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Tips & Tricks to Becoming a Boss Lady of Fundraising

LEADERSHIP

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CARE Australia



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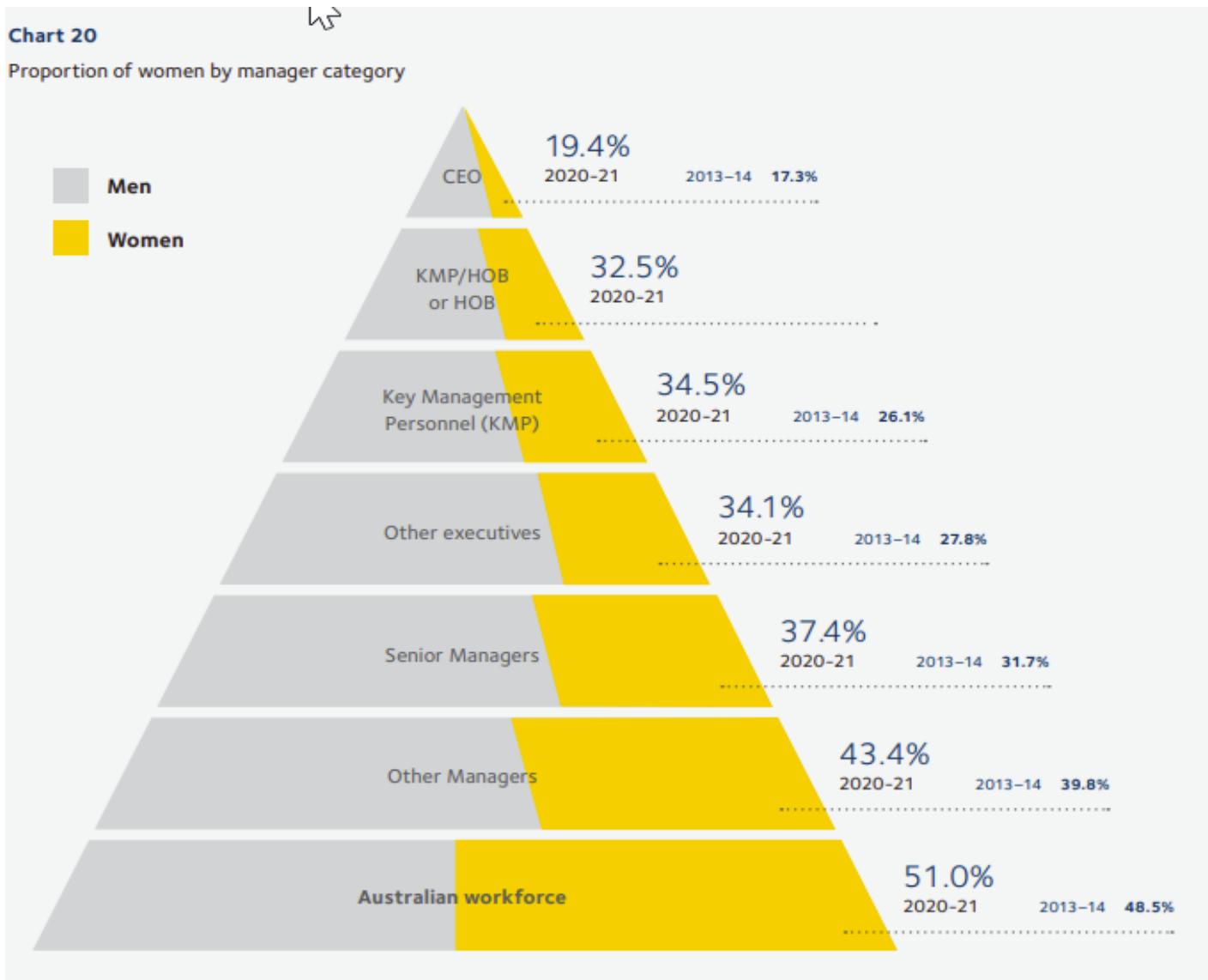
Who Runs the World.....

