

# **Capturing Women's Wealth, Power and Influence**

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# CAPTURING WOMEN'S WEALTH, POWER AND INFLUENCE

## I. Introduction

"American women are the largest 'national economy' on the earth. They control over half of commercial and consumer consumption that contributes to American GDP. Larger than the entire Japanese economy." (In excess of \$5 trillion dollars).

Tom Peters, author – *The Circle of Innovation*

### A. Who are these women?

Primarily Boom Generation Women (b.1943-1960)<sup>1</sup> who are Corporate Executives and Self-employed Millionaire Women Business Owners and Entrepreneurs. Boom Generation age range is 45-62 in year 2005.

### B. Why are they significant?

Empirical data and statistical research indicate that women will control the Philanthropic Purse Strings in the 21<sup>st</sup> century. Historical references suggest that during the next 20 years America's socio-economic climate may be extremely favorable to propelling the Women's Philanthropic movement onto "center stage."

### C. How do you capture your market share?

Identify and use gender-specific marketing and communication techniques. Appreciate women's attitudes, aptitudes and abilities. Align your message with her perceptions and preferences. Adapt successful corporate marketing and public relations strategies to "tell your story." Stories that can show your organizations ongoing value to society.

"Speak to where the audience is listening from."

Ben Cameron, executive director - *Theatre Communication Group*

"What's the point of singing wonderful lyrics if the audience can't understand what is being said?"

Frank Sinatra, entertainer



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<sup>1</sup> Strauss, William and Howe, Neil. *Generations-The History of America's Future, 1584 to 2069*. William Morrow and Company, Inc. New York, N. Y 1991.

**Note:** Power defined as: "... the energy and ability to do good things and make the world a better place."  
Shaw, Sondra C. and Taylor, Martha A. *Reinventing Fundraising*. Jossey-Bass, Inc. San Francisco, California 1995

## II. The Silent and Affluent *Millionaire Women Next Door*<sup>1</sup>

### A. Four Reasons She is Not on Your Radar Screen

#### 1. Money Talks but Wealth Whispers

Frugality is a common trait among millionaire women. These women know how to enhance their self-esteem and pride in ways that doesn't include buying things. They don't equate frugality with suffering. They consider it an advantage. To them it is a matter of choice where and how they spend their money and these choices are based on their values. They do not lead ostentatious lifestyles and many live well below their means and with little debt. These are the kind of women who may keep their clothes stylish by getting them altered rather than going out to buy new ones.

#### 2. They Have "Kitchen Table Values"

Home is where these women were nurtured and mentored. They learned the old fashioned way – by example. For most of these women their values and personality traits such as initiative, creative thought, empathy, independence, leadership, optimism and ethics were practiced by and imparted to them by their family. They developed self-esteem and self-worth from being self-sufficient and frugal. They participated in family budgeting and learned the importance of saving and investing. As teenagers many of them held part-time jobs and were leaders and volunteers in their community.

#### 3. They "Don't Cry Over Spilt Milk"

Many of these women have experienced and overcome some type of failure in either their personal or business life – economic tragedy, failed marriage, hitting the glass ceiling or burn-out. But they didn't look back. They moved forward with great tenacity and perseverance. They set goals and achieved them. They valued education (60% are college graduates), and many paid their own way through college (51% received no financial aid from their family). Less than 19% attended private school of any type. Education for these women was a way to enhance their self-esteem and they give much credit to teachers who served as mentors.

#### 4. They Want to Fit In - Not Stick Out

You won't find them at the Country Club (56% prefer not to join). They buy practical cars (average cost \$37,458). 98% own their homes with the average market value of \$346,104. One in three has a zero mortgage balance. On average just over 50% don't consider it important to own a Rolex, a second home or to collect art and antiques. They live a balanced life working forty-nine hours a week and exercising three and a half hours. 50% are currently married (divorced at least once), 18% are currently divorced, 81% are mothers, and one in twenty never married. Their average age is 52. (Boom Generation)

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<sup>1</sup> Stanley, Thomas J. Ph.D. *Millionaire Women Next Door*. Andrews McMeel Publishing, Kansas City, Missouri 2004

