

**Confidential**  
For use by member  
organizations only

# Understanding LGBT Donors: Women

Understanding LGBT Donors series: Report I of VI



The LGBT Giving Project

October 2017



movement advancement project ▶



## Introduction

This report is part of the *Understanding LGBT Donors* project, a series of in-depth analyses of the donation-related behaviors and opinions of several key subpopulations of the lesbian, gay, bisexual, and transgender (LGBT) community. Directed and funded by the LGBT Giving Project, the series is intended to advance understanding of indicators and motivators for donating to LGBT organizations among these subpopulations. By focusing on specific subpopulations, the project aims to provide insight and opportunities for organizations to tailor their fundraising strategies to better reach and appeal to various groups of donors. The full series of reports is available to member organizations here: [Understanding LGBT Donors](#).

This report focuses on lesbian, gay, and bisexual-identified women (both cisgender and transgender)<sup>1</sup> and their feelings and actions as donors to LGBT organizations. Included in this report are analyses of various research questions as well as research-based recommendations for increasing donor engagement among LGBT women. The findings from this analysis also point to several areas for future research to understand how LGBT women engage with LGBT organizations and how they see their giving overall.

The report *Understanding LGBT Donors: Women* is organized into the following sections:

**Key Findings and Actionable Insights** – An overview of important results and their connections to potential fundraising strategies.

**Sample and Demographics** – A detailed description of the methods used to define the sample of LGBT women included in this analysis, as well as demographic information comparing LGBT women to LGBT men for contextual purposes.

**Key Research Questions** – A look at the donor behaviors and attitudes of LGBT women, as revealed by the survey.

**Key Differences by Donor Characteristics** – An examination of differences in behaviors and attitudes among subgroups of LGBT women.

**Future Research Areas** – Suggestions for research to explore unanswered questions and provide deeper and broader understanding.

---

<sup>1</sup> We use the acronym LGBT throughout this report. However, it should be noted that this report focuses specifically on women, both cisgender and transgender, who identify as lesbian, gay, or bisexual. Analysis of the donor behaviors of straight-identified transgender women is included in the report on transgender donors. The latter report also focuses on transgender women as a group – and compared to transgender men – and their engagement with LGBT organizations.

## About the LGBT Giving Project

Launched in 2011, the LGBT Giving Project is a research and testing program aimed at increasing giving by LGBT individuals to the LGBT movement for equality and to LGBT community organizations. This research has looked at who has the will and the capacity to give, what motivates them and what message frames could inspire greater giving. The project has also worked with LGBT statewide advocacy groups and community centers to test messaging and strengthen fundraising capacity.

It has received financial support from the Evelyn and Walter Haas, Jr. Fund; Anonymous; Horizons Foundation; Kevin J. Mossier Foundation; Pride Foundation; Small Change Foundation; D-5 Coalition; and Henry Van Ameringen Foundation.

The analysis that informs this report is based on data from the LGBT Donor Survey conducted online between October and December 2013. The data are based on responses from 8,323 known donors (6,755 LGBT donors) who made a gift to one or more of 56 U.S. LGBT organizations in the six years prior. The number of LGBT women responding to the survey was 2,277, representing over one-third (34%) of the total LGBT respondents.

Several potential limitations of the data are important to consider. First, the political and cultural landscape of the LGBT movement has shifted notably since the survey was fielded, particularly under the Trump administration and after the procurement of nationwide same-sex marriage rights, meaning that responses may differ if survey data were collected today. Further, the survey was sent only to those who had already donated to LGBT organizations, and, specifically, only those who had donated to the LGBT organizations participating in this research. Therefore, these findings are not entirely representative of the overall LGBT community nor all LGBT donors, though any potential differences between these groups have not been explored.

## The LGBT Giving Project Steering Committee:

Richard Burns, LGBT Giving Project

Roger Doughty, Horizons Foundation

Matt Foreman, Evelyn & Walter Haas, Jr. Fund

Rebecca Fox, Wellspring Advisors

Kris Hermanns, Pride Foundation

Ineke Mushovic, Movement Advancement Project

Julia Ritchie, Evelyn and Walter Haas, Jr. Fund

Charlie Rounds, Kevin J. Mossier Foundation

Addison Smith, Wellspring Advisors

Linda Wood, Evelyn and Walter Haas, Jr. Fund

## Key Findings and Actionable Insights

**FINDING:** LGBT women were more likely than LGBT men to have a “very favorable” opinion of LGBT organizations; however, they were far more likely to think LGBT organizations are too male-dominated. They were also more likely to state that they stopped donating to an LGBT organization because the organization failed to prioritize lesbian issues.

This suggests that an organization’s ability to highlight LGBT women in leadership positions in the organization (among both staff and board) and/or demonstrate a commitment to programs that impact LGBT women may increase a female-identified donor’s likelihood of giving. Taken together with the planned giving messaging motivations (below), a demonstrable commitment to LGBT women in leadership positions, as well as in program offerings, may increase a woman donor’s likelihood of making gifts and of being receptive to a planned-gift ask.

**FINDING:** LGBT women were more likely to support increasing services to transgender people and people of color. They were also more likely to endorse the importance of diversity (gender, racial, and socioeconomic status) in staff, leadership, and board membership.

Organizations should consider prioritizing inclusion and diversity in their messaging to LGBT women. This includes the diversity of an organization’s leadership and staff, as well as its role in serving diverse populations.

Organizations may also want to consider exploring “people-focused” message frames — i.e., messages and stories that emphasize equality and access for specific underserved individuals.

**FINDING:** The most successful established methods to solicit donations from LGBT women (i.e., the methods used to reach LGBT women that resulted in a donation) were through email and an ask made by someone they knew personally. Coming in next were fundraising events and mail. One of the most untapped methods when it comes to soliciting LGBT women donors is the personal ask; nearly a quarter of LGBT women indicated that they have never been contacted in this way, but would donate if they were.

Because women are particularly likely to donate as a result of a personal ask, and because they are likely to be motivated by demonstrable female leadership, organizations should explore ways to facilitate donation asks by female staff and board members (e.g., by training female staff and board in individual donation solicitation). Organizations should also consider reaching out to key female community members and encouraging their participation in fundraising from their female community contacts.

Encouraging attendance at fundraising events may also be a successful tactic, particularly for women with high household wealth. Organizations may also want to consider leveraging a woman board member or donor for at least one organizational gift ask during these events.

**FINDING:** LGBT women have lower incomes and less household wealth than their male counterparts and also tend to give smaller proportions of their income to LGBT organizations. They are compelled to give by message frames that speak to community involvement and organizational sustainability.

Although no pilot tests have been conducted on this, it is possible that organizations may be able to appeal to some women via campaigns that highlight the importance of small, monthly donations. Given that women are more likely to endorse message frames that speak to community involvement and organizational sustainability, groups should consider framing small monthly donations as a critical way to be engaged in the community and to guarantee the long-term success of critical programs. One example would be to create a campaign of “Monthly Sustainers” with varying tiers of contribution amounts. Another example would be to create giving circles of women who pool their resources to support specific programs.

**FINDING:** Bisexual women donors and potential donors may require special messaging and appeals.

Research finds that bisexual women are less likely than lesbian women and gay men to be “out” to their family, friends, and co-workers. Only 28% of bisexuals report being “out” to all or most of the important people in their lives, compared to 71% of lesbian women.<sup>i</sup>

Organizations should explore alternative ways to contact bisexual donors and potential donors who may not be involved in the community like other LGBT women. For example, relying on LGBT organizations’ mailing lists may not be the most effective strategy for reaching bisexual women. Organizations should also consider outreach options that minimize the risk of outing bisexual women.

As noted above, nearly a quarter of LGBT women (20%) said they had not yet been asked for a donation by someone they knew personally, but would donate if solicited this way. Among bisexual women, an even larger portion had not been contacted in this way, but would donate if they were. Bisexual women were also less likely to agree with statements about feeling connected to the LGBT

community, which speaks to larger issues of bisexual erasure in the community.

