VOTE WITH YOUR PURSE 2.0

WOMEN'S ONLINE GIVING, OFFLINE POWER

WCF
FOUNDATION

Introduction

We are on the cusp of a new era. From the busy professional woman who has ActBlue or SlateCard deduct a donation each month, to the student activist whose Facebook page corrals friends into contributing, the Web is changing and growing women's political giving. Women's Campaign Forum Foundation (WCF Foundation) works toward the day when women understand that electoral contributions are a critical part of political participation and achieving political power – and give accordingly.

In our groundbreaking 2007 study, *Vote With Your Purse: Harnessing the Power of Women's Political Giving for the 2008 Election and Beyond,* we made the following declaration: *For better or worse, money is a critical factor in acquiring political power. When women lag behind in giving, it means that women's political will is not fully reflected.*

This new study, *Vote With Your Purse 2.0: Women's Online Giving, Offline Power*, reflects our continued commitment to increasing women's political clout in the donating community. Here, we look at the Internet as the revolutionary force in political giving in 2008, and provide the first national public study of women online donors and how to reach them. We pair the release of this new study with the launch of our online Resource Center that profiles 10 Web 2.0 tools[A] and how they are being utilized strategically to engage women in political giving. In these works, we provide new facts, evaluate current trends and make bold assertions about where the future of women, politics, money and the Web is headed.

Methodology

In advance of the 2008 elections, WCF Foundation set out to understand the impact the Web is having on women's political giving, and to develop strategies that motivate greater financial political action from women online. In conjunction with Lake Research Partners, we conducted an online poll of more than 600 women, examining trends in their online political giving and use of Web 2.0 technology. (In this report, we refer to Web 1.0 technology as traditional Internet tools, such as websites and email, and we refer to Web 2.0 technology as tools that allow for more interaction, such as social networking sites, blogs, widgets and wikis.[B]) We also worked in partnership with the Center for Responsive Politics to identify donor trends in the 2008 primary election season. To contextualize these results, we compiled research on women's Internet, technology and consumer behavior. This research is detailed in the following sections:
- The Vote With Your Purse Premise: Women Can and Women Care
- Internet Tools Are the Right Tools for Engaging Women in Political Giving
- Women Online Donors 2008: Our Study
- Introducing the Vote With Your Purse Web 2.0 Resource Center
- Methodology
- Appendix: Other Trends and Facts
- Key Terms

[A] See "Key Terms" for definition.
[B] See "Key Terms" for definition.

Key Findings

Women have both the financial resources and drive for social change that are needed for them to have a significant impact on politics:
- Women command more than half of U.S. wealth and are on track to hold two-thirds of it by 2030.
- Women vote more frequently than men, engage in more community activism and volunteer at higher rates than men do.
- Women are incredibly generous donors to charitable causes – single women are "the most generous donors" with nearly 40% more likely than single men to give their money to charitable causes.

There is still room to grow women's political giving. A snapshot of 2008 donors tracked by the Federal Election Commission through July 2008 reveals:
- In the 2008 congressional races, women represented only 27% of individual hard money contributions to candidates, party committees and political action committees, the same share they represented in 2006.
- However, women have significantly stepped up their giving to presidential campaigns, contributing $109 million to the 2008 presidential nominees through September, 2008.

The Internet enhances key values that motivate women to give:
- In WCF Foundation's 2007 study, we articulated the "Five I's" framework of engaging women in political giving. These included: Impact, Inspiration, Information, Inclusion and Interaction.
- In 2008, we have found the Internet enhances each of these values:
  - Impact: Through real-time results, women can see the success campaigns have in championing issues.
  - Inspiration: The ability to share breaking news about campaign developments moves women.
  - Information: From websites to blogs to email updates to social networking venues, women can employ a bounty of research tools.
  - Inclusion: Transparent data about fundraising and spending are easily available.
  - Interaction: New Web 2.0 tools promote community building and enable women to connect.

By providing information strategically, women online donors can be engaged in not only political giving, but also in involving others:
- Women are actively researching politics and use online sources extensively – 96% read online news sources for political and campaign news and 47% use them as their primary news source.
- Before making a political contribution, 55% consult online news sources, 54% consult campaign email updates and 49% consult campaign, PAC or political party websites.
- Nearly 80% forward political information or stories to friends and family and nearly 90% ask those contacts to become engaged with a campaign in some way including signing a petition (48%) or giving funds (27%).

Women online donors depend significantly upon campaigns' online presence:
- A startling 92% visited campaign websites, 79% signed up for email updates, 73% took polls and 60% signed petitions.
- The personal is still the political: 92% of website visitors looked at information on a candidate's position on issues and 71% viewed the candidate's biographical background.

Repeat women donors present the best opportunity for growing donations:
- Of those who gave two or more times in the last year, 28% gave more than $50, whereas only 18% of those giving fewer than two times gave contributions larger than $50.
- Frequent donors mobilize others at higher rates – 80% forwarded political emails or news to family or friends (versus 65% of those who gave fewer than two times); 55% asked friends to sign a petition (versus 41%) and 37% asked friends to give (versus 17%).

Web 2.0 technologies show strong promise for increasing women's political giving:
- About half of women online donors who use Web 2.0 tools use them for politics.
- Web 2.0 tools were part of what motivated women online donors to engage their network. They cited social networking tools (26%), videos (16%) and blog postings (12%) as motivators.
- Repeat donors are even more likely to engage their network, and are even more motivated by Web 2.0 tools.

Conclusion and Recommendations

The 2008 election has held remarkable progress for women. With a competitive female Democratic presidential contender, a Republican vice-presidential nominee, and literally millions of women flocking to the polls, it would seem the political world is in the hands of women. Yet, until women's political giving gains parity with men's they remain at a disadvantage in making their voices heard and pressing forward the issues women care about most.

The advent of the Web into daily politics, and particularly interactive new Web 2.0 technologies, presents the opportunity to engage women's hearts, minds and purses better than ever before. Women's choices are proliferating: give directly to a candidate through their website, set-up an automatic deduction to make a small monthly gift, forward fundraising appeals to friends, or build a giving group through social networking pages. Online, there is a tool and a price tag for everyone. Women: Your path to changing the world is just a few mouse clicks away.

About Women's Campaign Forum Foundation

WCF Foundation is a non-profit, 501(c)(3) organization dedicated to helping women build the skills and infrastructure they need to become more effective leaders in public life. Through nationally recognized research studies and action programs, WCF Foundation is focused on underserved areas of women's civic participation, including women as political donors, women in appointed office, as well as girls and political ambition.

