile-responsive donation sites yield 34 percent more donations than those not compatible with mobile devices, and text donors are most likely to be married women between the ages of 49 and 59 who have college degrees.³¹ Women who use their cellphones to make charitable gifts can quickly communicate their philanthropic activities with their social networks. Additionally, participating organizations with smartphone applications that accept donations may receive more contributions on #GivingTuesday.

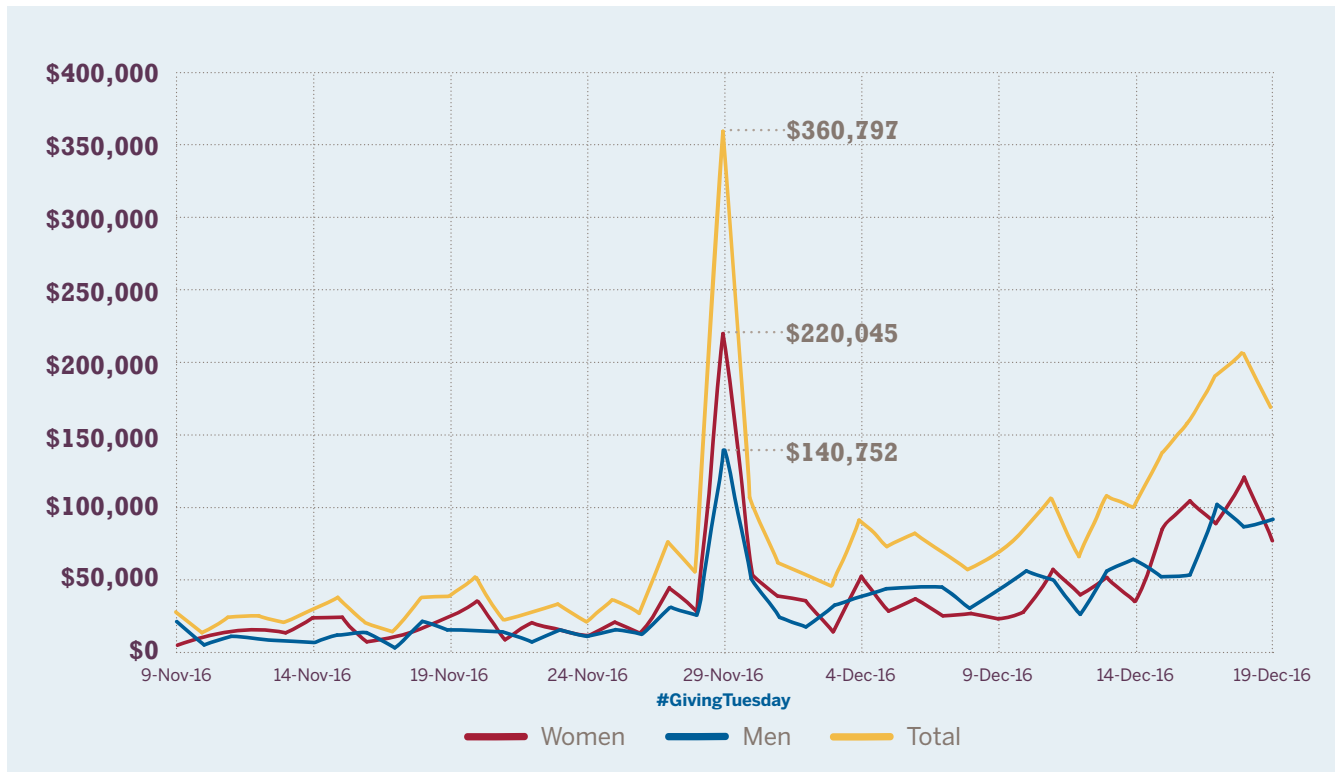
Women volunteer more than men. Volunteers are the most likely individuals to give.³²



This may be because these individuals are already engaged and have already invested time into the organization. Most surveys of Americans find that more women than men engage in volunteering efforts.³³ Single women are more likely than single men to cite volunteering as motivation for giving. Additionally, women are more likely to give to organizations where they can see the impact of their giving and want to be involved with organizations to which they donate money.³⁴ Nonprofits participating in #GivingTuesday can maximize their fundraising efforts by asking their volunteers, particularly their female volunteers, to give financially as well.