In case you hadn't noticed we have some problems with gender equality in Australia and in our workplaces

- 22.8% is the current gender pay gap
- Only 38.7% of full time workers are women (casualization of workforce affects women more than men)
- On average woman retire with approximately half the level of retirement savings as men

Chart 20

Proportion of women by manager category

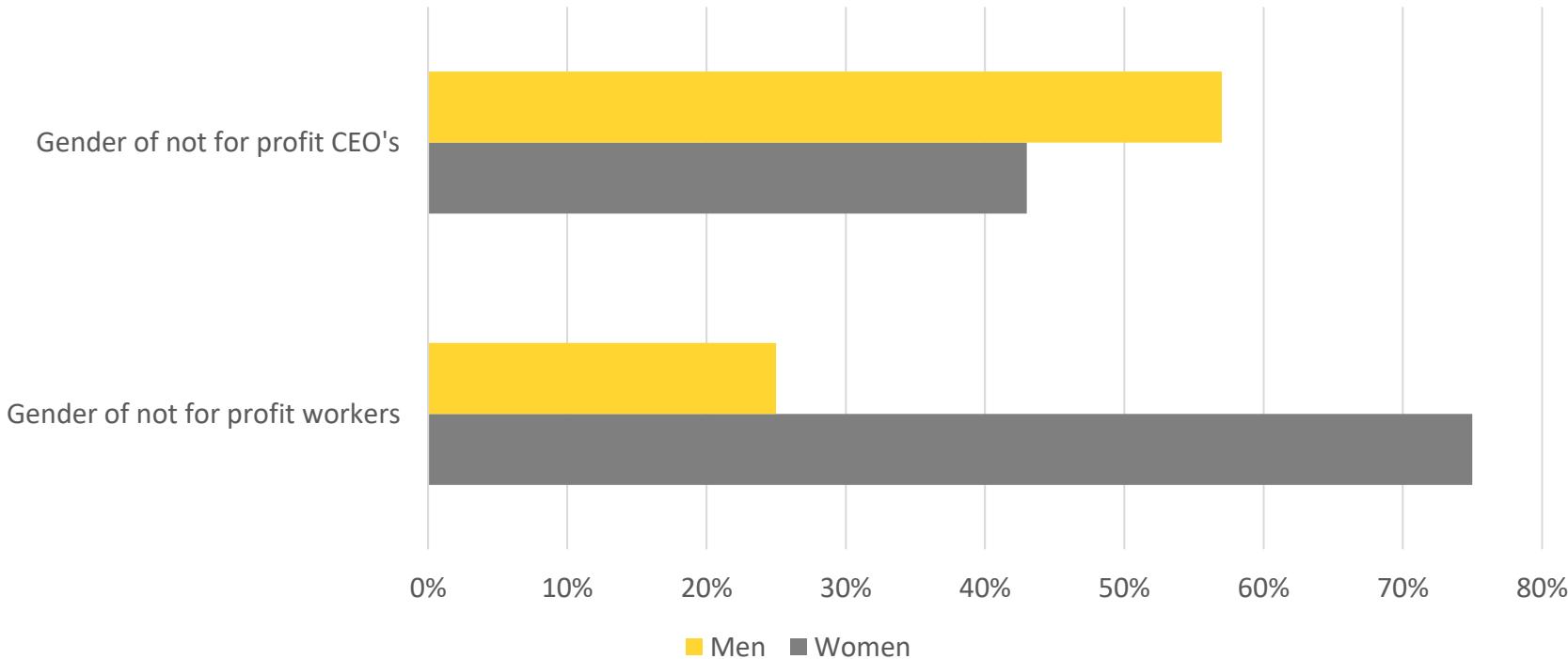


And Let's Not Forget the Impact of Covid

The COVID recession hit women much harder than men, and will compound women's lifetime economic disadvantage:

- they **lost more jobs than men** – almost 8 per cent at the peak of the crisis, compared to 4 per cent for men;
- they **shouldered more of the increase in unpaid work** – including supervising children learning remotely – taking on an extra hour each day more than men, on top of their existing heavier load; and
- they were **less likely to get government support** – JobKeeper excluded short-term casuals, who in the hardest-hit industries are mostly women.