### III. The Power of *Millionaire Women Next Door* Influence

#### A. “Guardians of Civilization.”<sup>1</sup>

Throughout history women’s good deeds have been well documented. Women have championed issues in education, healthcare, environment, world hunger, children’s poverty, the arts, political reform and social well-being, to name just some of them. Stories that highlight accomplishments of women like Julie Ward Howe the first president of the American branch of the Women’s International Peace Movement; Margaret Olivia Solocum Sage who inherited \$63million dollars from her husband in 1906 and soon became one of the foremost philanthropists of her day and defender of women’s rights, and Madam C. J. Walker who rose from slavery to become the first black woman millionaire, all serve as inspirational role models for 21<sup>st</sup> century women. A marketing study by Grey Advertising cited women’s commitment to altruistic aims as their number one aspiration<sup>2</sup>. A recent survey of 438 women in leadership roles in Florida done by my Institute reaffirmed that boom generation women are committed to taking the lead in identifying and funding causes they believe will benefit their children, families, community, and the world. The exponential growth in the late 20<sup>th</sup> century and early 21<sup>st</sup> century of Women’s Funds<sup>3</sup>, Women’s Giving Circles and Women’s Foundations indicate the “Guardians of Civilization” are mobilizing in force. If there is a rally cry for 21<sup>st</sup> century boom generation millionaire women it may well be, “I can make the world a better place.”

#### B. Champions of Change

*“Change flows through philanthropy when new ideas are adopted by key actors in a position to influence others, and philanthropy today is pulsing with new actors filled with energy, passion and ideas. These new leaders are all around us: people who have made significant fortunes relatively early in life and are looking to give in new ways...women.... engaged with new and traditional philanthropy as givers and as professionals helping other people give.”*<sup>4</sup>

Authors Katherine Fulton and Andrew Blau in their working paper *Cultivating Change in Philanthropy*, conclude that the world and its problems have changed in ways and to such an extent that, “Current structures and mechanisms may seem unsuited to the tasks they are being asked to respond to.” Boom generation millionaire women are taking a significant role in the re-shaping of philanthropy. The same personality traits these women used to reach their business goals are now being transferred to their number one aspiration “making the world a better place.” Their desire to effect positive change quickly does create challenges for the very institutions they join. Women will be both part of the problem and part of the solution as institutions struggle to find the proper ways to assimilate these new leaders with new money, new ideas, new energy, and limited patience into their current infrastructure. Women’s intuitive ability to successfully adapt to change and not maintain the status quo may benefit philanthropy in the 21<sup>st</sup> century in ways not yet revealed.

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<sup>1</sup> Fisher, Helen, Ph.D., *The First Sex-The National Talents of Women and How They Are Changing the World*. Ballantine Publishing Group. 1999 p. 188.

<sup>2</sup> *Women on the Verge of the 21<sup>st</sup> Century*, published in *Grey Matter Alert*, a white paper from Grey Advertising, Fall 1995.

<sup>3</sup> In 1979 there were 5 women’s funds, in 2001 there were over 95 women’s funds. Women’s Funding Network

<sup>4</sup> Fulton, Katherine and Blau, Andrew. *Cultivating Change in Philanthropy-A working paper on how to create a better future*. Monitor Company Group, LLP 2005 [www.futureofphilanthropy.org](http://www.futureofphilanthropy.org)

## **B. Four Reasons She Needs to be on Your Radar Screen**

“There is a highly significant correlation between the percentage of household income that is earned by the millionaire women and the percentage of household income contributed to noble causes.”<sup>1</sup>

### **1. Good Money Stewards<sup>2</sup>**

Financial gifts to noble causes average nearly 7 % of annual income. The average income is \$413,960 which calculates to an annual gift of \$28,977. This is nearly 3½ times the average (about 2%) for all households in America. They support causes and institutions that are fiscally responsible. They have a strong sense of community. They have a more disciplined approach to investing, and take a “buy and hold” position with stocks and mutual funds. They are advisor receptive and they will spend money for financial advice. On average they save 13% of their annual taxable income and they max out contributions to their retirement accounts. Their average household net worth is \$4.75 million.

### **2. Make Decisions**

On average millionaire women earn 71 % of the household income. 84% of the women make all the philanthropic decisions for the entire household. Their parents taught them to include charitable giving in their household budget and while growing up they saw that even in tough economic times that it was possible to do well financially and to do good things for others. They are pro-active in the community, volunteering an average of 19 hours a month, and 77% of the women are community and civic leaders. Giving time and money to noble causes boosts their self-esteem.