Organizations may therefore want to consider solicitations that create opportunities for bisexual women to build connections to the community — for example, an individualized donor contact or a personalized invitation to a fundraising event.

In messaging to this population, it is also important to consider the possibilities of the female donor not identifying as “lesbian.” Many bisexual women are in different-sex relationships. The 2013 Pew Research LGBT Survey found that 84 percent of self-identified bisexuals in committed relationships have a partner of the opposite sex, while only 9 percent are in same-sex relationships.

The bottom line is that organizations should avoid making assumptions about a donor’s sexual orientation. For example, a donor or potential donor who identifies as bisexual may be less likely to donate if they are misidentified as a straight ally or gay or lesbian. One potential way to combat assumptions about a donor’s sexual orientation and/or gender identity is to provide opportunities for donors to self-identify through demographic questionnaires that allow the respondent to select multiple checkboxes or reply open-endedly.

**FINDING:** The highest issue priorities among all LGBT women were the following: “Challenging and changing laws to improve the lives of LGBT people”; “Ending workplace or employment discrimination”; and “Working for equal rights in general.” Employment issues were ranked particularly high among single women, whereas relationship recognition and family issues were highest among married women.

When highlighting key policy objectives, considering family composition is important. Different issues may appeal to different audiences.

**FINDING:** When it comes to planned giving, women were less likely than men to have a will or trust in place, but nearly equally likely to be planning to make a will or trust in the future. LGBT women were motivated to make LGBT-related planned gifts for two main reasons: 1) to help future LGBT generations; and 2) to continue their commitment to the LGBT community. Both of these motivations speak to LGBT women's deep connection to LGBT people and causes rather than a sense of personal legacy.

Organizations may want to consider framing their planned giving programs as “sustainable giving.” This framing aligns with the commitment among LGBT women to sustaining the work of LGBT organizations and to staying involved in the community for the long term.

**FINDING:** Messages about helping future generations were particularly motivating for women with children and women with lower household wealth. In contrast, women who reported higher household wealth were more likely to be motivated by messages about their legacy.

Organizations should explore engaging higher-wealth individuals with more individually focused messaging highlighting their legacy and their impact on an organization. In outreach to women with children and those with lower wealth, messages should emphasize the positive impact of an organization's work for future generations.

**FINDING:** LGBT women were somewhat less likely than LGBT men to state that most problems faced by LGBT people will be solved in 20 to 30 years. Bisexual women and transgender women were even less likely than lesbian women to agree with that statement. These

opinions are likely informed by the multiple levels of marginalization experienced by LGBT women based on both gender and sexual orientation.

Organizations could highlight the important work they are doing to sustainably address issues facing LGBT people, especially bisexual and transgender women. Emphasizing positive outcomes, both now and in the future, can counter the sense that today's problems can't be solved.

Organizations also should consider emphasizing Planned Giving as a giving option for audiences who do not see the problem solved in the more immediate future.

## Sample and Demographics

The sample of LGBT women includes 2,277 respondents, representing over one-third (34%) of the total LGBT respondents. Of the women respondents, 1,586 identified as lesbian (70%), 104 identified as gay (5%),<sup>2</sup> and 587 identified as bisexual (26%). Further, 132 respondents also identified as transgender (6%). Straight-identified women, both cisgender and transgender, were removed from the larger sample for the purposes of this report. The remaining 66% of the overall LGBT survey sample (4,478 respondents) identified as men.

Overall, the LGBT women respondents were mostly white, educated, and middle to upper class. The majority of respondents in this group were highly educated, over the age of 40, and in a long-term partnership (married, domestic partnered, or cohabitating).

Below are key demographic points about the LGBT women respondents. Percentages refer to the proportion of the responding sample indicating their status in the specified group. Comparisons made between LGBT women and another group (“more likely than” or “less likely than”) are in reference to LGBT men, unless otherwise indicated. Comparison statements are statistically significant at a 95% confidence level, unless otherwise indicated (e.g. slightly less, slightly more). Totals may not add to 100% due to rounding. Similarly, aggregated percentages in the findings may not match numbers in the tables due to rounding.

### Basic information

- ❖ LGBT women were **slightly younger than LGBT men on average**: 29% of the LGBT women were under age 40; 19% were between 40-50 years-old; 50% were over age 50.

|                   | Under 18 | 18-24 | 25-29 | 30-34 | 35-39 | 40-44 | 45-49 | 50-54 | 55-59 | 60-64 | 65-74 | 75+ |
|-------------------|----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----|
| <b>LGBT Women</b> | 0%       | 2%    | 6%    | 10%   | 10%   | 8%    | 10%   | 11%   | 12%   | 12%   | 14%   | 3%  |
| <b>LGBT Men</b>   | 0%       | 1%    | 4%    | 6%    | 8%    | 7%    | 12%   | 14%   | 12%   | 13%   | 16%   | 5%  |

- ❖ 87% of LGBT women identified as white/Caucasian, 4% as mixed-race, 3% as Latina, 2% as African-American, and 1% as Asian Pacific Islander.

|                   | White/Caucasian | African-American/Black | Hispanic/Latina | API | Mixed Race |
|-------------------|-----------------|------------------------|-----------------|-----|------------|
| <b>LGBT Women</b> | 87%             | 2%                     | 3%              | 1%  | 4%         |
| <b>LGBT Men</b>   | 88%             | 2%                     | 3%              | 2%  | 3%         |

- ❖ LGBT women were **more likely** to identify as “Very Liberal”: 60% identified as Very Liberal, and 29% identified as Somewhat Liberal.

<sup>2</sup> For analysis, female respondents who identified with gay were coded as identifying as lesbian.

|                   | Very Liberal | Somewhat Liberal | Moderate | Somewhat Conservative | Very Conservative |
|-------------------|--------------|------------------|----------|-----------------------|-------------------|
| <b>LGBT Women</b> | 60%          | 29%              | 9%       | 2%                    | 0%                |
| <b>LGBT Men</b>   | 46%          | 36%              | 14%      | 3%                    | 1%                |

- ❖ LGBT women were **less likely** to be members of several prominent specified religious groups: 15% identified as Protestant, and 6% as Roman Catholic. However, they were more likely than LGBT men to be Unitarian Universalist (6%) or Jewish (12%).

|                   | Protestant | Roman Catholic | LDS or Mormon | Orthodox (Greek, Russian, or other) | Another kind of Christian | Unitarian Universalist | Jewish | Muslim | Buddhist | Hindu | Other religion |
|-------------------|------------|----------------|---------------|-------------------------------------|---------------------------|------------------------|--------|--------|----------|-------|----------------|
| <b>LGBT Women</b> | 15%        | 6%             | 0%            | 0%                                  | 2%                        | 6%                     | 12%    | 0%     | 4%       | 0%    | 7%             |
| <b>LGBT Men</b>   | 20%        | 11%            | 1%            | 0%                                  | 2%                        | 3%                     | 8%     | 0%     | 2%       | 0%    | 5%             |

- ❖ 90% of LGBT women generally considered themselves “out” as LGBT, but *only 62% were out at work*.

|                   | Yes, out | No, not out | I am out at work | I have come out to only a few people at work | I am not intentionally out to anyone at work |
|-------------------|----------|-------------|------------------|--|--|
| <b>LGBT Women</b> | 90%      | 6%          | 62%              | 11%  | 9%   |
| <b>LGBT Men</b>   | 94%      | 4%          | 63%              | 11%  | 7%   |

### Family and Workplace

- ❖ LGBT women were **more likely** to be married or partnered and less likely to be single: 36% were married, 13% were in a civil union or domestic partnership, and 17% were single.

|                   | Married or in a Civil Union or Domestic Partnership | In a relationship and living together | Widowed | Single |
|-------------------|---|---------------------------------------|---------|--------|
| <b>LGBT Women</b> | 49%   | 13%                                   | 1%      | 17%    |
| <b>LGBT Men</b>   | 39%   | 17%                                   | 3%      | 27%    |