WCF Foundation is a sister entity of the Women's Campaign Forum (WCF), a nonpartisan 501(c)(4) membership organization dedicated to ensuring that pro-choice women become leaders in politics. WCF proudly recruits women to become active participants in public life, trains women to be more effective political forces and endorses talented female candidates for public office.

For Media requests, please contact:
Ilana Goldman
President
ilana@wcfonline.org
(202) 393-8164

For more information, please contact:
Lissy Moskowitz
Director, Research and Communications
lissy@wcfonline.org
(202) 393-8164

The Vote With Your Purse Premise: Women Can and Women Care

WOMEN CAN: CONTROLLING THE PURSE STRINGS

Women have the resources to contribute financially in the political arena at much higher levels than they have in the past. The statistics for women's increasing financial muscle are powerful:

- Women command more than half of U.S. wealth and are on track to hold two-thirds of it by 2030.[1]
- Women's median income has increased more than 60% in the last 30 years and is forecast to equal men's by 2020.[2] Additionally, the number of women who make $100,000 or more has tripled in the last 10 years, making them the fastest-growing segment of wealthy individuals.[3]
- Women-owned businesses today are the fastest-growing sector of the U.S economy, representing $3.3 trillion in purchasing power.[4]
- Women direct 80% of all household purchases and 75% of the family's finances.[5]

As we said in 2007, "With women's growing income and increased control of wealth, women can and should do better when it comes to political contributions."

WOMEN CARE: ACTING IN THEIR COMMUNITIES

Women care passionately about social and political issues and are dedicated actors in making the world around them a better place. They consistently vote in greater numbers than men.[C] In the 2008 Democratic primaries alone, women made up 57% of voters[6] (and their primary participation itself skyrocketed from 7.5 million in 2004 to 21 million in 2008).[7] Women also engage in other forms of political participation in great numbers, including community activism and interest group membership.[8] And more women than men volunteer across every state, age group, education level or other demographic measure.[D]

However, women tend to give their financial backing to the issues they care about through charitable organizations. In fact, women donate to almost twice as many charities as men and leave bequests in greater numbers.[9] Researchers have called single women "the most generous donors"; they are nearly 40% more likely than single men to give their money to charitable causes.[10] And wealthy women are doing their part: A survey of businesswomen found that more than half donate $25,000 or more a year to charity.[11][E] As the *Wall Street Journal* first proclaimed in 2004, "Women have become the power of the pen when it comes to charitable giving."[12]

[C] In the 2004 presidential elections, nine million more women than men voted, making them 52% of the electorate. Voting and Registration in the Election of November 2004: Table B: Reported Rates of Voting and Registration by Selected Characteristics: 2004, March 2006, United States Census Bureau, 14 September 2009 <http://www.census.gov/prod/2006pubs/p20-556.pdf>.

[D] In volunteering, women take the lead - about 32% of women volunteer compared to 25% for men. Lisa Witter & Lisa Chen, *The She Spot* (San Francisco: Berrett-Koehler Publishers, Inc. 2008) 17.

[E] In that same group, 19% of wealthy businesswomen give $100,000 or more a year. Women business owners with assets of more than $1 million are even more likely than their male counterparts to contribute at least $10,000 a year to charity (50% for women compared to 40% for men). Lisa Witter & Lisa Chen, *The She Spot* (San Francisco: Berrett-Koehler Publishers, Inc. 2008) 14, 17.

WOMEN'S POLITICAL GIVING: ROOM TO GROW

Although women have both the means and the inclination to promote social change through their pocketbooks, they don't yet fully apply that principle to the political arena and significantly lag behind men in federal political contributions.

This analysis provides a snapshot of what this lag looks like for congressional races.[F] Although the current election cycle is not yet complete – and many women were focused on the dynamic presidential primaries – these early numbers reveal that women still account for less than a third of congressional political giving.

Women's Giving to Federal Candidates in 2006 and 2008

	2006 Election Cycle, Congressional Races (complete two-year cycle)	2008 Election Cycle, Congressional Races (as of July 28, 2008)
Women's share of individual hard money contributions to candidates, political action committees and party committees	27%	27%
Women's share of single or combined contributions of $1,000 or more	28%	27%

Note: Data provided by the Center for Responsive Politics

However, the presidential race shows that women – who give a minority share of contributions – are increasing their participation quite significantly. While the 1% increase between presidential election cycles displayed below may seem small, it actually represents astounding growth.[G]

Contributions by Women to Presidential Races

As a % of total	2000	2004	2008 (as of 9/2/08)
	34%	35%	36%
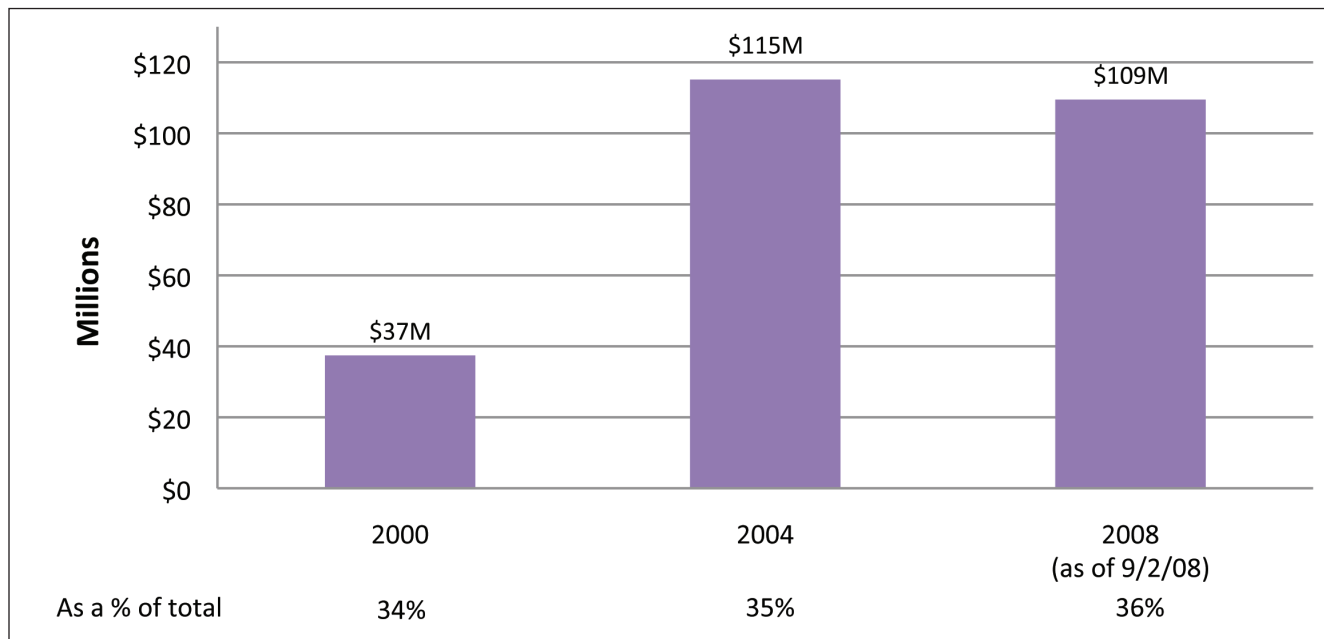
Note: Data provided by the Center for Responsive Politics.