Yup. Gender equality and management representation are better in the not-for-profit sector but it still sucks.



Centre for Humanitarian Leadership 2017

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What are some of the barriers for women to rise up the Leadership ladder in NFPs?

- Lack of availability of flexible hours and work patterns - The “Child Penalty”;
- Lack of recognition and appropriate policies to account for full range of women’s health needs;
- Lack of sector initiatives and actions to support women who aspire to leadership roles;
- **Female fundraisers claimed they experienced stereotyping and/or preconceptions based on gender.**

Missing Out: Understanding the female leadership Gap in Fundraising (Change Collective)

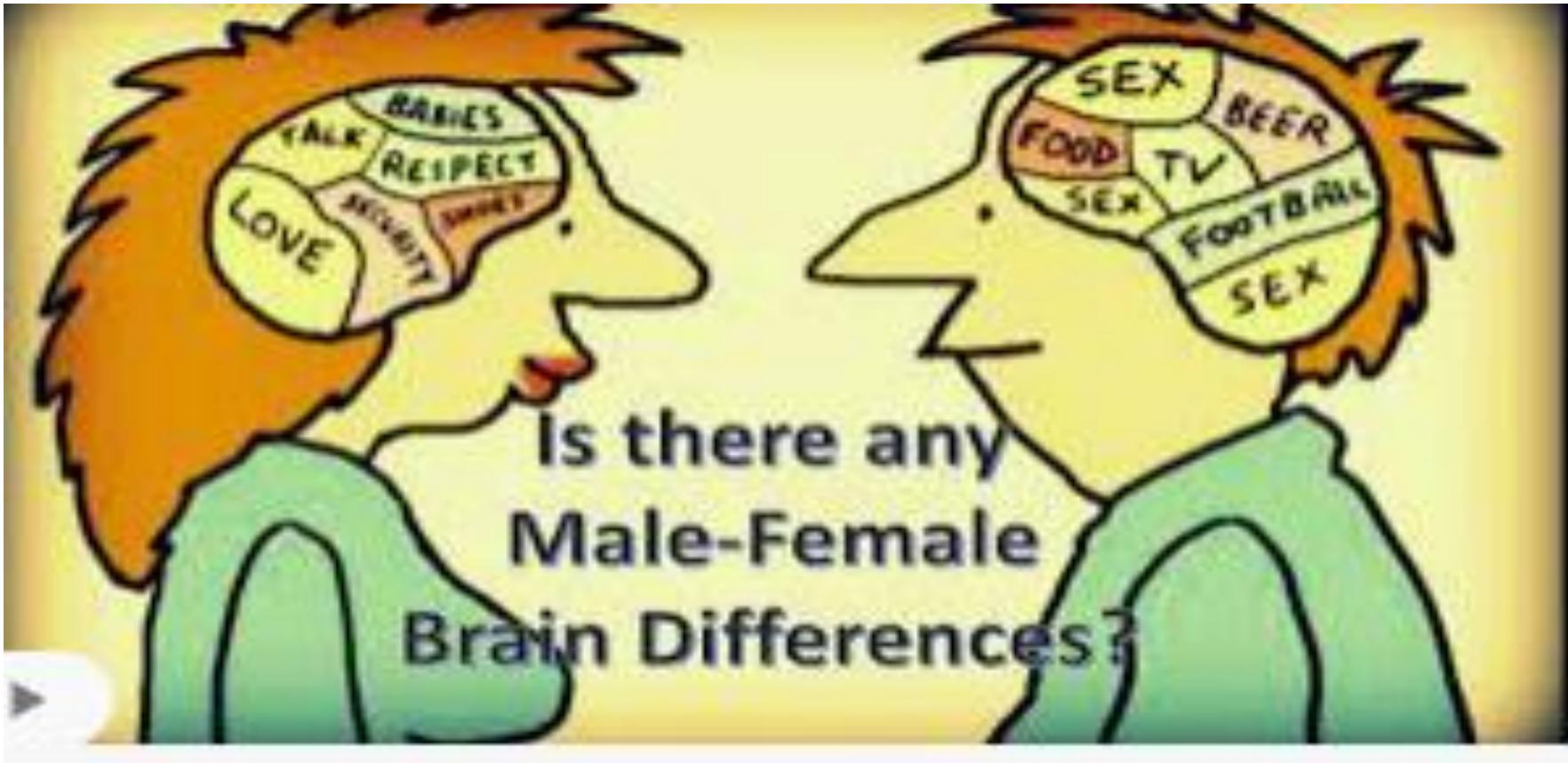
What's the basis for the Stereotyping?