- ❖ LGBT women were **far more likely** to report having children: 33% reported *having children*.

|                   | Has Children | No Children |
|-------------------|--------------|-------------|
| <b>LGBT Women</b> | 33%          | 66%         |
| <b>LGBT Men</b>   | 16%          | 83%         |

- ❖ LGBT women were **less likely** to live in a large city: 49% lived in a large city, 38% lived in a smaller city or suburb, and 12% lived in a small town or rural area.

|                   | A large city | A smaller city | A suburb | A small town | A rural area |
|-------------------|--------------|----------------|----------|--------------|--------------|
| <b>LGBT Women</b> | 49%          | 19%            | 19%      | 7%           | 5%           |
| <b>LGBT Men</b>   | 61%          | 15%            | 15%      | 6%           | 3%           |

- ❖ LGBT women were **more likely** to be highly educated: 88% had at least a college degree, and 57% had a master's degree or Ph.D.

|                   | Some College | Graduated College | Graduate school (master's degree or Ph.D.) |
|-------------------|--------------|-------------------|--|
| <b>LGBT Women</b> | 10%          | 31%               | 57%  |
| <b>LGBT Men</b>   | 10%          | 35%               | 52%  |

- ❖ LGBT women were **equally likely** to be employed, part-time and full-time, but less likely to be retired: 75% were employed; 13% were retired. This may be due, in part, to the disproportionately younger age of the sample.

|                   | Employed part-time | Employed full-time | Retired | Unemployed and looking for a job | Student |
|-------------------|--------------------|--------------------|---------|----------------------------------|---------|
| <b>LGBT Women</b> | 13%                | 62%                | 13%     | 3%                               | 5%      |
| <b>LGBT Men</b>   | 11%                | 61%                | 19%     | 3%                               | 3%      |

## Financials and Donations

- LGBT women reported **lower incomes**: 27% reported an income over \$100,000; 34% reported an income between \$50,000 and \$100,000; 31% reported an income under \$50,000.

| Income     | \$20,000 or less | \$20,001-\$30,000 | \$30,001-\$40,000 | \$40,001-\$50,000 | \$50,001-\$60,000 | \$60,001-\$80,000 | \$80,001-\$100,000 | \$100,001-\$200,000 | \$200,001 or more |
|------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|---------------------|-------------------|
| LGBT Women | 9%               | 6%                | 7%                | 9%                | 9%                | 14%               | 11%                | 19%                 | 8%                |
| LGBT Men   | 5%               | 4%                | 6%                | 6%                | 7%                | 12%               | 11%                | 25%                 | 15%               |

- LGBT women reported **lower household wealth**: 17% reported household wealth over \$1 million.

| Wealth     | Less than \$25,000 | \$25,001-\$50,000 | \$50,001-\$100,000 | \$100,001-\$200,000 | \$200,001-\$300,000 | \$300,001-\$400,000 | \$400,001-\$500,000 | \$500,001-\$750,000 | \$750,001-\$1,000,000 | \$1,000,001-\$3,000,000 | More than \$3,000,000 |
|------------|--------------------|-------------------|--------------------|---------------------|---------------------|---------------------|---------------------|---------------------|-----------------------|-------------------------|-----------------------|
| LGBT Women | 12%                | 6%                | 9%                 | 10%                 | 7%                  | 5%                  | 4%                  | 7%                  | 7%                    | 12%                     | 5%                    |
| LGBT Men   | 8%                 | 4%                | 6%                 | 9%                  | 7%                  | 5%                  | 5%                  | 7%                  | 8%                    | 19%                     | 8%                    |

- LGBT women were somewhat **less likely** to have a will or trust in place: 52% had a will or trust, and 41% did not have a will or trust but planned to make one.

|            | Have will or trust | Do not have a will or trust but intend to make one | Do not intend to make a will or a trust |
|------------|--------------------|--|---|
| LGBT Women | 52%                | 41%  | 4%                                      |
| LGBT Men   | 56%                | 38%  | 4%                                      |

- LGBT women were **less likely** to have donated large amounts to LGBT organizations: 17% gave over \$1,000 in the last year, and 44% gave between \$101 - \$1,000; 51% gave between \$51 - \$500.

| How much did they give?    | LGBT Women | LGBT Men |
|----------------------------|------------|----------|
| \$20 or less               | 6%         | 3%       |
| \$21 to \$50               | 9%         | 4%       |
| \$51 to \$100              | 16%        | 9%       |
| \$101 to \$200             | 16%        | 9%       |
| \$201 to \$300             | 9%         | 10%      |
| \$301 to \$500             | 10%        | 12%      |
| \$501 to \$1,000           | 9%         | 13%      |
| \$1,001 to \$2,500         | 8%         | 14%      |
| \$2,501 to \$5,000         | 4%         | 8%       |
| \$5,001 to \$10,000        | 2%         | 4%       |
| More than \$10,000         | 2%         | 4%       |
| None in the last 12 months | 3%         | 2%       |

- ❖ LGBT women were less likely to devote a majority of their charitable giving to LGBT causes: 29% donated more than half of their charitable giving to LGBT causes.

| <b>What portion of their charitable giving goes to LGBT?</b> | <b>LGBT Women</b> | <b>LGBT Men</b> |
|--|-------------------|-----------------|
| 0-25%  | 35%               | 26%             |
| 25.1-50%   | 28%               | 31%             |
| 50.1-75%   | 15%               | 19%             |
| 75.1%-100%   | 14%               | 17%             |

## Key Research Questions

Below are data slices aimed at measuring the donor behavior of LGBT women, including what drives LGBT women to donate to LGBT organizations, how they are asked for donations, and what is likely to discourage their continued donations. Responses to each measure are shown in a color-coded table (darker-shaded cells indicating higher proportions of favorable responses) with key data called out.

Each analysis is based on the overall sample of LGBT women. Scores for subsections of this population (lesbian women, bisexual women, LGB-identified transgender women) are pulled out or noted where statistically significant between-group differences were found.

### What messages motivate them to give?

People are motivated to give to LGBT organizations differently based on their own experiences and values. The survey presented a series of statements (see box) describing the motivations that some people have given for why they donate to LGBT organizations. Participants were asked to indicate if they share that motivation or not when thinking about giving to LGBT organizations.

#### Message Frames

**Frame: American Freedom.** Freedom is one of America's most enduring values. It's a word that gets thrown about a lot, but when you don't have it, you know it – like when you're not able to build a life with the person you love. That's why I give to LGBT organizations.

**Frame: Care for Those Less Fortunate.** From an early age, I was taught to care for those less fortunate. Though I'm doing well in life, many lesbian, gay, bisexual, and transgender people, especially those living in more conservative states, don't have it as easy. That's why I give to LGBT organizations.

**Frame: We're no Different.** I'm no different than anyone else. I work hard, pay taxes, and try to make my community a better place. That's why, as a **(lesbian/gay person/bisexual person)**, I want to be treated the same as everyone else. That's why I give to LGBT organizations.

**Frame: Equality.** The United States is built on the idea of equality for all. Yet, for too many lesbian, gay, bisexual, and transgender Americans, equality is not a reality. That is why I give to LGBT organizations.

**Frame: Pride.** I've always felt really proud to be a **(gay person, lesbian, bisexual person)**. It has shaped who I am and how I live my life. I support LGBT organizations as an expression of my pride and the pride I have in my community.

**Frame: Giving Back.** I have had so many blessings in my life that it is important to me to give back. I make contributions to LGBT organizations as a way to give back.

**Frame: Legacy.** When I leave this earth, I'd like to know that I made a difference, even a small one. One reason I contribute to LGBT organizations is to ensure that I leave a legacy behind when I pass on.

**Frame: Stronger Together.** I believe we are stronger together than alone. I give to LGBT organizations to make sure that we are able to make progress on behalf of all gay, lesbian, bisexual and transgender people.