[F] Detailed information on the statistics cited in this report can be found in the Methodology section. Data provided by the Center for Responsive Politics (CRP).

[G] Unless otherwise noted, the figures in this chart are based on all gender-coded dollars given through the general election for the 2000 and 2004 cycles and through September 2, 2008 for the 2008 cycle and represent contributions tracked by the FEC (those, single or aggregate, of $200 or more). This chart includes contributions for the official nominee of each party only. Data was provided by the CRP. Detailed information on the statistics cited in this report can be found in the Methodology section.

Women's overall giving almost tripled from $37 million in 2000 to $115 million in 2004. While it is too soon to forecast women's total giving in 2008, they have already contributed $109 million to the coffers of the two presidential nominees with months of giving to go.[H] In addition to these figures, women contributed a staggering $60 million to Senator Hillary Clinton's presidential bid (a full 49.8% of her total donations).[13] These numbers point to the opportunity that exists for candidates, campaigns and those who care about women's political participation.

Finally, women have long been noted as "active small dollar donors."[14][I] In 2006, EMILY's List[J], the largest PAC for women in the nation, noted their average gift was $98.[15] And a snapshot of three 2006 congressional races showed that women comprised between 36% - 42% of their small donor pools, significantly higher percentages than women command in the larger donor crowd.[K] Perhaps even more inspiring is this fact: Senator Clinton's fundraising from all women donors was more than $120 million, indicating that women small donors gave her a total of $60 million in just the primary season alone.[16]

[H] See previous note.

[I] The FEC only tracks contributions, single or aggregate, of $200 or more.

[J] EMILY's List mobilizes women to give to pro-choice Democratic female candidates.

[K] In 2007, WCF Foundation obtained data provided by National Geographical & Political Software to review three women's congressional campaigns (a winning incumbent, a winning challenger and a losing challenger). The share of women's giving refers to contributions under $200.

Internet Tools Are the Right Tools for Engaging Women in Political Giving

VOTE WITH YOUR PURSE 2007: WHAT WE FOUND

The original *Vote With Your Purse* tackled the tough questions of what it would take to motivate more women to give politically. And while there is no "silver bullet" for convincing women to donate, our "Five I's" framework lays out the values that are most inspiring to women. Over the course of the 2008 cycle, we have seen strong evidence that the Internet enhances every single one.

Understanding Trends in Women's Giving

In December 2006, in conjunction with Lake Research Partners, WCF Foundation polled 400 political donors (200 men, 200 women) and 200 charitable donors (100 men, 100 women) by phone and then conducted six mini-focus groups among charitable and political donors (male and female) in New York, Boston and Los Angeles. The goal: to gain more insight into donors' motivations to give to political causes. What we uncovered was that the real giving gap was between the attitudes of charitable and political donors:

"When asked why they give to charities over political candidates, philanthropic women give virtually the same rationale for giving to charitable causes as their political counterparts do for giving to political causes: a motivation to affect change on the issues that are important to them. The difference is that they do not connect political leadership with positive social change the way political contributors do. When they understand the connection between political leadership and social progress, charitable women are much more receptive to political contributions."

In response, WCF Foundation created the "Five I's," a framework with which to permanently change the culture of how women think about political giving.

To read the complete *Vote With Your Purse* report, please visit < http://www.wcfonline.org/vwyp>.

WCF Foundation's "Five I's" – Values that Inspire Women to Give

The Value	How It Works	How It Works Online
Impact	Women need to see the impact elected officials have on the issues women care about.	The Internet is the original immediate gratification tool – through media reports, videos, photos, shared stories and real-time results, women can easily see the success campaigns have in championing their issues.
Inspiration	Women need to be inspired to get involved and are more motivated to give if contributing to candidates is reframed as a civic or social responsibility.	The Web allows women to share in the moment. The ability immediately to communicate breaking news about campaign developments moves women to think about their responsibility to engage.
Information	Women find information to be a powerful motivator and make extensive research a prerequisite to financial investments of all types.	From websites to blogs to email updates to social networking venues, web tools provide women access to current information from multiple sources.
Inclusion	Women want to be included in decisions about how funds are spent, and are more inclined to give if they have a sense of how their contribution will be spent.	The Internet provides women with transparent data about fundraising and spending. Savvy marketers are not only providing online donors with the ability to direct their contributions, but also with updates and photos that document the results.
Interaction	Women want to interact as part of a larger movement – the idea of joining forces with others through small donations is very motivating.	The Web lets women easily join forces with politically like-minded individuals. With a click of a button, women can become part of a nationwide effort.

WOMEN ARE ALREADY ONLINE, INCLUDING IN THEIR POLITICS

Fortunately for those who look to engage women, the Web is the right place to find them. Just note the statistics:

- 63% of Facebook and MySpace users are female[17]
- 36 million women write or read blogs each week[18]
- 73% of American women are Internet users (the same percentage as men)[19]
- 51% of those who have bought a product online are women[20]
- In 2007, there was 35% growth in websites directed toward women's interests, exceeding all other types of web sites (other than political sites[21])

Women also go online to engage in politics:

Share of Women Internet Users Engaged in Political Activities Online[22]

Activity	%
Looked for news and information about the presidential campaign	51%
Watched political videos[L]	41%
Searched for "unfiltered" campaign materials, such as debates, videos, speeches and position papers[M]	35%
Engaged in political activity on a social networking site[N]	35%
Obtained campaign or candidate information on social networking sites	19%
Forwarded or posted others' commentary about the election	13%
Signed up as candidates' friends on a social networking site	8%

Perhaps most exciting, a full 6% of women Internet users say they have contributed online to a candidate running for public office.[23] This represents 300% growth from 2006 and heralds an exciting new opportunity to engage women in the political giving process online.[24]

[L] This includes watching campaign commercials, speeches, candidate announcements, candidate interviews, campaign debates and videos generated by someone other than a campaign or news organization.