Gender Differences in Total Giving Around #GivingTuesday 2016



Finding 2: Giving goes up sharply on #GivingTuesday for both men and women.

As expected, charitable giving on #GivingTuesday rose sharply above the donations given the days leading up to and following November 29, 2016. From our sample, the total amount given on #GivingTuesday was \$360,797. Female donors gave 61 percent and male donors gave 39 percent of the total dollar amounts for that day.

Several previous studies have explored why giving increases significantly on #GivingTuesday.



Because donors were asked



One potential reason that #GivingTuesday is successful for participating organizations is because these organizations are actively asking for and soliciting donations on that day. It is a long-held fact that donors indicate “being asked to give” as a major reason for choosing to be philanthropic.³⁵

Philanthropists may be giving on #GivingTuesday specifically because they were formally asked to do so.

Because #GivingTuesday occurs near the end of the year



#GivingTuesday occurs at the end of the year, generally a time when philanthropists expeditiously make charitable gifts in order to claim a deduction during the impending tax season. Research shows that philanthropists make a higher proportion of donations in the last three months of the calendar year.³⁶

Because it happens on a weekday

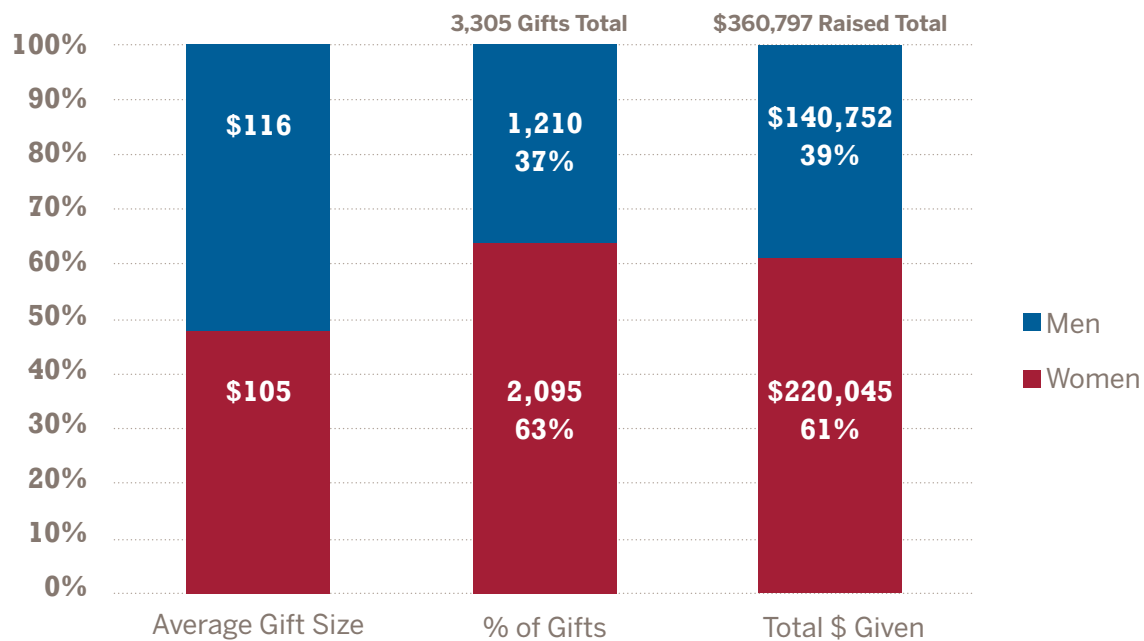


The time of day as well as the time of year may have an impact on charitable giving. A study by Network for Good indicates that most donors make charitable gifts on weekdays, not weekends, and are more likely to give during normal business hours.³⁷

Approximately \$180 million was raised on #GivingTuesday 2016 in the U.S., up from \$116 million in 2015.³⁸ A study by DataKind found statistically significant breakpoints – or a shift in the average – in the amount of giving near the #GivingTuesday dates in 2013, 2014, and 2015.³⁹ It is clear that the amount raised each year has increased since its 2012 inception, and this trend is expected to continue.

Overall, #GivingTuesday campaigns positively impact the number of donations given, the amount of contributions raised, and the number of participating organizations.⁴⁰

#GivingTuesday Gifts by Women and Men



Finding 3: Women and men give approximately equal amounts on #GivingTuesday; women’s greater participation means greater total donations from women.