**Frame: Who Will Care for Us?** As lesbian, gay, bisexual and transgender people, we should take care of one another, because too many of us still face rejection from our families or discrimination in our lives. If we don't support one another and our community, who will?

- ❖ Equality, Stronger Together, and American Freedom were the most compelling message frames among LGBT women.<sup>3</sup>
- ❖ Equality was slightly more compelling for bisexual women, while Stronger Together and American Freedom were slightly less compelling for bisexual women. Pride and We're No Different were particularly not compelling for bisexual women.

| Messaging Frames                     | LGBT Women | Lesbian Women | Bisexual Women | LGBT Men |
|--------------------------------------|------------|---------------|----------------|----------|
| <b>Equality</b>                      | 49%        | 49%           | 50%            | 48%      |
| <b>Stronger Together</b>             | 39%        | 40%           | 37%            | 40%      |
| <b>American Freedom</b>              | 38%        | 39%           | 36%            | 37%      |
| <b>Who will care for us?</b>         | 34%        | 35%           | 32%            | 38%      |
| <b>We're no different</b>            | 33%        | 37%           | 23%            | 39%      |
| <b>Care for those less fortunate</b> | 28%        | 27%           | 30%            | 27%      |
| <b>Giving Back</b>                   | 21%        | 23%           | 18%            | 22%      |
| <b>Pride</b>                         | 20%        | 21%           | 15%            | 23%      |
| <b>Legacy</b>                        | 14%        | 14%           | 13%            | 17%      |

| Messaging Frames                     | Trans Women |
|--------------------------------------|-------------|
| <b>Who will care for us?</b>         | 58%         |
| <b>Equality</b>                      | 49%         |
| <b>We're no different</b>            | 47%         |
| <b>American Freedom</b>              | 44%         |
| <b>Stronger Together</b>             | 42%         |
| <b>Care for those less fortunate</b> | 28%         |
| <b>Pride</b>                         | 27%         |
| <b>Giving Back</b>                   | 23%         |
| <b>Legacy</b>                        | 18%         |

<sup>3</sup> Excluding items that targeted only transgender respondents, indicated by "Trans" in the Message Frame name.

### What “identity frames” make them more likely to give?

The survey catalogued a number of statements made by organizations about why it is important to give to a particular LGBT organization; these are known as “identity frames” (see box). Participants were asked to indicate if the frame made them more or less likely to want to give to that organization.

**Identity Frames**

**The Advocate.** We must be advocates for our own equality – recognizing the dignity that comes from standing up and being counted.

**The Activist.** We will only create change in America if we fight back against intolerance and hate.

**The Game Changer.** To make progress, we must do what some say cannot be done: Transform our nation’s laws on behalf of gay, lesbian, bisexual, and transgender people.

**The Caregiver.** We must care for those less fortunate than us, including gay and transgender youth who are bullied and lesbian, gay, bisexual, and transgender people who face employment discrimination.

**Sage.** We must work to change the hearts and minds of Americans – from politicians and pastors to mothers and fathers.

- ❖ LGBT women indicated that The Activist identity frame was the most likely to motivate them to give (45%), followed by The Game Changer frame (42%).

| Identity Frames  | LGBT Women |
|------------------|------------|
| The Activist     | 45%        |
| The Game Changer | 42%        |
| The Advocate     | 40%        |
| The Caregiver    | 36%        |
| Sage             | 34%        |

### What messages spur more planned giving?

The survey also presented a number of message frames describing motivations for making planned gifts to LGBT organizations. Respondents were asked which frames resonated most strongly with them.

- ❖ “It’s important to help future LGBT generations” (53%), “It’s a way to continue my commitment” (49%), and “I’ve been a part of the LGBT community” (48%) were ranked as the most important reasons to make a planned gift to an LGBT organization. These were also the highest-ranked reasons for LGBT men.

| Planned Giving Messaging Frames   | LGBT Women | LGBT Men |
|---|------------|----------|
| It's important to help future LGBT generations  | 53%        | 54%      |
| It's a way to continue my commitment to an organization or cause I care about, even after I am gone         | 49%        | 49%      |
| I've been a part of the LGBT community or movement and want to continue to support it, even after I'm gone  | 48%        | 45%      |
| I want to leave a legacy that reflects my values and ideas  | 44%        | 40%      |
| I've built something from my life's work - and I want to put it to work to make a difference after I'm gone | 19%        | 22%      |
| My friends and relatives don't need all of it   | 14%        | 20%      |
| I don't have relatives I want to give my money to   | 5%         | 7%       |
| Other people I respect are making planned gifts   | 1%         | 2%       |

### What are their issue priorities?

- ❖ The highest-priority issues among LGBT women were: “Ending workplace or employment discrimination” (65%); “Challenging and changing laws to improve the lives of LGBT people” (65%); and “Working for equal rights in general” (64%).
- ❖ “Winning marriage” was ranked as the fourth highest-priority issue for LGBT women, but first for LGBT men.
- ❖ The lowest-priority issues among LGBT women were “Improving religious acceptance of LGBT people” (18%) and “Building a sense of LGBT community and pride” (23%).
- ❖ Bisexual women ranked the same issue priorities highly, but were more likely than lesbian women to rank “Supporting LGBT youth” highly (59% vs. 51%) and far more likely to rank “Increasing acceptance for transgender people” highly (63% vs. 42%). Bisexual women were also less likely than lesbian women to rank “Winning marriage” highly (56% vs 64%).
- ❖ Transgender women were far more likely than both lesbian women and bisexual women to rank “Increasing acceptance for transgender people” highly (82% vs. 42% for lesbian woman vs. 63% for bisexual women) and also more likely than both subgroups to rank “Ending workplace or employment discrimination” highly (79% vs. 65% for lesbian woman vs. 67% for bisexual women). Transgender women were also far less likely to rank “Winning marriage” highly (35% vs. 64% for lesbian woman vs. 56% for bisexual women).

| Issue Priorities  | LGBT Women | Lesbian Women | Bisexual Women | Trans Women | LGBT Men |
|---|------------|---------------|----------------|-------------|----------|
| Ending Workplace or employment discrimination                     | 65%        | 65%           | 67%            | 79%         | 62%      |
| Challenging and changing laws to improve the lives of LGBT people | 65%        | 66%           | 62%            | 65%         | 59%      |
| Working for equal rights in general                               | 64%        | 64%           | 65%            | 56%         | 57%      |
| Winning marriage for same sex couples                             | 62%        | 64%           | 56%            | 35%         | 63%      |
| Supporting LGBT youth   | 53%        | 51%           | 59%            | 48%         | 52%      |
| Ending housing and public accommodations discrimination           | 48%        | 47%           | 53%            | 61%         | 42%      |
| Increasing acceptance for people who are transgender              | 48%        | 42%           | 63%            | 82%         | 32%      |
| Combating negative stereotypes of LGBT people                     | 44%        | 42%           | 48%            | 46%         | 40%      |
| Increasing support services for aging/elderly LGBT people         | 40%        | 42%           | 35%            | 39%         | 38%      |
| Winning civil unions or domestic partnerships in your state       | 33%        | 33%           | 30%            | 27%         | 33%      |
| Providing more community and social services for LGBT people      | 25%        | 25%           | 27%            | 27%         | 23%      |
| Building a sense of LGBT community and pride                      | 23%        | 24%           | 20%            | 20%         | 24%      |
| Improving religious acceptance of LGBT people                     | 18%        | 18%           | 18%            | 14%         | 19%      |

**What are their key motivations for giving to LGBT organizations?**

- ❖ LGBT women indicated that “Fighting discrimination and inequality” was the strongest motivation for giving to LGBT organizations (66%), followed by “Bringing about change on a national level” (55%) and “Making it safer and more supportive for LGBT youth” (51%). These were the top-ranked motivations for LGBT men as well.