[M] This includes watching candidate debates, watching candidate speeches and announcements, reading candidate position papers, and reading speech transcripts.

[N] This includes the following: getting campaign or candidate information, signing up as a friend of a candidate, discovering friends' political interests or affiliations and starting or joining a political group. This entry, and the entries regarding (1) obtaining campaign or candidates information on a social networking site and (2) signing up as candidates' friends on a social networking site are based on social networking site users, not Internet users in general.

Women Online Donors 2008: Our Study

In July 2008, WCF Foundation and Lake Research Partners conducted the first national public poll of women online donors.[o] Our findings show they are using Internet tools and engaging in online politics at surprising levels.
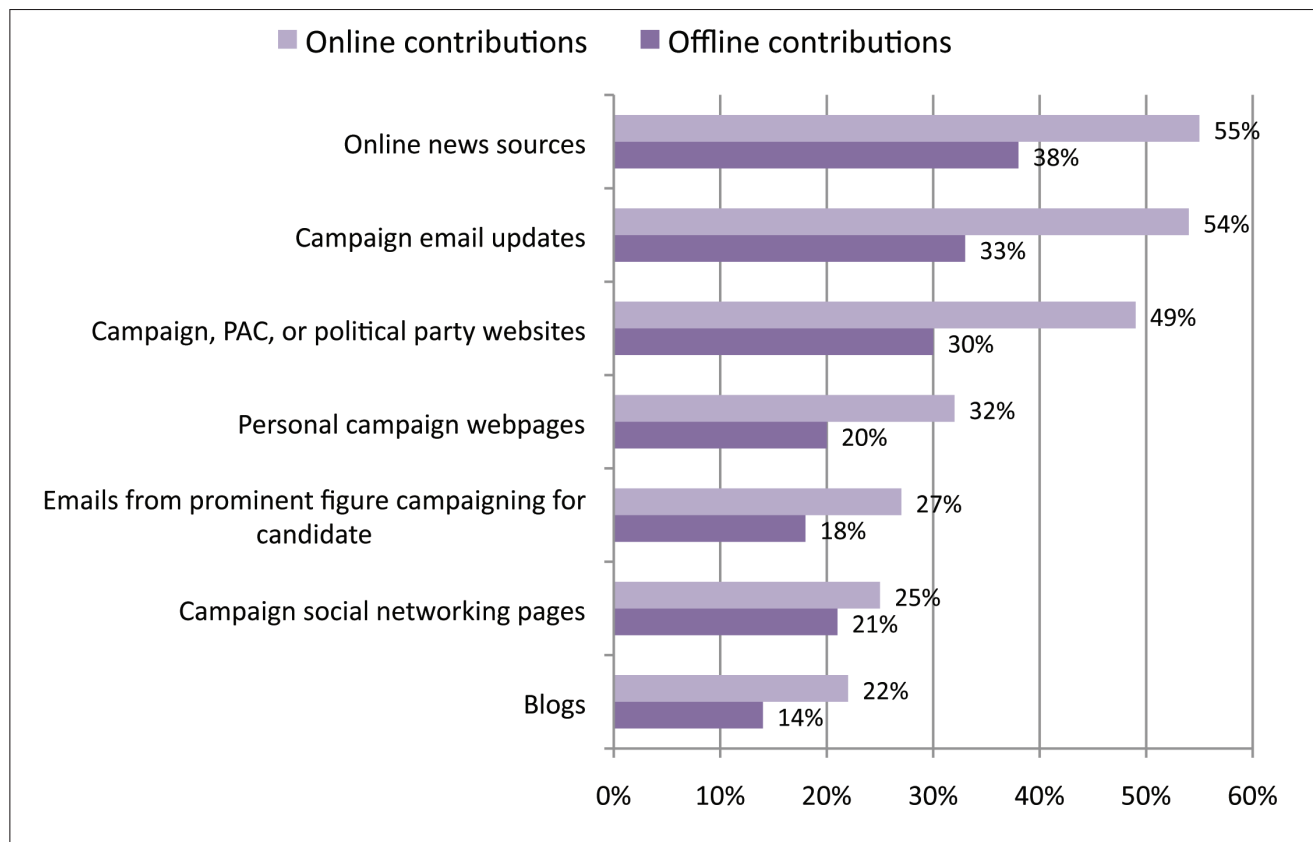
WOMEN ONLINE DONORS: A BRIEF PROFILE

Women online donors are constantly on the Web – 77% spend three or more hours per day online and 28% spend more than six hours. This vastly exceeds the roughly two hours per day the average American woman is online![25]

Women online donors also are largely new to the political process - 61% did not give at all in 2006. They are also relatively small donors. In the last year, the majority has made only one or two contributions and those gifts tend to be $50 or less.[p] Most of these women (59%) give offline as well, and these offline gifts also tend to be $50 or less.

VORACIOUS SEEKERS, CONSUMERS AND UTILIZERS OF POLITICAL INFORMATION

These donors are deeply engaged in learning about politics and use online sources extensively for this purpose. Almost all read political news online (96%) and almost half depend on online news as their primary source of political information (47%). When making political gifts, these online information sources matter to these donors, and matter even more if that gift is going to be made online. Observe:

Share of Women Online Donors Who Consult Web Tools Before Making Political Contributions

Legend: Online contributions | Offline contributions

Tool	Online contributions	Offline contributions
Online news sources	55%	38%
Campaign email updates	54%	33%
Campaign, PAC, or political party websites	49%	30%
Personal campaign webpages	32%	20%
Emails from prominent figure campaigning for candidate	27%	18%
Campaign social networking pages	25%	21%
Blogs	22%	14%

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[o] While our poll was the first poll targeting women online donors, there have been other recent studies that examine the giving behavior of online and offline donors, including a study by The Mellman Group and A.B. Data Group of progressive direct mail and online donors <http://www.mellmangroup.com/downloads/08PRE611FRDNY.pps#392,1,Slide 1>. WCF Foundation's study of women online donors, however, specifically tracked the behavior of women contributing online and for political purposes.

[p] Thirty-nine percent gave $25 or under.