### **3. Stand By Their Values**

One of the core values millionaire women have is a belief that contributing to charitable and noble causes is a complement to accumulating wealth. The empirical data compiled by Dr. Stanley confirms that as women increase the annual percentage of income they donate they also become more astute managers of their expenses as well as their wealth. Women who budget between 7% and 10% of their annual income for philanthropy have a different income-allocation orientation. They spend more money in categories such as real estate and investments that enhance wealth and less on consumer items that will depreciate in value. Stanley’s axiom is: “People allocate their dollars in ways they feel will give them the greatest satisfaction.”<sup>3</sup>

### **4. Dream Big**

Boom Generation Women believe in their dreams. They look to the future with passion and optimism. They want to take responsibility for making the world a better place. Their annual giving discipline and commitment can be a significant prelude to planned gifts and bequests that can far exceed the 1998 data where of the 103,986 decedents with sizable estates (average \$1.7 million) 46% were women, and of the 17,587 or 16.9 % who made charitable bequests 21% were women and 13.4 % men.<sup>4</sup>

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<sup>1</sup> Stanley, Thomas J. Ph.D. *Millionaire Women Next Door*. Andrews McMeel Publishing. Kansas City, Missouri 2004. p. 58

<sup>2</sup> All millionaire profiles have a household net worth of between \$1 million and \$25 million. More than 90% of millionaires in America are within this interval. – Stanley. p. 11

<sup>3</sup> Id. p. 139

<sup>4</sup> Id. p. 286

## C. How Do You Get on Her Radar Screen

### 1. Go to Her

When was the last time you attended a professional trade show? That's where you will meet your millionaire women next door. Look into who owns your local travel agency, home health care franchise, child-care center, personnel staffing service and real estate firms. Read various trade journals and the business section in your local newspaper. This will give you some insight and talking points about these occupations. Table 12-2 in the appendix illustrates the types of businesses with a significant number of women millionaires. According to Stanley's research, millionaire women are more likely to be part of these industries that are, on average more profitable than retailing."<sup>1</sup>

### 2. Think In Reverse

Many millionaire women business owners stay under the radar screen because they are in "ugly duck industries." Not very glamorous but very profitable. Think dirt – like top soil and planting dirt; think construction – like lumber, steel and cement; think garbage - like scrap metal and wrecked cars. Think provider – not consumer. In many cases it may take a lot more money to keep up the appearances of a high profile profession which necessitates a consumption lifestyle (golf, country club, big house, luxury car). The money used to make or keep up such an "image" drains resources from philanthropic causes and deflates net worth.

### 3. Think Fishing

*"There are two ways to fish for wealthy benefactors. You can 'chase the fish' with solicitations or you can do good public relations and let the fish chase the fishing boat."*<sup>2</sup>

The first time you meet this type of millionaire women next door may be when her bequest is announced. Why? Because she chose to enjoy her "silent" lifestyle under your radar. She probably lived in the same neighborhood all her adult life. She enjoyed her bridge games and garden club shows. In many cases she was the secretary in the 60s, administrative assistant in the 70s, business manager in the 80s, and business owner in the 90s. Most likely it was the same business! Busy at what she knew best, she learned of your good work through various media stories. She may even have kept some newspaper clippings from the local paper. Consistent good press about your good work builds your case for support from women who were never on your radar screen. Consistent good press will keep you on their radar.

### 4. Think Educator

Many educators are members of the millionaire club. They are good stewards of money and tend to save and invest more than spend. Throughout their career they observe the rewards that come from wealth accumulation and the satisfaction of giving to noble causes. Research data shows that on average educators give 3.6% of their annual realized income compared to the donation of just over 2% by the average American household.<sup>3</sup>

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<sup>1</sup> Stanley, Thomas, J. Ph.D. *Millionaire Women Next Door*. Andrews McMeel Publishing, Kansas City, Missouri 2004 p. 204

<sup>2</sup> Id. p. 19

<sup>3</sup> Id. p. 285

### III. The Power of *Millionaire Women Next Door* Influence

#### A. “Guardians of Civilization.”<sup>1</sup>

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<sup>4</sup> Fulton, Katherine and Blau, Andrew. *Cultivating Change in Philanthropy-A working paper on how to create a better future*. Monitor Company Group, LLP 2005 [www.futureofphilanthropy.org](http://www.futureofphilanthropy.org)

### C. Prophets in Darkness

Turn on the television, read a paper, listen to the radio. “Gloom and Doom.” When will it end? How will it end? Will it end? Historians have several theories of our future but are quick to point out that although history can repeat itself, it is how society reacts to circumstances and events that will determine our destiny.

