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 53-61% of total dollars

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

• 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.

REPRESSION 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?