CAMPAIGNS THEMSELVES ARE THE INFORMATION SOURCE

Campaigns wondering about investments in their online presence can rest assured: Traditional campaign Web tools resonate strongly with women online donors. This group uses campaign websites extensively – 92% visit campaign websites, and while there, 79% sign up for email updates, 73% take polls and 60% sign petitions. For this target audience, the personal remains the political, with 92% of website visitors reviewing information about a candidate's position on issues and 71% reading the candidate's biographical background. The quest for more information then continues: 53% visit the sign-up area for events, invitations and campaign action, 52% visit the media/press section, 41% watch videos and 36% read blogs.

__The Opportunity - Cover the basics:__ Counter to what campaign managers or candidates might think, the basic tools that campaigns build to reach out to supporters – including up-to-date websites and regular email communications – are crucially important to women online donors. Women have long had a need for better information to fuel for their contributions – and through the Web, campaigns have an easy, cost-effective and efficient way of providing that information.

WOMEN ARE NOT ONLY INFORMATION SEEKERS, BUT ALSO KEY DISTRIBUTORS

Women online donors seek out information worthy of sharing with their networks. Nearly 80% of those surveyed forwarded political information or stories to friends and family, and almost 90% asked those friends and family to engage with a campaign in some way, including signing a petition (48%) or giving funds (27%).

The way a campaign asks a woman to reach out to her network does matter. Note the dramatically different response rates to the following tools:

Tools that Mobilized Women Online Donors to Ask Their Networks to Take Action

Tool	Percentage
Email from friend, peer or family	38%
Email from prominent figure campaigning for candidate	27%
Invitation through social networking site	26%
Fundraising competition or matching fund	17%
Video on website or embedded in an email	16%
Blog posting	12%
Text message from a campaign	9%
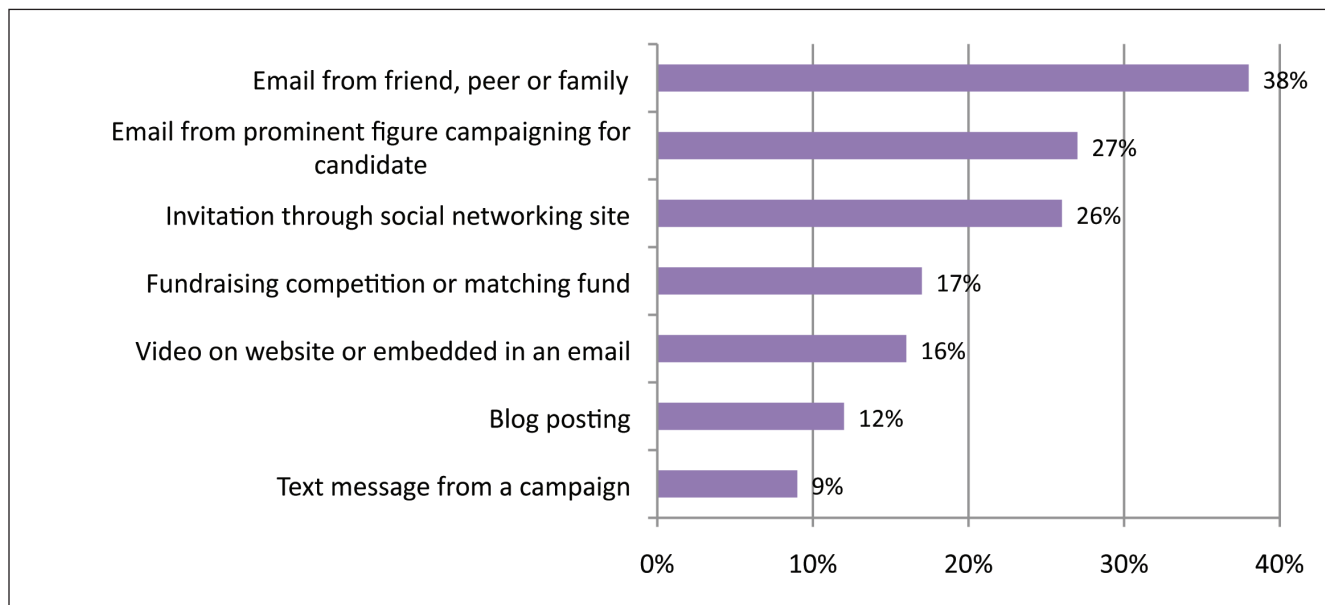
The Opportunity – Provide content designed to be shared: Women donors are active distributors of content when it comes to politics. At a minimum, campaigns should take full advantage of this opportunity to mobilize women donors by giving them content they can easily share with their networks.

Strategic campaigners will also provide women with initial "asks" for their networks that are less intimidating, such as participating in polls or signing petitions. By utilizing women to engage other women, campaigns help socialize them to the idea that it is OK to ask their networks to take action and start them on the path toward a future fundraising ask.

REPEAT WOMEN DONORS PRESENT THE BEST OPPORTUNITY FOR GROWING DONATIONS

Converting a one-time donor into a frequent contributor has strong implications, not only for her giving, but also for that of her network. More frequent contributors not only give more often, but also give more per donation. Of those who gave two or more times in the last year, 28% gave more than $50 compared to only 18% for those giving fewer than two times. While these donors do give offline as well, they prefer to use the Web as their vehicle.[Ω]