- How much of the stereotyping of women in charities is socially driven?
- Are women's & men's brains wired differently
- Do men behave differently in the workplace than women that that would suggest they make better leaders?

Fundraising as women's work or a “Pink Ghetto”

- Long history of women starting the foundations of fundraising for not-for-profits as volunteers almost as a **suffragette activity**
- There is a pre-existing notion of **selfless womanhood** – helping and giving to others
- Fundraising is seen as **women's work**, and soft skills not as valued
- Historically **unpaid**, transforming professionally but still heavily reliant on volunteers
- Often seen as opposite and competing force to mission and business operations
- Shares **values** of volunteerism, pluralism and altruism

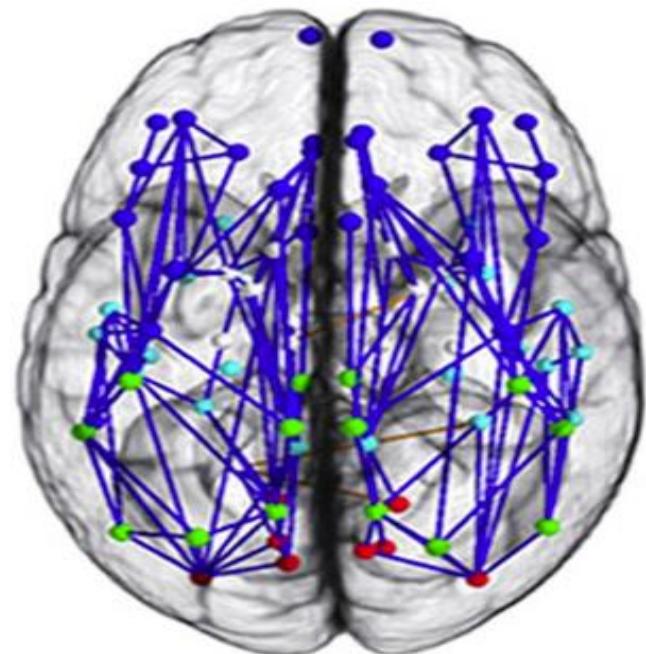
Are Women's & Men's Brains Wired Differently?



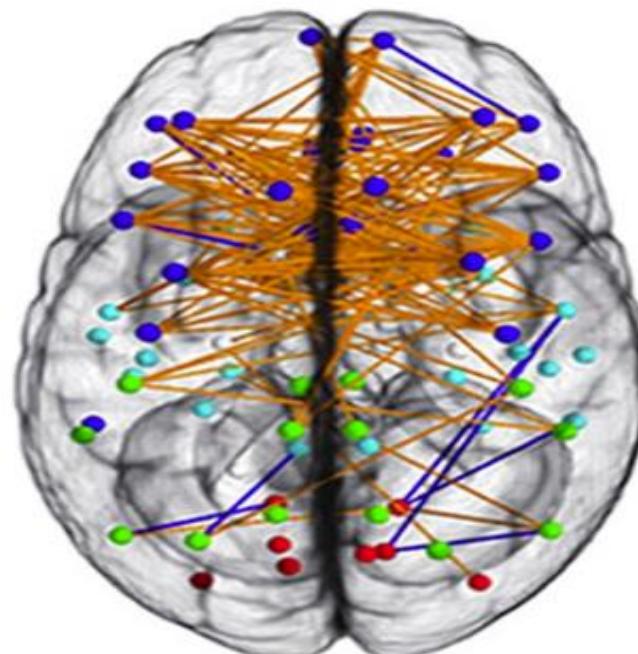
Are Women's & Men's Brains Wired Differently?