On average, men and women gave about the same amount of money on #GivingTuesday – \$116 per person for men and \$105 per person for women.

However, since women comprise a greater percentage of givers on #GivingTuesday (61 percent), the total dollars coming from women are significantly higher. In our sample, the total amount of gifts given by women on #GivingTuesday was \$220,045 versus \$140,752 given by men. Women made 63 percent of the total number of donations on #GivingTuesday.

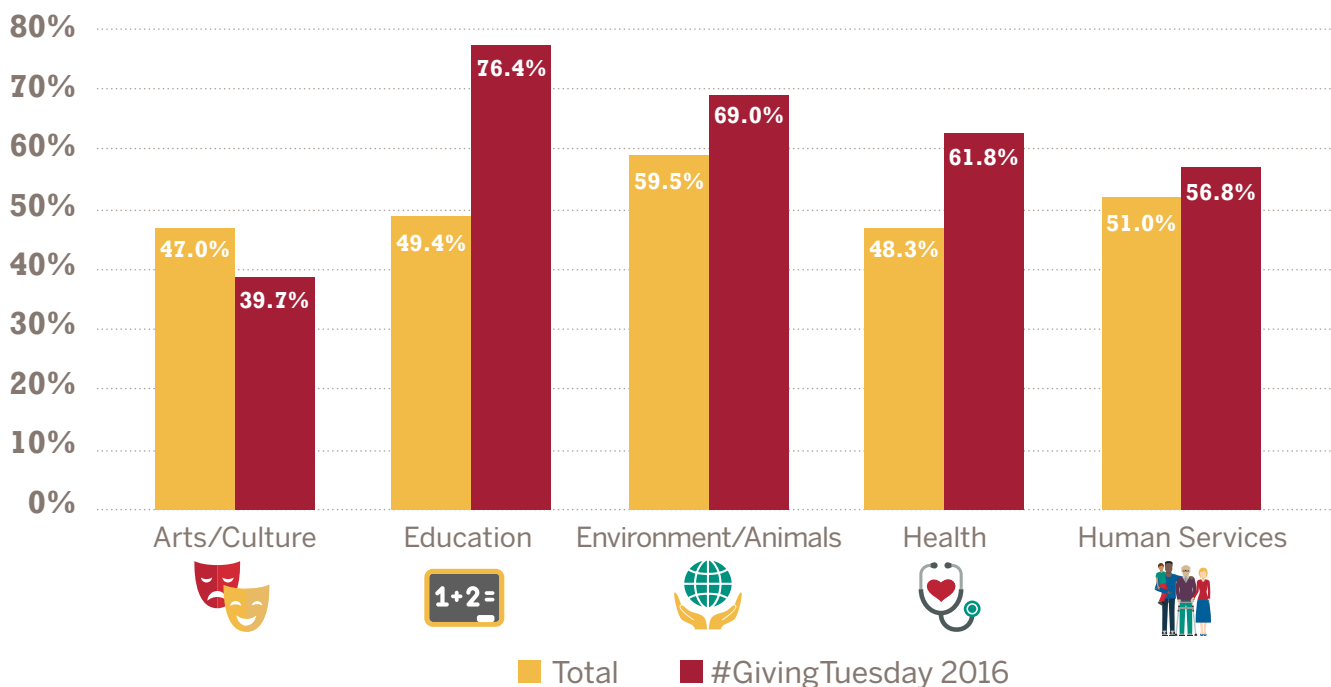


Finding 4: Women and men give to similar types of organizations on #GivingTuesday.

In general, different types of organizations focusing on different philanthropic areas fare differently on #GivingTuesday. At the commencement of #GivingTuesday in 2012, medical research, human services, and international affairs organizations received most of the online giving. By 2014, however, faith-based, higher education, healthcare, and medical research organizations topped the charts for organizations that received most of the online giving during #GivingTuesday, followed closely by human services and K-12 education. Again, these trends may be due to higher education and healthcare organizations traditionally concentrating their fundraising efforts on major gift donors.⁴¹

Current studies show that men and women choose to give to a different range of organizations and to different types of organizations. For example, men tend to concentrate their philanthropic giving among a few organizations and are more likely than women to give to sports and recreational groups. Women, on the other hand, tend to spread their giving more broadly among a larger number of organizations and are more likely to donate to education and human services organizations.⁴²

Percentage of Gifts from Women, by Subsector, Total and on #GivingTuesday





High net worth women prefer to give to the arts and the environment, whereas high net worth men are more likely to give to alleviate poverty when they perceive that doing so will serve their own interest.⁴³ In our sample, arts organizations received #GivingTuesday gifts from more men than women, though not at a statistically significant difference.

