Although Duke has become a global research institution and leader in higher education—shaped in no small part by generations of intelligent, creative, and powerful women—its alumnae have yet to achieve equal footing in positions of volunteer leadership and institutional influence. The Duke Women’s Impact Network (WIN) will play a pivotal role in understanding and addressing this imbalance.

Duke WIN is a new initiative aimed at increasing the number of women serving in volunteer leadership roles and shaping Duke’s future through their philanthropic influence.
HOW MUCH WOMEN CAN GIVE
Charitable gifts and estate plans? They’re in control.

- Women could oversee more than $41 trillion in inheritance over the next 50 years.5
- In almost 90% of $200,000+ households, women make or participate equally in charitable decisions.6

WHAT WOMEN EARN AND OWN
Probably more than you think. And rising.

- More than 3 million women earn over $550K annually.3
- Percentage who earn more than their husbands grew in the past 20 years.6
- Nearly half the country’s top wealth holders are women.3
- Women over 50 control 75% of US financial wealth.4

HOW WOMEN LEAD
According to research: better!
- Spark constructive discussion of critical issues in the boardroom.2
- Enhance board involvement in strategic tasks.2

Sources:
WOMEN VOLUNTEER MORE THAN MEN

Nationally

Women volunteer more across all age, education, income, and demographic groups. 7

High Net Worth Individuals 6

Women see wealth as a means for positive change, not just a personal possession. 6

95% of high net worth women say their families are involved in philanthropy. 8

Women inspire future generations to give by talking to their children about charity. 5

GIVE MORE THAN MONEY

Time, engagement, and problem-solving are part of the package.

Give because they volunteer with the organization. 6

WOMEN INSPIRE OTHERS TO GIVE

Do the math and their impact multiplies.

Women’s giving style tends to be more collaborative and relationship-focused. Men tend to be more competitive, using contributions to gain recognition, access, and influence.

Sources:
DUKE NEEDS WOMEN’S LEADERSHIP POTENTIAL

_Duke is missing their unique perspectives and skills._

Women currently comprise:

- **Duke Undergraduates**: 43%
- **Duke Alumni**: 51%
- **Duke’s Primary Board Members**: 26%

Promoting women to key volunteer leadership roles will make Duke stronger and more representative.

DUKE NEEDS WOMEN’S GIVING POTENTIAL

_Alumnae give—but far less than men._

Women give to Duke at about the same rate as men. But on average, alumnae give:

- **Gift Percentage**: 44% of a male gift
- **Gift Amount**: $0 - $100 $100-$100K

Duke could raise millions by inspiring women to give as much as men.

DUKE NEEDS TO RECALIBRATE HOW IT WORKS WITH WOMEN DONORS

**Motivations for giving:**

- **Women**
  - Impact
  - Giving back
- **Men**
  - Recognition
  - Competition

**Women want more involvement in:**

- Building philanthropic support
- Serving on a board
- Networking with peers
- Participating in women’s programming

_Duke Women’s Impact Network (WIN)_

Here’s what three accomplished alumnae say about volunteering and giving.

Laurene Meir Sperling ‘78
President, Sperling Family Charitable Foundation
- Library Advisory Board (Chair, 2006-2010)
- Board of Trustees
- Duke Women’s Impact Network Leadership Council

“When I joined the Library Board of Visitors, planning for Bostock Library and Von der Heyden Pavilion had just begun. We saw how this project would transform the university, and we wanted to play a part in building something new. It was an opportunity to come together and, with great pride, make a financial contribution to help move the university libraries and Duke forward.”

Sue Wasiolek ‘76, M.H.A. ’78, LL.M. ’93
Assistant Vice President for Student Affairs and Dean of Students
- Duke Alumni Association Board of Directors
- Annual Fund Executive Committee
- Duke Women’s Impact Network Internal Steering Committee

“So much of what I have experienced in life has been related to Duke, either directly or indirectly. It’s important that we all give back. It allows us to pay it forward, as others did for me.”

Sarah Dodds-Brown ’95
Managing Counsel, General Counsel’s Organization, American Express
- Young Trustee
- Trinity College Board of Visitors
- Duke Financial Aid Initiative Steering Committee
- Presidential Council Committee on Men’s Lacrosse
- Duke Women’s Impact Network Leadership Council

“As a young trustee, I learned that leaders are expected to demonstrate their commitment both in terms of their time and also through their financial support, at whatever level is possible for them. I did this readily, and the experience encouraged me to give meaningfully to other organizations that I believed in along the way.”
Duke WIN: Promoting the power of women at Duke

7 WAYS TO HELP DUKE WIN

1. **Champion the cause.** Talk to your peers. Help identify other potential WIN members. Share the importance of alumnae leadership and charitable giving at Duke.

2. **Inspire others.** Share your leadership paths and giving decisions to motivate and encourage other women.

3. **Boost attendance at alumnae events** through personal outreach to your networks.

4. **Share your expertise or lead a discussion.** Suggest topics you’d like to see explored through WIN like smart investing, financial education, how to get on a board, or family wealth transfer.

5. **Help build regional WIN networks** by hosting an event at your home. Duke Development can help you plan and prepare it.

6. **Learn about Duke’s priorities** and where your support can have a transformational impact.

7. **Provide feedback** on WIN events, programs, and progress. Your thoughts and suggestions will help this initiative succeed—and propel more women into volunteer and philanthropic leadership at Duke.