Information fuels the engine of giving for frequent donors. They are more likely to visit the campaign website, sign up for email updates, and post comments on the campaign website. They are also much more likely to consult Web tools, including Web 2.0 tools, before making donations.
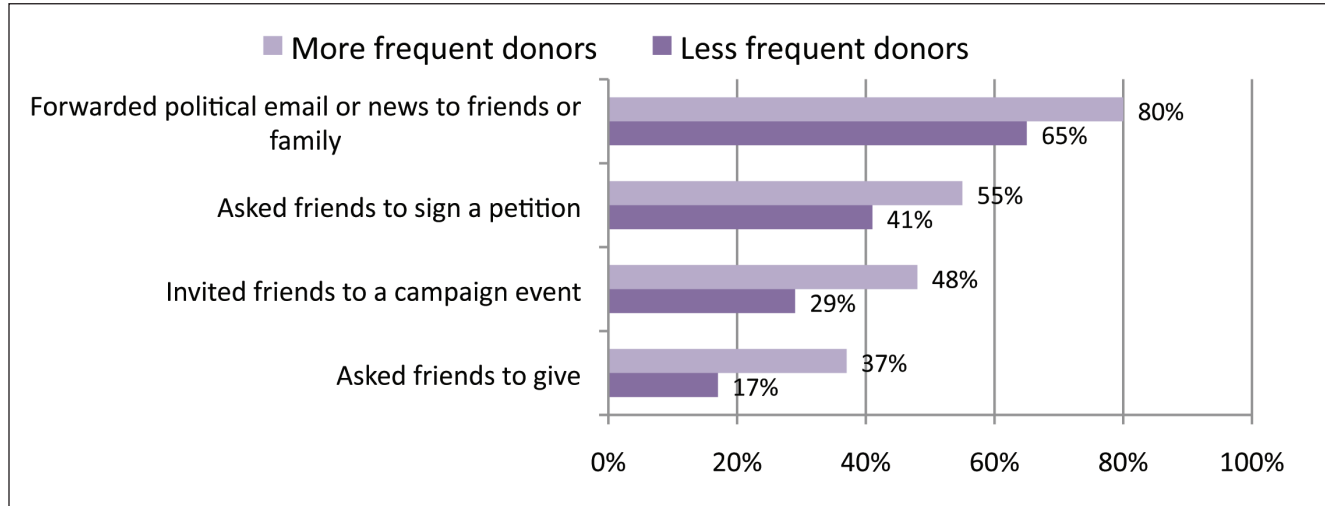
Share of Women Online Donors Who Consult Web Tools Before Making Political Contributions
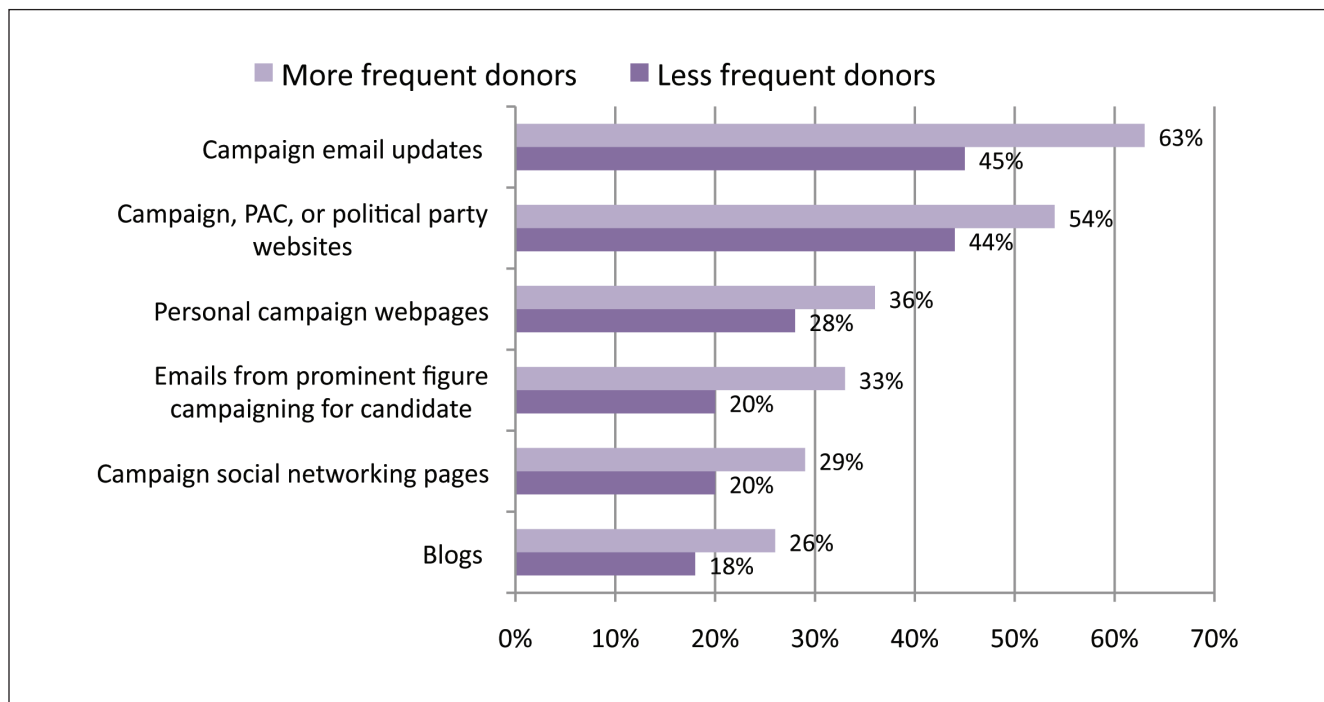
 Catering to frequent donors is *the* acquisition strategy because these women will mobilize others. Nearly 90% of all those surveyed asked others to engage in some way with a campaign; frequent donors took up the charge with even more gusto (particularly with respect to fundraising).

[Ω] Donors that give both online and offline also tend to give higher average contributions than those that give only online.

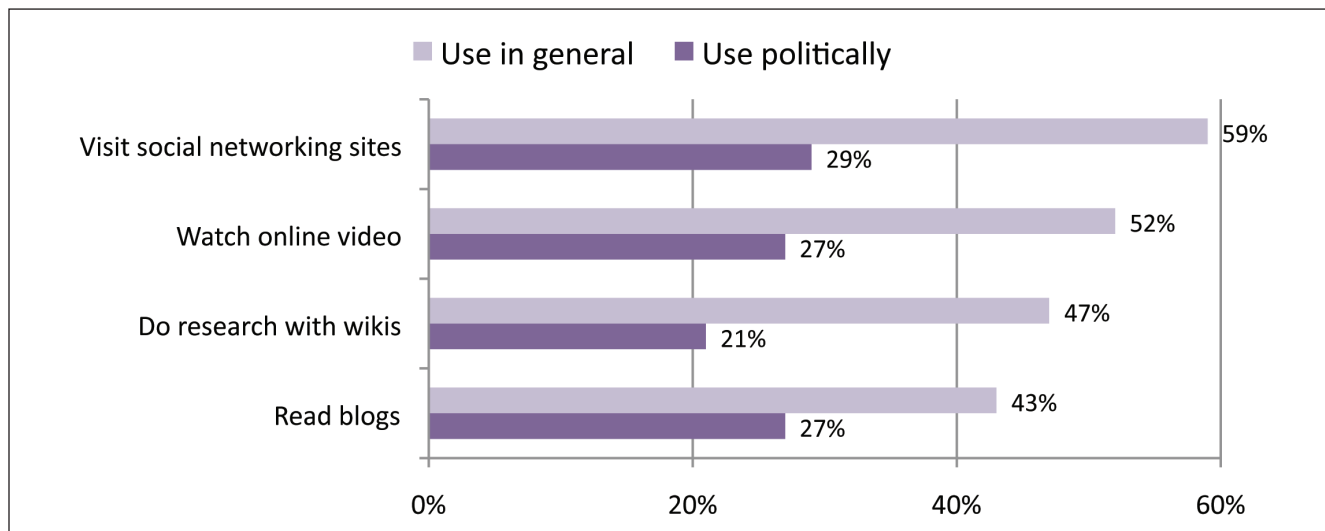Share of Women Online Donors Who Engage Their Network in Online Political Activity