Beyond this slight variance, no other subsectors of nonprofit organizations were found to receive more or fewer gifts from women than men on #GivingTuesday.

While older organizations – those at least 25 years old – tended to do better on #GivingTuesday across all donors, there was no gender difference within this effect.

Measuring differences in #GivingTuesday donations by size of organization as measured by revenue is a matter of perspective. #GivingTuesday results are weakest among the smallest organizations, defined as organizations with less than \$500,000 in annual revenue. This holds true when looking at the summary statistics as well. In this study, the largest orgs raised a cumulative \$366,221 on #GivingTuesday, compared to the smallest orgs, which raised a cumulative \$12,567.

However, looking at #GivingTuesday donations as a percentage of the average daily donation for that year, smaller organizations did marginally better than larger organizations. #GivingTuesday donations at smaller organizations were nearly 14 times greater than their average daily donation, compared to larger organizations where #GivingTuesday donations were 12 times greater than their average daily donation.

In other words, while larger organizations raised more in absolute dollars, smaller organizations did better when it came to the percentage increase in #GivingTuesday average gift amounts compared to average daily donations.

The percentage of gifts coming from women to certain subsectors on #GivingTuesday is greater than the percentage of gifts coming from women to those same types of organizations during the rest of the year. Women give a higher percentage of gifts on #GivingTuesday to organizations in the education, environment and animal welfare, health, and human services subsectors.



CONCLUSION

#GivingTuesday will continue to be a global movement with growing participation from donors and nonprofit organizations alike. As we learn more about #GivingTuesday trends and the relationship between gender and giving, organizations will be able to adapt their fundraising strategies to more effectively engage donors. Further research can help us discover whether it matters if campaigns are directed differently to women than men and how those differences can be leveraged to personalize campaigns on #GivingTuesday and throughout the year.

This study finds that on #GivingTuesday:

- Women are more likely than men to give
- Giving goes up sharply for both men and women
- Women and men give approximately equal amounts; women's greater participation means greater total donations from women
- Women and men give to similar types of organizations

#GivingTuesday is an opportunity for all types of organizations to increase charitable giving through social media as well as to further engage women donors. From these latest findings, organizations can find ways to benefit from women's already strong participation in #GivingTuesday, and increase giving overall. These three tips can help nonprofits more fully optimize this annual fundraising day and may also prove effective during other campaigns.

1. *Engage on social media and make it easy to donate by smartphone.*



"#GivingTuesday is a social movement at its core and nearly 80 percent of all social media happens on a mobile device."⁴⁴ The simpler it is to make a donation on a smartphone, the more successful a #GivingTuesday campaign will be.

2. *Use volunteers to amplify your campaign.*



Volunteers are the most likely individuals to give.⁴⁵ Mobilize volunteers as social media ambassadors who promote your organization to family and friends. Provide content, training, logos, links, and encouragement to make it easy for them to spread the word.



3. *Mind your messages – women and men need different asks.* #GivingTuesday



is an opportunity to engage more men as first-time donors to your organizations. A recent WPI report found that men become happier when they start to give.⁴⁶ Use male volunteers who are already donors to invite their peers to give using self-oriented messages, which men find more appealing.

In contrast, more women than men already participate in #GivingTuesday. Storytelling might be the reason. On #GivingTuesday 2015 and 2016, the #MyGivingStory campaign, with support from the Bill & Melinda Gates Foundation, invited donors to participate in social media storytelling contests to foster discussion about the reasons people give. Women made up the vast majority – 80 percent – of storytellers; most women were between the ages 35-55.⁴⁷ As women are clearly strong supporters of #GivingTuesday, organizations should work to encourage and increase their participation. The importance of this day extends beyond financial gifts; women have the power to drive more philanthropy, advocacy, and compassion across charitable causes.