For the past 15 years William Strauss and Neil Howe have been writing provocative analysis of the American lifecycle. Many of the predictions they first wrote about in their 1991 book *Generations- The History of America's Future, 1584 to 2069* have in fact been realized. In 1991 they wrote, “Boom leaders will thoroughly recast and probably rename Social Security and Medicare.... Boomers will demand sweeping moral authority.... Boom women will attain a level of public power that will seem unprecedented then, legendary afterward.”<sup>1</sup> In 2005 we are having this dialogue.

Given their track record to date, Strauss and Howe's more recent book “*The Fourth Turning: An American Prophecy*”<sup>2</sup> warrants serious consideration. The authors predict that over the next 20 years we will be experiencing a Fourth Turning – a period of crisis, with a combination of economic collapse, foreign discord and civil unrest. To put the severity of this era in perspective, America's previous Fourth Turnings were the Revolutionary War, the Civil War and the Great Depression and World War II era.

Boom Generation women, born 1943-1960, now in mid-life and successful as millionaire business owners are emerging as empowered leaders with passionate philanthropic goals. Critics say that how existing philanthropic establishments embrace these 21<sup>st</sup> century “Guardians of Civilization” will greatly impact our nation's ability to deal with viable solutions to the Fourth Turning Crisis,<sup>3</sup> should it come to pass in the way Strauss and Howe predict. Should it not come to pass, women's intuitive nature, especially their strengths as consensus builders and cognitive thinkers will still play a leading role in defining 21<sup>st</sup> century philanthropy.

## IV. Embrace Gender-Specific Communications

### A. Speak Female

Language is gender specific. What you say and how you say it resonates differently with women than with men. It's a brain thing. Male and female brains do the same things, but they do them differently. Neuroscience research shows that in a woman's brain there is more crosstalk between the emotional intuitive right hemisphere and the rational factual left side of the brain. Regions of her brain that are dedicated to higher cognitive functions such as language are more densely packed with neurons. Speaking female means using words and concepts that appeal to her right brain. Speaking female means telling the facts and the emotional consequences of the facts. For example, a left brain statement would be: ‘your donation will feed ten children.’ (facts only) A right brain statement would be: ‘your donation will feed ten children and provide the vitamins and minerals they need to form healthy bones.’ (facts and feelings). Deborah Tannen tells us that while conversations by both men and women transmit information and solve problems, men use “report talk,” to establish or defend individual status, and women use “rapport talk” to create connections among individuals.<sup>4</sup>

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<sup>1</sup> Strauss, William and Howe, Neil. *Generations-The History of America's Future, 1584 to 2069*. William Morrow and Company, Inc. New York, N.Y. 1991. pp 403 and 404.

<sup>2</sup> Strauss, William and Howe, Neil. *The Fourth Turning: An American Prophecy*. Broadway Books, a division of Bantam Doubleday Dell Publishing Group, New York, N.Y. 1997

<sup>3</sup> A description of the four turnings that make up a full cycle –saeculum is in the Appendix.

<sup>4</sup> Tannen, Deborah. *You Just Don't Understand: Women and Men in Conversation*. William Morrow and Company, Inc. New York, N.Y. 1990



**B. Paint Verbal Pictures**

Women love stories. They love to tell them. They love to hear them. Ever share a compliment with a woman about her bracelet or pin she is wearing and get a five minute story about how she got it and why it's so precious to her? By the time she's done, you can really picture all the emotions that took place around the acquisition. And guess what, you have just had a "rapport talk" to build a relationship. Stories and personal details are part of the way women connect. Women share similar experiences to reinforce empathy. "I know what you mean." "I'm glad you told me that." Painting a verbal picture with all the nuances and details adds the richness necessary for women to understand a situation in a holistic way. Story telling can connect passion with purpose. It's a way to share benefits not features. It's a way to speak feeling not facts. Telling the story about a precious pin and learning about the woman that wears it gives focus to joy, happiness and warm memories. It's just not a description of cold metal and lifeless stones. Using narrative stories, female language and supportive photographs in your literature can connect women to your cause and motivate them to become involved in solutions.