Legend: More frequent donors · Less frequent donors

Activity	More frequent donors	Less frequent donors
Forwarded political email or news to friends or family	80%	65%
Asked friends to sign a petition	55%	41%
Invited friends to a campaign event	48%	29%
Asked friends to give	37%	17%

The Opportunity – Focus on the "two or more": *The frequent donor demographic is a vital one for campaigns to develop and retain. Over time, these women will not only deepen their own giving, but also become a campaign sales force for new donors. Thoughtful campaigns will implement strategic programs to intervene early with first time donors to ensure they are quickly converted to "repeat status."*

WOMEN DONORS, WEB 2.0

Web 2.0 technologies offer incredible promise for increasing women's political giving. Here, dialogue among candidates, supporters, media, bloggers, friends and family mobilizes action. For women constantly seeking information, Web 2.0 tools are proving fertile ground; about half of women online donors who use Web 2.0 tools use them for their personal politics.

Share of Women Online Donors Using Web 2.0 Tools

Legend: Use in general · Use politically

Tool	Use in general	Use politically
Visit social networking sites	59%	29%
Watch online video	52%	27%
Do research with wikis	47%	21%
Read blogs	43%	27%

Web 2.0 tools also have a growing importance in convincing women to ask their network to take action. While an email is most often cited as the reason women were motivated to ask others to get involved, Web 2.0 tools do matter. Many women were motivated by social networking tools (26%), videos (16%), blog postings (12%) or text messages (9%) instead of or in addition to email.[R]

And those repeat donors who are so crucial to engage? They are adopting Web 2.0 more quickly than anyone. They engage in more political activity online and are more active about mobilizing their network through Web 2.0 tools than less frequent donors. For example, they are more likely to engage friends and family because of social networking tools (27% vs. 26%), videos (19% vs. 13%), blog postings (16% vs. 7%) or text messages (12% vs. 5%).

The Opportunity – Inspire with Web 2.0 content: There is potential for women to embrace Web 2.0 tools as a major means of gathering information and interacting politically. Used well, these tools can inspire women to ask their networks to engage – and to give. In particular, these patterns of higher engagement from more frequent donors are promising. They suggest that campaigns can mobilize these women to give more, give more often and be far more active about recruiting others to give.

[R] Thirty-two percent of women surveyed volunteered "other" responses for what motivates them to invite others to get involved.

Introducing the Vote With Your Purse Web 2.0 Resource Center

We are inspired by the promise of Web 2.0 tools for increasing women's political giving. If used effectively, especially when integrated well with traditional Web 1.0 tools like political websites and campaign email updates, Web 2.0 presents a significant opportunity. These tools offer exactly the kinds of activities (and reflect the "Five I's" values!) needed to engage women as political donors.

Because Web 2.0 tools are so new, their potential for political finance is only beginning to crystallize. Our new *Vote With Your Purse Web 2.0 Resource Center* is designed to help women, candidates and campaigns harness these emerging media to better engage women in the political process. We interviewed marketing officers for these tools to hear from the experts how they can target and motivate women, and paired this first-hand information with our own research into these developing technologies.[S] This Resource Center provides a road map for those who are just getting started and helps those who have already built such a presence take their work to the next level. Visit our Resource Center to learn more: <http://votewithyourpurse.bluestatedigital.com/>.

More Than Tools: Strategy Matters

As with all fundraising, it is the strategy behind the tools that matters. The simple act of setting up a Facebook page or a blog is not enough to tap into women's enormous potential for giving. Campaigns must first establish trust and build relationships with their followers: "community growth first, fundraising second."[26] These questions, adapted from *We Are Media's*[T] online toolkit[27], are valuable guides in getting started:

- What audience are you trying to reach? Do you identify them by demographic criteria (age, gender, political party) or by their behavior (how much they use the Internet)?
- Is Web 2.0 a good way to reach your audience? Do you have data about who is using these tools (and which ones!) and if these are a match for your audience? Do you know of examples of other campaigns that have mobilized a similar target audience using these tools?
- Have you defined your campaign's communications motives and goals? At this stage, are you looking to inform supporters? Or do you want those supporters to take action - including providing information, volunteering and engaging others - in addition to giving? Do you have enough time to build a relationship with supporters before making your ask?
- Does your message work across all of the forms of media through which you are communicating? Do your Web 2.0 messages work with your telemarketing and direct mail campaigns, your website and your email messages? Can you reinforce the communications you already do in this new platform?
- Does your Web 2.0 strategy enhance or work within with your organization's existing Internet campaign (website and online presence) and traditional communications (direct mail, email, phone-banking)? Do you have other messages for your audience that may conflict with this strategy or overwhelm your audience? Can you reach an existing audience more effectively using Web 2.0 tools? Can you reach a new audience that is not cost-effectively reached with the communications you already do?

[S] Where WCF Foundation was unable to interview marketing officers we developed our own content on these tools.

[T] The We Are Media Project is self-described as "a community of people from nonprofits who are interested in learning and teaching about how social media strategies and tools can enable nonprofit organizations to create, compile, and distribute their stories and change the world. Curated by NTEN, the community will work in a *networked way* to help identify the best existing resources, people, and case studies that will give nonprofit organizations the knowledge and resources they need to be the media." *About We Are Media: Social Media Starter Kit for Nonprofits*, Nonprofit Technology Network, 29 August 29, 2008 <http://www.wearemedia.org/About+Project+Background>.

Conclusion

Small increases in women's giving create big political waves. In 2007, we noted: "If women increase their 2006 contributions by just 22%, it will mean another $43 million" into the coffers of the candidates who will work on the issues women care about most. With effective use of the Web, campaigns have a powerful tool to engage entirely new constituencies. By leading the charge to use newer Web 2.0 technologies, campaigns have the opportunity to build the deep relationships with women that transform them into donors, repeat donors and fundraisers.