| Motivations for Giving to LGBT Orgs                                    | LGBT Women | LGBT Men |
|--|------------|----------|
| To fight discrimination and inequality                                 | 66%        | 61%      |
| To bring about Change on a national level                              | 55%        | 51%      |
| To make it safer and more supportive for LGBT youth                    | 51%        | 49%      |
| To change hearts and minds   | 42%        | 37%      |
| To have a voice  | 29%        | 24%      |
| To help build a sense of community where I live                        | 24%        | 21%      |
| To directly see the impact of my donation through services or programs | 21%        | 24%      |
| To support a cause important to a friend or loved one                  | 17%        | 15%      |
| Because someone I know dies of AIDS or has AIDS or HIV                 | 12%        | 24%      |

**Do they believe that most challenges facing LGBT people will be solved in next 20-30 years?**

- ❖ When asked whether they agreed or disagreed with the statement that most challenges faced by LGBT people will be solved in the next 20 to 30 years, 57% of LGBT women indicated that they strongly agreed or somewhat agreed. This was slightly less than the number of LGBT men indicating the same (63%).
- ❖ Transgender women were significantly less likely than all other groups to agree with this statement; 45% of transgender women indicated they strongly agreed or somewhat agreed.

| Do they believe that most challenges facing LGBT will be solved in next 20-30 years? | Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree | Unsure |
|--|----------------|----------------|-------------------|-------------------|--------|
| LGBT Women   | 12%            | 45%            | 26%               | 11%               | 5%     |
| Lesbian Women  | 13%            | 46%            | 25%               | 11%               | 5%     |
| Bisexual Women   | 11%            | 44%            | 28%               | 12%               | 6%     |
| Trans Women  | 12%            | 33%            | 27%               | 20%               | 8%     |
| LGBT Men   | 14%            | 49%            | 22%               | 11%               | 4%     |

### What are their opinions of LGBT organizations?

- ❖ The majority of LGBT women (62%) agreed that LGBT organizations are often male-dominated and focused too much on gay men. This is significantly higher than it is for LGBT men.
- ❖ LGBT women did not endorse the belief that LGBT organizations are too focused on winning marriage (61% disagreed), nor did they endorse the belief that focusing on the needs of LGBT people alienates straight people (80% disagreed).
- ❖ LGBT women were significantly more likely than LGBT men to agree that LGBT organizations should focus more on issues impacting transgender people; 74% of LGBT women agreed with this statement, compared to 65% of LGBT men.

| Opinion of LGBT orgs  |                   | Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree | Unsure |
|---|-------------------|----------------|----------------|-------------------|-------------------|--------|
| LGBT organizations are often male-dominated and focused too much on gay men and not enough on lesbian women   | <b>LGBT Women</b> | 18%            | 44%            | 21%               | 8%                | 9%     |
|   | LGBT Men          | 4%             | 29%            | 34%               | 23%               | 9%     |
| LGBT organizations are too focused on winning marriage rights, and should be working on their issues instead  | <b>LGBT Women</b> | 13%            | 23%            | 29%               | 32%               | 3%     |
|   | LGBT Men          | 9%             | 24%            | 31%               | 33%               | 3%     |
| I think the kinds of problems that people face because they are LGBT will largely be solved in the next 20 to 30 years.                                       | <b>LGBT Women</b> | 12%            | 45%            | 26%               | 11%               | 5%     |
|   | LGBT Men          | 14%            | 49%            | 22%               | 11%               | 4%     |
| I think when it comes to making financial contributions, that other causes or needs are more important than LGBT ones.  | <b>LGBT Women</b> | 4%             | 25%            | 38%               | 28%               | 6%     |
|   | LGBT Men          | 3%             | 24%            | 39%               | 29%               | 5%     |
| Focusing only on the needs of LGBT people alienates straight people who could be allies, and it makes it harder to promote LGBT acceptance and gain equality. | <b>LGBT Women</b> | 3%             | 14%            | 31%               | 49%               | 3%     |
|   | LGBT Men          | 4%             | 20%            | 34%               | 38%               | 4%     |
| I support the efforts of many LGBT organizations to focus more on issues impacting transgender people.  | <b>LGBT Women</b> | 40%            | 34%            | 13%               | 6%                | 6%     |
|   | LGBT Men          | 25%            | 40%            | 20%               | 9%                | 6%     |

- ❖ Although the vast majority of all LGBT respondents indicated a very favorable or somewhat favorable opinion of LGBT organizations, LGBT women (53%), with the exception of transgender women (40%), were more likely than LGBT men to indicate a very favorable opinion (45%).

| Generally speaking, what is your opinion of LGBT organizations? | Very favorable | Somewhat favorable | Neutral | Somewhat unfavorable | Very unfavorable |
|---|----------------|--------------------|---------|----------------------|------------------|
| LGBT Women  | 53%            | 40%                | 4%      | 2%                   | 0%               |
| Lesbian Women   | 54%            | 40%                | 4%      | 2%                   | 0%               |
| Bisexual Women  | 50%            | 43%                | 4%      | 3%                   | 0%               |
| Trans Women   | 40%            | 47%                | 8%      | 4%                   | 1%               |
| LGBT Men  | 45%            | 45%                | 6%      | 3%                   | 0%               |

### How are they reached for donations?

- ❖ The most successful established methods to solicit donations from LGBT women (i.e., the methods used to reach LGBT women respondents that resulted in a donation) were through email (67%) and an ask made by someone they knew personally (67%). These were followed by fundraising events (65%) and mail (62%).
- ❖ One in five LGBT women (20%) said they had not yet been asked for a donation by someone they knew personally but would donate if solicited in this way. An even larger portion of bisexual women had not been contacted in this way but would donate if they were.

| How are they reached for donations? LGBT Women | Have donated | Have not been contacted this way, but would donate | Have not donated | Have not been contacted this way, and would not donate | Unsure |
|--|--------------|--|------------------|--|--------|
| Through the mail                               | 67%          | 6%   | 18%              | 7%   | 2%     |
| By someone you know personally                 | 67%          | 20%  | 8%               | 3%   | 3%     |
| To attend a fundraising event                  | 65%          | 12%  | 13%              | 6%   | 4%     |
| By mail  | 62%          | 6%   | 21%              | 8%   | 3%     |
| Online or through social media                 | 57%          | 10%  | 17%              | 12%  | 4%     |
| At a festival, parade, rally, or march         | 46%          | 17%  | 22%              | 11%  | 4%     |
| At a center where services are provided        | 32%          | 35%  | 19%              | 8%   | 6%     |
| By a telephone call                            | 25%          | 6%   | 33%              | 32%  | 3%     |
| Approached on the street                       | 17%          | 7%   | 32%              | 40%  | 4%     |
| At a gay or lesbian bar                        | 14%          | 20%  | 23%              | 34%  | 8%     |

- ❖ The most untapped method appears to reaching out to donors at a center where services are provided; 35% of LGBT women had not been contacted in this way but would donate if they were.
- ❖ Responses suggest that street solicitation, outreach at gay and lesbian bars, and telephone calls are the least successful methods.