**C. Offer Ownership**

Find out the way women see it. Women feel respected when asked for their help. Women like to share advice. They also learn from each other. Women feel good being in a group and they love to network. Women are "people who need people." You need people. Take a page from the corporate world and offer a series of small focus sessions- affinity groups that meet in a friendly environment for women who are emotionally and fiscally connected to your organization. Corporate marketing consultant Martha Barletta tells us that women are more likely to perceive detail and nuance and to think in the context of people and lifestyle.<sup>1</sup> The time you take listening to women who want your organization to succeed may give you the 'leading edge' for a successful campaign with other influential women in your community. Your current donors and volunteers can be your best referral network. Women who believe and are loyal to your cause naturally tell other women about you. Accepting ownership in the construction and phrasing of your message in female talk can raise a women's confidence as a donor of significant ideas as well as of money.

**D. Be R.E.A.L**

Use the R.E.A.L. test for the message you communicate to women.<sup>2</sup>

1. Is it **R**elevant with her core values?
2. Does it connect to her **E**motions?
3. Is it easy for her to take **A**ction?
4. How does she leave her **L**egacy?

**V. Capture Your Share of the Women's Market**

"Men and Women don't buy for the same reasons. He simply wants the transaction to take place. She's interested in creating a relationship."

Faith Popcorn, author – *Clicking*

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<sup>1</sup> Barletta, Martha. *Marketing to Women*. Dearborn Trade Publishing, A Kaplan Professional Company, Chicago, IL. 2003

<sup>2</sup> Damen, Margaret May. "Capturing Women's Wealth," Association of Fundraising Professionals, Jacksonville, FL. 2004

**A. Create On-line Relationships**

Women business owners are busy doing what they do best – running their business. So how do you build meaningful and lasting relationship with them – on their timetable? Web site and electronic e-mail is a convenient communication and relationship building tool. It fits into a busy schedule –available 24/7. A user friendly web site with timely newsletters and pictures appeals to these women. Making it easy for women to send comments back to you also adds depth to the relationship. In 2001, Forrester and Jupitermedia reported that women comprised 51% of online users. In 2005 that number is up to 70% and rising. Using the internet may be a very cost effective way to build relationships.

**B. Think Intergenerational**

Values as well as money transfer intergenerational. Historically women have been given the responsibility of passing on tangible and intangible heirlooms - the family legacies of values, traditions, heritage and the china. Author Rachel Freed calls it our “obligation to record our personal values and family stories. In so doing, we strengthen the fabric of society.”<sup>1</sup> Should the Fourth Turning become more of a reality over the next 20 years, marketing programs and events that appeal to generations of women – mothers, daughters and granddaughters will bond women together in purpose and mission. “This generation of women consumers will lead you to the next,” says futurist author Faith Popcorn<sup>2</sup>. Remember some of the products your mother used while you were growing up. Are they in your kitchen now, same brand peanut butter, and same brand breakfast cereal? Brands we grew up with are brands we trust. Advertisers don’t need to spend extra money on converting us to their brand. The same is true with philanthropy Think vertical not horizontal. Not only did altruism begin at the kitchen table for boom generation millionaire women, it continued when they accompanied their mothers to volunteer activities in the community. In my survey where I asked women who are now major donors, how they first got involved, a significant number answered, “my mother took me there when I was young.”

**C. Think Total**

Women look at the whole picture. It’s their nature they take longer to make a decision and to use a more holistic approach in making those decisions. Details matter. All the details about your operations matter. In the process of getting to know your organization they build up their trust in your staff and in your ability to efficiently and effectively carry out your mission. They want to know the whole picture-warts and all. Futurist Faith Popcorn put it this way, “Everything Matters-You Can’t Hide Behind Your Logo.”<sup>3</sup> It will be difficult to build your market share of boom generation millionaire women if they don’t see a transparency in the organization. Corporate giants such as Wyndham Hotels have found that systems designed to enhance their brand appeal to women also resulted in greater customer satisfaction among men. The reason being that in many respects, women want all the same things as men-and then some.<sup>4</sup>

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<sup>1</sup> Freed, Rachael. *Women's Lives, Women's Legacies*. Fairview Press, Minneapolis, Minnesota. 2003

<sup>2</sup> Popcorn, Faith and Marigold, Lys, *EVEolution –The Eight Truths of Marketing to Women*. Hyperion. New York, N.Y. 2000

<sup>3</sup> Id.