It is vital to our democracy that women give politically. It matters to have "skin in the game." It matters to put one's money where one's politics are. It matters to impact important policies by electing champions. We repeat proudly: WCF Foundation works toward the day when women understand that electoral contributions are a critical part of political participation and achieving political power – and give accordingly.

How the *Vote With Your Purse Web 2.0 Resource Center* Will Help You Engage Women Online

The *Vote With Your Purse Web 2.0 Resource Center* highlights 10 Web 2.0 tools that we believe are the most important for network building and fundraising from women online:

- Facebook
- MySpace
- YouTube
- Google
- Flickr
- ChipIn/Sprout
- Twitter
- Wikis
- Blogging 2.0
- Mobile Commons

We selected these tools because they are either routinely accessed by today's women online donors or are the places where tomorrow's women online donors can be found.

Our resource center includes:
- Links to the 2007 *Vote With Your Purse* research
- Profiles of each of 10 Web 2.0 tools
- A summary of key elements of Web 1.0 strategy
- A spread-the-word page that lets users share this research

Each tool is featured on a separate page, which includes:
- Detailed information about the tool, including its purpose, basic usage statistics and details on how different populations can be targeted
- Links to articles and blog entries that discuss the tool's effectiveness in political advocacy and fundraising
- Links to "how-to" sites that provide information on the mechanics of each tool
- Case studies of campaigns and advocacy organizations that are using these tools effectively
- A short list of similar tools that are also making inroads with women online
- Videos (where available) that highlight the value of the tool for fundraising

You can also get involved with the Vote With Your Purse project:
<http://www.wcfonline.org/page/s/supportVWYP>.

Methodology

POLLING

In July 2008, WCF Foundation polled more than 600 women online donors with an online survey designed and administered in conjunction with Lake Research Partners. The survey reached a total of 622 women who donate to political candidates online. The survey was conducted July 3 – July 30, 2008. The margin of error for the survey is +/- 4.0%. Respondents for the survey were drawn from an online panel of women and a list of women who have made political contributions in the past. Respondents were screened to be women who have made at least one online contribution to a candidate, political action committee or political party.

In interpreting survey results, all sample surveys are subject to possible sampling error; that is, the results of a survey may differ from those which would be obtained if the entire population were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a particular question. For example, on question 3, which all respondents answered, 21% said they are online for one to two hours a day. We can be 95% confident that the true percentage will fall within +/-4.0 percentage points of this percentage, or from 17.0% to 25.0%.

CALCULATIONS – WOMEN DONORS

In February 2007, April 2007 and August 2008, the Center for Responsive Politics (CRP) worked in partnership with WCF Foundation to identify donor and fundraising trends in the 2006 federal election and the 2008 federal election (through July 2008) as well as the 2000-2008 presidential elections. Unless otherwise noted, the figures in this report are based on all gender-coded dollars and represent contributions tracked by the FEC (those, single or aggregate, of $200 or more). Data does not include gifts from candidates to their own campaigns. For 2006, figures represent the entire 2006 federal election cycle, and candidate fundraising is limited to Democrats and Republicans in the 2006 general elections (data includes primary election contributions where applicable; Rep. (now Sen.) Bernie Sanders and Sen. Joseph Lieberman are also included). For 2008 congressional data, figures represent the 2008 cycle through July 28, 2008 and exclude current congressional candidates who campaigned for the presidency during the 2007-2008 cycle. For 2008 presidential data, figures represent the 2008 cycle through September 2, 2008. Data was provided by CRP; analysis was conducted by both WCF Foundation and CRP. For additional information, please contact WCF Foundation.

STATISTICS ON WOMEN AND INTERNET USE

Between July and August 2008, WCF Foundation worked with Aaron Smith at the Pew Internet & American Life Project to obtain data regarding women's Internet use for personal, work and political reasons. WCF Foundation also accessed several Pew Internet publications for research purposes; several of those reports are referenced in this document.

ADDITIONAL RESEARCH

WCF Foundation compiled research on women in the consumer, investment and philanthropic arenas. This research was conducted through literature review, Internet research and personal interviews.

Appendix: Other Trends and Facts

HOW THE GENDER OF THE CANDIDATE MATTERS

Women online donors are strong supporters of female candidates - nearly half of these donors give to female candidates. Given that women are a much smaller share of the candidate pool (just 33% of Congressional candidates in 2008)[28], women online donors are providing significant backing.

And the more frequently women give, the more likely they are to support female candidates. Of those who gave two or more times in the past 12 months, 57% had given to female candidates versus 40% of those who had given fewer than twice.

Gender of Candidates to Whom Women Online Donors Contributed

- Male candidates only
- One or more female candidates

49%

51%
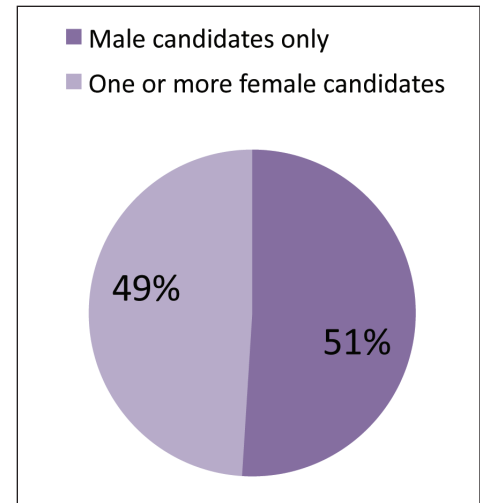
HOW PARTY MATTERS

When it comes to online politics and giving, "party performance" matters. Independents and Democrats are much more likely than Republicans to refer to online news before making a political gift (respectively, 65%, 58% and 41%). In addition, Democrats are more likely to be frequent donors; these women are slightly more likely to have made three or more contributions.

Key Terms

Blogs/web logs are websites that are "usually maintained by an individual, with regular entries of commentary, descriptions of events, or other material such as graphics or video."[29]

Social media is defined as "the use of electronic and Internet tools for the purpose of sharing and discussing information and experiences with other human beings."[30]

Web 2.0 is defined as "a category of new Internet tools and technologies created around the idea that the people who consume media, access the Internet, and use the Web shouldn't passively absorb what's available; rather, they should be active contributors, helping customize media and technology for their own purposes, as well as those of their communities. These new tools include, but are by no means limited to, blogs, social networking applications, RSS, social networking tools, and wikis."[31]

Widgets are "non-static web content that can be embedded within other web pages."[32]

Wikis are "web pages designed to enable anyone who accesses it to contribute or modify content, using a simplified markup language."[33]

Acknowledgements

Notes

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