Announcing the Final Examination of Brent J. Pieper for the Degree of Doctor of Education in Educational Leadership Monday, March 3, 2014 at 10:00 a.m. Room 4214, W. W. Wright Education Building

Dissertation: WOMEN IN PHILANTHROPY PROGRAMS AT AMERICAN COLLEGES AND UNIVERSITIES: GIVING MOTIVATIONS FROM THE FEMALE PARTICIPANTS' VIEW

Summary: The purpose of the study is to offer a first time examination of formalized Women in Philanthropy (WIP) programs at American colleges and universities. The effectiveness of WIP programs over the past two decades has been recognized in various publications, but there is little scholarly research examining the impact WIP programs have on the participants’ monetary giving. Through the process of formal inquiry, this study examines the overall influence WIP programs have on philanthropic motivations and giving behavior. The findings provide one measure of the return on investment in WIP programs based on charitable giving, thus revealing some of the best ways for nonprofit organizations to reach female donor prospects in the future.

According to an Internal Revenue Service report, women already control more than 43% of wealth in America. Moreover, women tend to donate more of their wealth than men do. A recent study by Ledbury Research for Barclay’s Wealth showed that women in the United States give an average of 3.5% of their wealth to charity, while men contribute an average of 1.8% (Frank, 2009). As these statistics are expected to accelerate, female benefactors are powerful influences on higher education fundraising success.

Research was collected at a national level through an online survey. The study includes more than 340 individuals who represent twenty-five American colleges and universities. Data is analyzed to determine motivation factors for giving against three dependent variables: amount of giving, frequency of giving (annually), and planned giving (estate commitment) intent. Key findings reflect a statistically significant correlation between women who are active in organized WIP programs at colleges and universities and their giving. Among a number of conclusions, women who participate responded their annual monetary contributions increased.


Outline of Current Studies

Major: Educational Leadership
Minor(s): Philanthropic Studies, Lilly Family School for Philanthropy

Educational Career

B.A., Indiana University, 1997
M.P.A., Georgia State University, 2002

Committee in Charge

Douglas M. Priest, Ed.D. (Chair) Indiana University School of Education
Eugene R. Tempel, Ed.D. Indiana University Lilly Family School for Philanthropy
Andrea Walton, Ph.D. Indiana University School of Education

Approved: 

Douglas M. Priest, Ed.D., Chair

(Any member of the Graduate Faculty may attend. As a courtesy, please notify the Committee Chairperson in advance.)