<sup>4</sup> Barletta, Martha. *Marketing to Women*, Dearborn Trade Publishing, A Kaplan Professional Company, Chicago, Il. 2003

## VI. Keep and Increase Your Market Share

### A. Sharpen Their Focus

Boomer generation women millionaire business owners are busy, but they still find time to work on their number one aspiration “to make the world a better place”. With an average work week of forty-nine hours, volunteering an average of nineteen hours a month and donating on average nearly 7% of their annual realized (taxable) income to noble causes, they already have made a significant investment in the future of philanthropy. These women are dreamers and decision makers. They dream big and they made the decision to live out their dream. They see the positive impact their philanthropic efforts have had in their community and they also see that there is much, much more to accomplish. They are not afraid of great challenges and they take pride in finding solutions that benefit all, not some. They are inclusive in their problem solving methodology. They are ready to sharpen their focus. They are ready to ensure that their future endeavors have the maximum impact possible in society. They want to leave a legacy. Three strategies to help them do this are described below.

#### 1. Living Legacy Statements

In the past few years the writing of an “Ethical Will” has received more attention. The more familiar variations of this oral tradition from the Hebrew Bible are known as a Personal Values Statement, a Donor Mission Statement or a Donor Legacy Statement.

Barry K. Baines, M.D. has developed an excellent workshop and guide book to facilitate the writing of ethical wills. He has also trained several facilitators how to present this user-friendly material. His inspirational book, *Ethical Wills, Putting Your Values on Paper*, makes the case extremely well for the purpose and value of an ethical will.<sup>1</sup> In addition to providing an historical perspective of the ethical will, he outlines three approaches to writing the statement. Approach #1—Start with an Outline and a List of Items to Choose From. Approach #2—Start with an Outline and Specific Writing Exercises. Approach #3—Start with a Blank Sheet of Paper. On a personal note, from my own experience, I would recommend using one of his trained facilitators or have your workshop led by staff members who have written their own statement. Bear in mind that whatever is written may not be the final document, but a work in progress should circumstances change. A useful visual that can help open up a dialogue about legacy values and issues is the Life Circle.<sup>2</sup>

#### 2. Women’s Writing Circles

Rachael Freed’s book, *Women’s Lives, Women’s Legacies – Creating Your Own Spiritual-Ethical Will*,<sup>3</sup> is an in-depth workbook with extremely valuable group writing exercises for women to use to record their personal values and family stories. Her chapter on *Financial Legacies* makes a very compelling case as to why a women’s legacy will not be complete unless she decides how her money will be used when she is gone. She also provides several writing exercises to give women confidence and direction in making charitable bequests, encouraging them not to surrender their last chance to make a difference in the world.

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<sup>1</sup> Baines, Barry K. M.D., *Ethical Wills-Putting Your Values on Paper*, Perseus Book Group, Cambridge, Massachusetts 2002

<sup>2</sup> See appendix for a copy of the *Life Circle*, The Cerus Company, Inc. Orlando, Florida 2001

<sup>3</sup> Freed, Rachael. *Women’s Lives, Women’s Legacies-Passing Your Beliefs and Blessings to Future Generations-Creating Your Own Spiritual-Ethical Will*. Fairview Press, Minneapolis, Minnesota 2003

### 3. **Create a Total Giving Plan**

Boom Generation Women are ready to engage in the design of a strategic giving plan similar to the way they designed their successful business plan. They have the economic means to give to noble causes and they are willing to take leadership roles. They are going public with their concerns for a better world and they are seeking value-based partnerships that can make it happen. Tracy Gary and Melissa Kohner's *Inspired Philanthropy*<sup>1</sup> workbook serves as a comprehensive guide to inspire and teach women how to analyze and evaluate their current giving patterns. It also gives them the tools to develop and evaluate a strategic giving plan that's in tune with their values.