## Which kind of LGBT organizations are they most likely to give to?

- ❖ LGBT women appeared to prefer donating to LGBT organizations with a national focus (26%) versus those focused on their state (15%) or the local community (9%); however, a near majority (46%) would consider donating to all three equally.

| Which kind of LGBT organizations are they most likely to give to?     | LGBT Women | Lesbian Women | Bisexual Women | LGBT Men |
|---|------------|---------------|----------------|----------|
| All equal   | 46%        | 47%           | 44%            | 49%      |
| With a national focus   | 26%        | 27%           | 24%            | 31%      |
| Focused on your own state   | 15%        | 15%           | 15%            | 9%       |
| Focused on your local community                                       | 9%         | 8%            | 12%            | 8%       |
| Would not donate to an organization focused on policy or legal change | 1%         | 8%            | 5%             | 1%       |

- ❖ Similarly, LGBT women appeared to prefer donating to an organization working to change laws and policies at the national or state level (36%) compared to local organizations providing direct services to the community (14%), although 48% of LGBT women would consider donating to the two equally.
- ❖ Bisexual women also preferred policy-based organizations (30%) to direct-service organizations (19%), but the difference was less pronounced than it was for lesbian women (37% and 12%, respectively).

| Which kind of LGBT organizations are you most likely to give to?   | LGBT Women | Lesbian Women | Bisexual Women | LGBT Men |
|--|------------|---------------|----------------|----------|
| Both equally   | 48%        | 48%           | 48%            | 52%      |
| An organization working to change laws and policies at the national or state level to promote equality and reduce discrimination | 36%        | 37%           | 30%            | 30%      |
| A local organization providing direct services to the community, including healthcare services, support groups, etc.             | 14%        | 12%           | 19%            | 15%      |
| Neither  | 0%         | 0%            | 0%             | 0%       |

## Why did they stop giving?

- ❖ The top reasons cited by LGBT women when asked why they stopped giving to LGBT organizations were: too many donation requests (51%), and the impression that the organization was poorly run or seemed ineffective (50%). These were the same reasons frequently cited by LGBT men, though LGBT men were much more likely to cite ineffectiveness than women.
- ❖ Compared to LGBT men, LGBT women were more likely to stop giving to an organization because of its failure to prioritize issues affecting lesbian women (30%) and transgender people (26%), or because the organization's staff and leadership did not sufficiently reflect the diversity of LGBT people (30%).

| Why did you stop giving?   | LGBT Women | LGBT Men |
|--|------------|----------|
| An organization made requests to donate too often  | 51%        | 54%      |
| An organization was poorly run or seemed ineffective   | 50%        | 61%      |
| It seemed that the organization had enough support from wealthy donors and corporations, so I felt my donation could make a bigger impact somewhere else | 42%        | 39%      |
| An organization focused too much on gay men  | 39%        | 6%       |
| An organization was too elitist  | 34%        | 33%      |
| An organization's staff and leadership did not sufficiently reflect the diversity of LGBT people in terms of things like race, class, or gender identity | 30%        | 19%      |
| An organization excluded or failed to prioritize issues affecting lesbian women  | 30%        | 8%       |
| An organization was not transparent or open enough about their finances  | 29%        | 39%      |
| An organization excluded or failed to prioritize issues affecting people who are transgender   | 26%        | 13%      |
| An organization became too focused on fringe issues and political correctness  | 23%        | 35%      |
| An organization excluded or failed to prioritize issues affecting LGBT people of color   | 22%        | 16%      |
| An organization did not acknowledge my donation with the proper thank you  | 11%        | 15%      |
| An organization did not acknowledge or include my current partner  | 7%         | 7%       |

# Key Differences by Donor Characteristics

This section of the report provides an overview of how different subpopulations of LGBT women responded to many of the same research questions explored above. For example, how did current vs. lapsed donors respond to various messaging frames? The overall sample for these “crosstabs” included all LGBT women. Only those questions that yielded a statistically significant difference between demographic subgroups (on at least one item) are included. Many of the survey questions included multiple response options and therefore split the overall sample into very small subsamples, which can compromise statistical integrity and the ability to make meaningful comparisons between groups.

## Current vs. Lapsed Donors

- ❖ Current donors were more likely to rate all messaging frames and all identity frames higher than lapsed donors. This may suggest donor apathy on the part of lapsed donors, or it may indicate a need for organizations to develop new message and identity frames to reconnect with lapsed donors.

| Messaging Frames              | Current Donors | Lapsed Donors |
|-------------------------------|----------------|---------------|
| Equality                      | 51%            | 37%           |
| Stronger Together             | 41%            | 27%           |
| American Freedom              | 40%            | 31%           |
| Who will care for us?         | 36%            | 24%           |
| We're no different            | 35%            | 23%           |
| Care for those less fortunate | 29%            | 20%           |
| Giving Back                   | 23%            | 10%           |
| Pride                         | 21%            | 13%           |
| Legacy                        | 15%            | 8%            |

- ❖ The Activist and Game Changer identity frames had a relatively higher resonance with lapsed donors versus The Advocate identity frame.

| Identity Frames  | Current Donors | Lapsed Donors |
|------------------|----------------|---------------|
| The Activist     | 47%            | 33%           |
| The Game Changer | 43%            | 32%           |
| The Advocate     | 42%            | 25%           |
| The Caregiver    | 38%            | 27%           |
| Sage             | 36%            | 22%           |

## Relationship Status

- ❖ Differences between married and widowed respondents were stark. The most compelling message frame for married respondents was Equality (54%) and the most compelling frame for widowed respondents was Who Will Care for Us? (36%).<sup>4</sup>
- ❖ Pride and Legacy remained the least compelling message frames across all groups, but Pride was slightly more compelling for single respondents (22%) compared to the other groups.
- ❖ Like married respondents, single LGBT women rated Equality as the most compelling frame (51%), followed by Who Will Care for Us? (41%) and American Freedom and Stronger Together (40%).

| Messaging Frames              | Married | Widowed | Single | In a relationship, and living together |
|-------------------------------|---------|---------|--------|--|
| Equality                      | 54%     | 29%     | 51%    | 44%                                    |
| American Freedom              | 42%     | 27%     | 40%    | 35%                                    |
| Stronger Together             | 41%     | 32%     | 40%    | 36%                                    |
| We're no different            | 35%     | 21%     | 33%    | 32%                                    |
| Who will care for us?         | 33%     | 36%     | 41%    | 33%                                    |
| Care for those less fortunate | 29%     | 24%     | 29%    | 26%                                    |
| Giving Back                   | 24%     | 32%     | 21%    | 18%                                    |
| Pride                         | 19%     | 18%     | 22%    | 21%                                    |
| Legacy                        | 15%     | 15%     | 16%    | 11%                                    |

- ❖ Widowed LGBT women and single LGBT women ranked “Ending workplace or employment discrimination” as the most important issue priority (76% and 69%, respectively). In contrast, married respondents ranked “Winning marriage” as the most important issue (72%), and those in a relationship prioritized “Working for equal rights in general” (67%).
- ❖ Single LGBT women were more likely than other subgroups to rank “Increasing acceptance for transgender people” (56%) and “Supporting LGBT youth” (60%) highly.

<sup>4</sup> Excluding items that targeted only transgender respondents, indicated by “- Trans” in the Message Frame name.

| Issue Priorities  | Married | Widowed | Single | In a relationship, and living together |
|---|---------|---------|--------|--|
| Winning marriage for same-sex couples                             | 72%     | 56%     | 55%    | 58%                                    |
| Challenging and changing laws to improve the lives of LGBT people | 67%     | 62%     | 64%    | 62%                                    |
| Winning civil unions or domestic partnerships in your state       | 32%     | 44%     | 36%    | 34%                                    |
| Ending workplace or employment discrimination                     | 67%     | 76%     | 69%    | 63%                                    |
| Building a sense of LGBT community and pride                      | 22%     | 29%     | 29%    | 23%                                    |
| Supporting LGBT youth   | 50%     | 50%     | 60%    | 51%                                    |
| Ending housing and public accommodations discrimination           | 47%     | 65%     | 56%    | 47%                                    |
| Working for equal rights in general                               | 62%     | 62%     | 69%    | 67%                                    |
| Improving religious acceptance of LGBT people                     | 18%     | 26%     | 20%    | 16%                                    |
| Increasing support services for aging/elderly LGBT people         | 40%     | 41%     | 46%    | 40%                                    |
| Increasing acceptance for people who are transgender              | 46%     | 38%     | 56%    | 49%                                    |
| Providing more community and social services for LGBT people      | 21%     | 32%     | 36%    | 23%                                    |
| Combating negative stereotypes of LGBT people                     | 43%     | 53%     | 50%    | 41%                                    |