Men



Women



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Ref: Sex Differences in Cognitive Abilities by Diane Harper PhD

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Are Women's & Men's Brains Wired Differently?

- Women's reading comprehension and writing ability consistently exceeds that of men
- Women outperform men in tests of fine motor coordination and perceptual speed
- Women are more adept at retrieving long term memory and retain more vividly emotional memories
- Men can more easily juggle items in working memory
- Men have superior visuospatial skills – tracking moving objects and aiming projectiles
- Women rely on landmarks, men on dead reckoning

Do men operate differently in the workplace to suggest they make better leaders?

Female Leaders	Male Leaders
Interactive	Transactional
Participatory	Hierarchal
Collaborate through connection	Collaborate through competition
Group Problem Solve	Personally Problem Solve
Define themselves through relationships	Define themselves through accomplishments
Prefer to be recognised	Ask to be recognised
Directly empathises	Promotes Independent resolution
Ascertains the exact needs of each team member	Cares more about the larger structural needs
Verbally encourages and praises	Encourages less feeling and more action
Resolves emotional conflict to reduce stress	Denies emotional conflict to reduce stress
Cognizant of the specific needs of many at once	Cognizant of the needs of the organisation

Louann Brizendine MD author of The Female Brain

Can you see a theme here that may negatively affect the perception of women as competent leaders?

Women are perceived as:

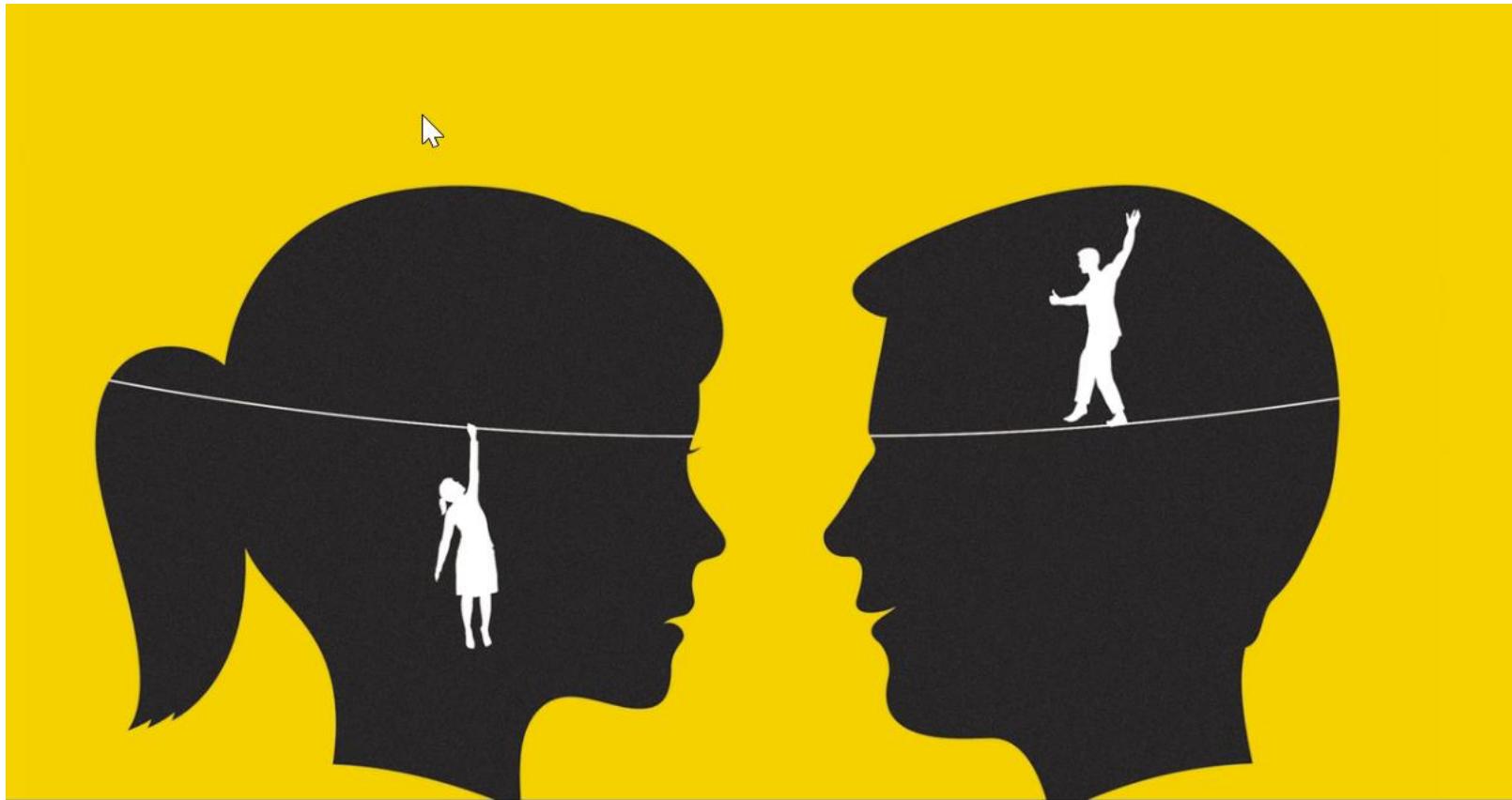
- Not as willing to self promote
- Less confident and risk averse
- Interested in relationships over success
- Being warm over competent