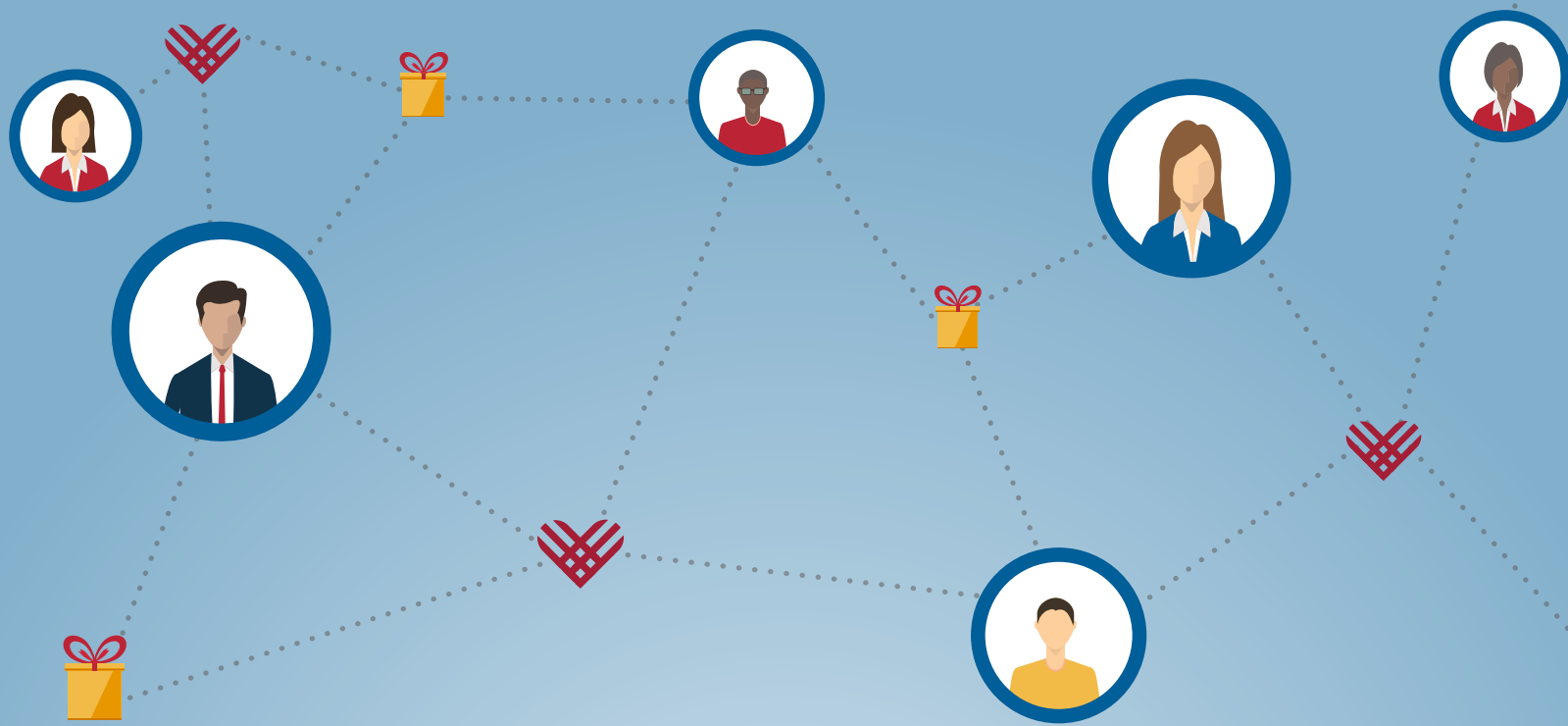
#GivingTuesday is a powerful example of the positive effects of social media and its impact on charitable giving around the world. This innovative movement also proves to be a valuable case study for how women are driving philanthropy across all sectors. This research can help organizations customize their fundraising appeals on #GivingTuesday by helping them be more mindful of gender differences in giving habits and leverage that knowledge online. #GivingTuesday influences the number of donations given and the number of nonprofits receiving donations.⁴⁸ Research suggests that participation in #GivingTuesday will continue to grow, highlighting the importance of utilizing new tactics to maximize giving on this day and beyond.



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