- ❖ Single LGBT women were more likely than other LGBT women to strongly agree that LGBT organizations should focus more on issues impacting transgender people (45%). This subgroup was also more likely to agree that LGBT organizations are too focused on winning marriage rights (19%).

| Opinions of LGBT Organizations  | Married | Widowed | Single | In a relationship, and living together |
|---|---------|---------|--------|--|
| I support the efforts of many LGBT organizations to focus more on issues impacting transgender people (STRONGLY AGREE)              | 39%     | 26%     | 45%    | 41%                                    |
| LGBT organizations are too focused on winning marriage rights, and should be working on other issues instead (STRONGLY AGREE)       | 7%      | 6%      | 19%    | 16%                                    |
| I think when it comes to making financial contributions that other causes or needs are more important to LGBT ones (STRONGLY AGREE) | 4%      | 6%      | 7%     | 2%                                     |

## Parental Status

- ❖ LGBT women with children were more likely to rate all but one message frame as more compelling than LGBT women with no children. The only message frame rated as more compelling by LGBT women with no children was Who Will Care for Us? (36%).<sup>5</sup>

<sup>5</sup> Excluding items that targeted only transgender respondents, indicated by “- Trans” in the Message Frame name.

| Messaging Frames              | Children | No Children |
|-------------------------------|----------|-------------|
| Equality                      | 50%      | 49%         |
| American Freedom              | 41%      | 38%         |
| Stronger Together             | 39%      | 39%         |
| We're no different            | 35%      | 33%         |
| Who will care for us?         | 31%      | 36%         |
| Care for those less fortunate | 28%      | 28%         |
| Giving Back                   | 22%      | 21%         |
| Pride                         | 16%      | 21%         |
| Legacy                        | 13%      | 15%         |

❖ LGBT women with no children are more likely to rank “I’ve been a part of the LGBT community” (50%) as an important reason to make a planned gift to an LGBT organization. The highest-ranked planned giving frame for LGBT women with no children was “It’s important to help future LGBT generations” (55%).

| Planned Giving Frames  | Children | No Children |
|--|----------|-------------|
| It’s a way to continue my commitment to an organization or cause I care about, even after I am gone          | 51%      | 49%         |
| It’s important to help future LGBT generations   | 48%      | 55%         |
| I want to leave a legacy that reflects my values and ideals  | 42%      | 44%         |
| I’ve been part of the LGBT community or movement and want to continue to support it, even after I am gone    | 42%      | 50%         |
| I’ve built something from my life’s work – and I want to put it to work to make a difference after I am gone | 17%      | 19%         |
| My friends and relatives don’t need all of it  | 11%      | 16%         |
| Other people I respect are making planned gifts  | 1%       | 1%          |
| I don’t have relatives I want to give my money to  | 0%       | 6%          |

### Wealth<sup>6</sup>

- ❖ Higher wealth correlated with a higher likelihood that a respondent would rate the following as compelling message frames: Equality (highest wealth bracket: 54%), Giving Back (32%), Legacy (20%), and We’re No Different (40%).
- ❖ LGBT women reporting lower household wealth (under \$100,000) were more likely than those with high household wealth to rate Stronger Together (lowest wealth bracket: 42%) and Who Will Care for Us? (40%) as compelling message frames.

<sup>6</sup> Wealth and income correlate very strongly, as do their crosstabs scores on the items included here. For that reason, only wealth is included as a demographic crosstab section.

| <b>Messaging Frames</b>       | Less than \$25,000 | \$25,000 - \$50,000 | \$50,001 - \$100,000 | \$100,001 - \$200,000 | \$200,001 - \$300,000 | \$300,001 - \$400,000 | \$400,001 - \$500,000 | \$500,001 - \$750,000 | \$750,001 - \$1,000,000 | \$1,000,001 - \$3,000,000 | More than \$3,000,000 |
|-------------------------------|--------------------|---------------------|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------------------|---------------------------|-----------------------|
| Equality                      | 48%                | 46%                 | 50%                  | 47%                   | 45%                   | 55%                   | 49%                   | 46%                   | 51%                     | 46%                       | 54%                   |
| We're no different            | 28%                | 8%                  | 33%                  | 34%                   | 39%                   | 32%                   | 31%                   | 30%                   | 32%                     | 35%                       | 40%                   |
| American Freedom              | 38%                | 38%                 | 33%                  | 39%                   | 41%                   | 37%                   | 40%                   | 36%                   | 41%                     | 39%                       | 39%                   |
| Care for those less fortunate | 30%                | 34%                 | 24%                  | 23%                   | 27%                   | 27%                   | 27%                   | 25%                   | 31%                     | 28%                       | 36%                   |
| Giving Back                   | 15%                | 20%                 | 18%                  | 22%                   | 17%                   | 19%                   | 17%                   | 23%                   | 27%                     | 25%                       | 32%                   |
| Pride                         | 20%                | 20%                 | 24%                  | 17%                   | 13%                   | 15%                   | 15%                   | 22%                   | 22%                     | 21%                       | 18%                   |

- ❖ LGBT women reporting lower household wealth were more likely than those with high household wealth to rank “It’s important to help future LGBT generations” (lowest wealth bracket: 61%) as an important reason to make a planned gift to an LGBT organization.

| <b>Planned Giving Messaging Frames</b>  | Less than \$25,000 | \$25,000 - \$50,000 | \$50,001 - \$100,000 | \$100,001 - \$200,000 | \$200,001 - \$300,000 | \$300,001 - \$400,000 | \$400,001 - \$500,000 | \$500,001 - \$750,000 | \$750,001 - \$1,000,000 | \$1,000,001 - \$3,000,000 | More than \$3,000,000 |
|---|--------------------|---------------------|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------------------|---------------------------|-----------------------|
| I want to leave a legacy that reflects my values and ideals   | 38%                | 31%                 | 41%                  | 51%                   | 39%                   | 49%                   | 52%                   | 51%                   | 41%                     | 50%                       | 53%                   |
| It’s a way to continue my commitment to an organization or cause I care about, even after I am gone         | 50%                | 49%                 | 49%                  | 47%                   | 54%                   | 46%                   | 54%                   | 51%                   | 48%                     | 49%                       | 53%                   |
| I’ve been part of the LGBT community or movement and want to continue to support it, even after I am gone   | 53%                | 49%                 | 50%                  | 46%                   | 54%                   | 46%                   | 54%                   | 47%                   | 41%                     | 53%                       | 52%                   |
| It’s important to help future LGBT generations  | 61%                | 72%                 | 56%                  | 52%                   | 51%                   | 48%                   | 39%                   | 43%                   | 49%                     | 44%                       | 51%                   |
| I’ve built something from my life’s work – and I want to put it to work to make a difference after I’m gone | 18%                | 20%                 | 14%                  | 23%                   | 11%                   | 15%                   | 15%                   | 18%                   | 15%                     | 24%                       | 29%                   |
| My friends and relatives don’t need all of it   | 9%                 | 16%                 | 11%                  | 13%                   | 14%                   | 10%                   | 7%                    | 18%                   | 16%                     | 19%                       | 27%                   |
| I don’t have relatives that I want to give my money to  | 3%                 | 0%                  | 4%                   | 4%                    | 5%                    | 7%                    | 4%                    | 5%                    | 5%                      | 6%                        | 4%                    |
| Other people I respect are making planned gifts   | 2%                 | 1%                  | 1%                   | 1%                    | 1%                    | 0%                    | 0%                    | 1%                    | 1%                      | 1%                        | 1%                    |

- ❖ LGBT women reporting higher household wealth were more likely to rank “Leave a legacy” (highest wealth bracket: 53%) as an important reason to make a planned gift to an LGBT organization.

