Reinventing Fundraising: Realizing The Potential Of Women's Philanthropy

Sondra C. Shaw-Hardy Martha A. Taylor

25th Anniversary Dinner and Symposium Women's Philanthropy. 15 Feb 1995. Practical and incisive, Reinventing Fundraising rejects the notion that women make unenlightened philanthropists. Shaw and Taylor draw from interviews, focus groups, and surveys to provide a comprehensive understanding of women's philanthropic behavior. They argue that women are more likely to invest in new ventures and have a greater impact on the world than their male counterparts. The relationship between women and philanthropy has evolved over the past 250 years. Reinventing Fundraising: Realizing the Potential of Women's Philanthropy introduces a new perspective on women's giving, one that emphasizes the importance of understanding their motivations and preferences. By doing so, organizations can better tailor their fundraising strategies to meet the needs and interests of women donors. The authors encourage philanthropists to embrace the unique strengths and perspectives that women bring to the table and to recognize the value of their contributions. Through this approach, they hope to inspire a new wave of giving that will have a transformative impact on society. Reinventing Fundraising: Realizing The Potential of Women's Philanthropy, published by Jossey-Bass Publishers. 1995