## VII. **Summary**

### A. **Wealth**

Boom Generation *Millionaire Women Next Door* have the wealth- resources and motivation to take a leadership role in philanthropy in the 21<sup>st</sup> century. Many of these women may not be in high profile occupations or exhibit an affluent lifestyle. They are steadfast in pursuit of their number one aspiration "to make the world a better place," and they want to be involved in the process and the solution. They can make large gifts and long term investments where and when they are confident their resources will be used efficiently and effectively. They are pro-active in seeking out organizations whose mission mirrors their own values.

### B. **Power and Influence**

Boom Generation *Millionaire Women Next Door* have the power and influence to impact the future outcome of significant economic and social issues that will challenge our country and the philanthropic infrastructure over the next 20 years. These women will uphold their role as "Guardians of Civilization."

### C. **Market Share**

The use of gender-specific communications will increase market share. Institutions and organizations that implement programs encouraging Boom Generation *Millionaire Women Next Door* to define and articulate their philanthropic legacy will have a higher probability of achieving their mission in the community. The synergy of strategic partnerships will quicken the alignment of women's philanthropic dreams with their philanthropic decisions.

*"The future belongs to those who believe in the beauty of their dreams."*

Eleanor Roosevelt

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<sup>1</sup> Gary, Tracy and Kohner, Melissa. *Inspired Philanthropy: Your Step-by-Step Guide to Creating a Giving Plan*, 2<sup>nd</sup> Edition. Jossey-Bass Publishers Inc., San Francisco, California 2002

## Appendix and References

### I. Table 12-2<sup>1</sup>

#### **Selected Categories of Businesses Owned and Managed by Women Millionaires**

Management Services  
Consulting Services  
Nursing Services  
Counseling Services, except Health Practitioners  
Real Estate Brokering/Agency Services  
Real Estate Property Managers  
Medical and Dental Laboratories  
Child Daycare  
Janitorial/Dust Control Services

### II. The Four Turnings – Millennial Saeculum<sup>2</sup> (Saeculum is a seasonal cycle of history, roughly the length of a long human life, that explains the periodic recurrence of Awakenings and Crises throughout history)

**The American High** (*First Turning*, 1946-1964 - high) witnessed America's ascendancy as a global superpower. Social movements stalled. The middle class grew and prospered. Churches buttressed government. Huge peacetime defense budgets were uncontroversial. Mass tastes thrived atop a collectivist infrastructure of suburbs, interstates, and regulated communication. Declaring an "end to ideology," respected authorities presided over a bland, modernist, and spirit-dead culture.

**The Consciousness Revolution** (*Second Turning*, 1964-1984- awakening), which began with urban riots and campus fury, swelled alongside Vietnam War protests and a rebellious counter-culture. It gave rise to feminist, environmental, and black power movements and to a steep rise in violent crime and family breakup. After the fury peaked with Watergate (in 1974), passions turned inward toward New Age lifestyles and spiritual rebirth. The mood expired during Reagan's upbeat reelection campaign, as onetime hippies reached their yuppie chrysalis.

**The Culture War** (*Third Turning*, 1984-2005?-unraveling), which opened with triumphant Morning in America individualism, has thus far drifted toward pessimism. Personal confidence remains high, and few national problems demand immediate action. But the public reflects darkly on growing violence and incivility, widening inequality, pervasive distrust of institutions and leaders, and a debased popular culture. People fear that the national consensus is splitting into competing values camps.