- ❖ LGBT women reporting lower household wealth were far more likely to agree that organizations should focus more on issues affecting transgender people.
- ❖ LGBT women reporting higher household wealth were slightly more likely to agree with the statement that the kinds of problems faced by LGBT people will largely be solved in the next 20-30 years.

| <b>Opinions of LGBT Organizations</b>  | <b>Less than \$25,000</b> | <b>\$25,000 - \$50,000</b> | <b>\$50,001 - \$100,000</b> | <b>\$100,001 - \$200,000</b> | <b>\$200,001 - \$300,000</b> | <b>\$300,001 - \$400,000</b> | <b>\$400,001 - \$500,000</b> | <b>\$500,001 - \$750,000</b> | <b>\$750,001 - \$1,000,000</b> | <b>\$1,000,001 - \$3,000,000</b> | <b>More than \$3,000,000</b> |
|--|---------------------------|----------------------------|-----------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|--------------------------------|----------------------------------|------------------------------|
| I support the efforts of many LGBT organizations to focus more on the issues impacting transgender people              | 62%                       | 52%                        | 50%                         | 35%                          | 44%                          | 35%                          | 39%                          | 34%                          | 34%                            | 28%                              | 28%                          |
| I think the kinds of problems that people face because they are LGBT will largely be solved in the next 20 to 30 years | 6%                        | 13%                        | 12%                         | 11%                          | 13%                          | 19%                          | 10%                          | 13%                          | 17%                            | 14%                              | 12%                          |
| LGBT organizations are too focused on winning marriage rights, and should be working on other issues instead           | 24%                       | 16%                        | 15%                         | 9%                           | 13%                          | 8%                           | 9%                           | 7%                           | 10%                            | 9%                               | 7%                           |
| I think when it comes to making financial contributions, that other causes or needs are more important than LGBT ones  | 5%                        | 1%                         | 5%                          | 3%                           | 5%                           | 2%                           | 7%                           | 6%                           | 3%                             | 6%                               | 3%                           |

- ❖ The most successful method of solicitation for LGBT women with household wealth over \$3 million was an invitation to a fundraising event (87% have donated through this method), followed by being asked by someone they know personally (76%), and through an email (73%).
- ❖ LGBT women reporting lower household wealth ranked these methods higher as well, but smaller proportions have donated.
- ❖ Social media ranks higher as an effective fundraising tool for LGBT women reporting lower household wealth.
- ❖ LGBT women reporting lower household wealth were more likely to support a local organization providing direct services than a policy-based organization.
- ❖ LGBT women reporting higher household wealth were far more likely than those with lower wealth to support policy-based organizations and far less likely to support a local direct-service organization.

| <b>How are they reached for donation?<br/>HAVE DONATED</b> | <b>Less than \$25,000</b> | <b>\$25,001-\$50,000</b> | <b>\$50,001-\$100,000</b> | <b>\$100,001-\$200,000</b> | <b>\$200,001-\$300,000</b> | <b>\$300,001-\$400,000</b> | <b>\$400,001-\$500,000</b> | <b>\$500,001-\$750,000</b> | <b>\$750,001-\$1,000,000</b> | <b>\$1,000,001-\$3,000,000</b> | <b>More than \$3,000,000</b> |
|--|---------------------------|--------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|------------------------------|--------------------------------|------------------------------|
| To attend a fundraising event                              | 52%                       | 59%                      | 55%                       | 59%                        | 59%                        | 67%                        | 72%                        | 77%                        | 80%                          | 79%                            | 87%                          |
| By someone you know personally                             | 58%                       | 56%                      | 61%                       | 67%                        | 64%                        | 68%                        | 67%                        | 70%                        | 73%                          | 80%                            | 76%                          |
| Through the mail   | 59%                       | 64%                      | 67%                       | 67%                        | 75%                        | 68%                        | 79%                        | 74%                        | 75%                          | 72%                            | 73%                          |
| By mail  | 43%                       | 45%                      | 56%                       | 53%                        | 65%                        | 72%                        | 73%                        | 74%                        | 73%                          | 79%                            | 69%                          |
| Online or through social media                             | 62%                       | 65%                      | 62%                       | 58%                        | 66%                        | 64%                        | 46%                        | 53%                        | 61%                          | 56%                            | 53%                          |
| At a festival, parade, rally, or march                     | 46%                       | 43%                      | 48%                       | 45%                        | 51%                        | 42%                        | 46%                        | 49%                        | 49%                          | 50%                            | 41%                          |
| By a telephone call  | 16%                       | 22%                      | 25%                       | 23%                        | 31%                        | 31%                        | 26%                        | 30%                        | 31%                          | 27%                            | 37%                          |
| At a center  | 32%                       | 40%                      | 33%                       | 35%                        | 33%                        | 29%                        | 36%                        | 28%                        | 33%                          | 33%                            | 32%                          |
| Approached on the street                                   | 24%                       | 18%                      | 20%                       | 17%                        | 12%                        | 19%                        | 17%                        | 16%                        | 15%                          | 15%                            | 13%                          |
| At a gay or lesbian bar                                    | 15%                       | 20%                      | 15%                       | 18%                        | 13%                        | 15%                        | 12%                        | 14%                        | 9%                           | 12%                            | 9%                           |

| <b>Which kind of LGBT organizations are they most likely to give to?</b>   | <b>Less than \$25,000</b> | <b>\$25,001-\$50,000</b> | <b>\$50,001-\$100,000</b> | <b>\$100,001-\$200,000</b> | <b>\$200,001-\$300,000</b> | <b>\$300,001-\$400,000</b> | <b>\$400,001-\$500,000</b> | <b>\$500,001-\$750,000</b> | <b>\$750,001-\$1,000,000</b> | <b>\$1,000,001-\$3,000,000</b> | <b>More than \$3,000,000</b> |
|--|---------------------------|--------------------------|---------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|------------------------------|--------------------------------|------------------------------|
| An organization working to change laws and policies at the national or state level to promote equality and reduce discrimination | 22%                       | 30%                      | 31%                       | 37%                        | 39%                        | 46%                        | 40%                        | 41%                        | 34%                          | 44%                            | 51%                          |
| Both equally   | 49%                       | 57%                      | 45%                       | 45%                        | 48%                        | 46%                        | 51%                        | 44%                        | 52%                          | 45%                            | 39%                          |
| A local organization providing direct services to the community, including health care services, support groups, etc.            | 27%                       | 11%                      | 22%                       | 16%                        | 13%                        | 8%                         | 8%                         | 13%                        | 13%                          | 9%                             | 7%                           |
| Neither  | 0%                        | 0%                       | 0%                        | 0%                         | 0%                         | 0%                         | 1%                         | 1%                         | 0%                           | 0%                             | 0%                           |

## Future Research Areas

This survey offers some key insights into the perspectives of LGBT women and their engagement as donors to LGBT organizations. The above analyses also suggest several directions for future research, including:

- ❖ Lapsed LGBT women donors were significantly less likely to endorse any messaging frame. Focus groups of lapsed donors should look at possible motivators that have not been explored.
- ❖ Across several different measures, LGBT women consistently cited “women’s issues” as key interests, and an organization’s lack of commitment to women and women’s issues as a deterrent to donating. A survey or focus group should look at what the top women’s issues are for LGBT women, as well as how these differ by age, race, ethnicity, sexual orientation, and gender identity.
- ❖ More research is necessary to find out why LGBT women stop donating to LGBT organizations. In this survey, the list of possible reasons was too limited.
- ❖ A deeper dive into how bisexual women are motivated to give (versus LGT and ally women) would be beneficial. Demographic questions clarifying whether each respondent is currently in a same- or opposite-sex relationship should be considered, and research should explore whether that is an additional factor for being out or not.
- ❖ Further research on LGBT women and motivations for planned giving is needed. Behaviors among LGBT women appear to be different than the broader planned giving profile for women, whom research shows are more likely to make planned gifts (often because they survive their male spouse by a number of years).
- ❖ More research is also necessary to identify other, non-LGBT organizations and issues that LGBT women are supporting.

# Endnotes

---

i Movement Advancement Project, "Understanding Issues Facing Bisexual Americans," 2014, <http://www.lgbtmap.org/file/understanding-issues-facing-bisexual-americans.pdf>.