**The Millennial Crisis**, the *Fourth Turning*-crisis) of the Millennial Saeculum has yet to arrive.

### III. Generations<sup>3</sup>

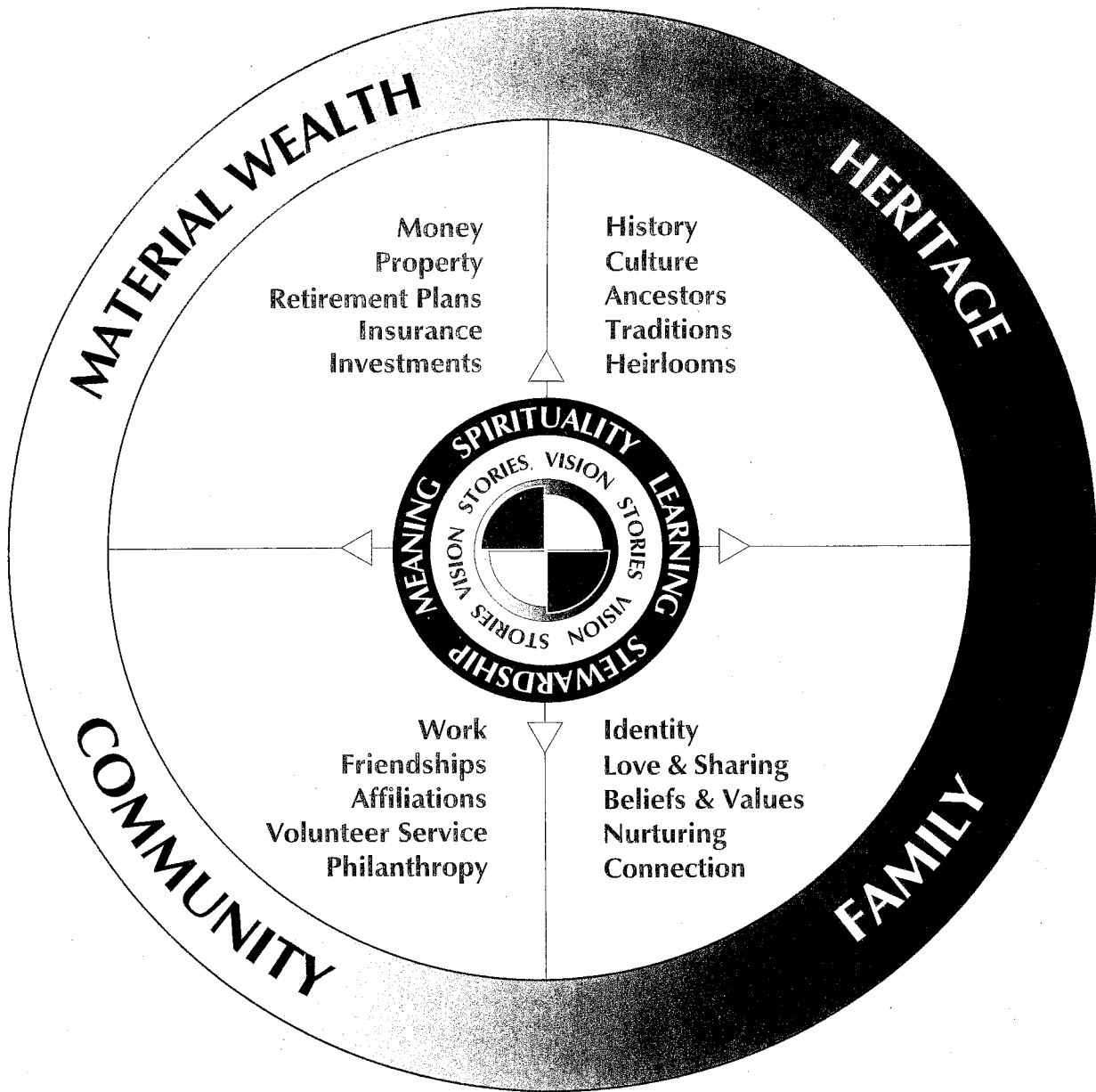
**The Boom Generation** (*Prophet*, born 1943-1960) basked as children in Dr. Spock's permissiveness, suburban conformism, *Sputnik*-era schooling, Beaver Cleaver friendliness, and *Father Knows Best* family order. From the Summer of Love to the Days of Rage, they came of age rebelling against worldly blueprints of their parents. As their flower child, Black Panther, Weathermen and "Jesus freak" fringes proclaimed themselves arbiters of public morals, youth pathologies worsened – and SAT score began a seventeen year slide. In the early 1980s, many young adults became self-absorbed "yuppies" with mainstream careers but perfectionist lifestyles. Entering midlife (and national power), they are trumpeting values, touting a "politics of meaning," and waging scorched-earth Culture Wars. (American: Bill Clinton, George W. Bush, Newt Gingrich, Steven Spielberg, Candice Bergen, Spike Lee and Bill Gates).

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<sup>1</sup> Stanley, Thomas, J. Ph.D., *Millionaire Women Next Door*. Andrews McMeel Publishing, Kansas City, Missouri 2004 p.205

<sup>2</sup> Strauss, William and Howe, Neil. *The Fourth Turning: An American Prophecy*. Broadway Books, a division of Bantam Doubleday Dell Publishing Group, Inc., New York, NY 1997 p. 136

<sup>3</sup> Id. p 137



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