The double edged sword of conveying masculine traits in the workplace

- Speaking up can be viewed as being outspoken
- Assertive behavior can be viewed as aggressive
- Self-promotion as unattractive

Ref: Maxfield et al., 2010, "Gender and risk: Women, risk taking and risk aversion"

“Fake It Till You Make It” or “Imposter Syndrome”



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Ref: The confidence Gap by Katty Kay and Claire Shipman

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“Fake It Till You Make It” or “Imposter Syndrome”

Katty Kay and Claire Shipman write about this extensively in *The Confidence Gap*.

They found through all of their extensive research and interviews that a distinct lack of confidence was a particular crisis for women and that compared with men, women don't consider themselves ready for promotions, they predict they'll do worse on tests and they generally underestimate their abilities

Before you make it you have to believe it. As women we need to understand the neurological pathways that we establish through negative self talk. And we we need to change the narrative. Stop telling ourselves “I don’t deserve to be here. Im not capable or competent. Change it to I've worked hard, Im doing the best I can and I deserve to be here”

Rather than faking it, try winging it

Ibbotson writes “There’s only so much preparation that you can do for anything. It’s about putting trust in the culmination of all you’ve learned over the years, by step into the unknown, and trust that it will work out. You’ve got to have faith in yourself.”

Are men greater risk takers or are they just seen to be?

what are other
words for
risk-taking?



bravado, valor, audacity,
courage, adventurousness,
venturousness, brave deed,
daring action, great courage



Thesaurus.plus

Are men greater risk takers or are they just seen to be?

Kay & Shipman also write about Perfectionism as a confidence killer.

Study after study confirms that it is largely a female issue, one that extends through women's entire lives.

"We don't answer questions until we are totally sure of the answer, we don't submit a report until we've edited it ad nauseam, and we don't sign up for that triathlon unless we know we are faster and fitter than is required."

We watch our male colleagues take risks, while we hold back until we're sure we are perfectly ready and perfectly qualified.

We fixate on our performance at home, at school, at work, at yoga class, even on holidays. We obsess as mothers, as wives, as sisters, as friends, as cooks, as athletes. "

So in summary we can close the confidence gap by believing in ourselves more, sometimes just winging it and stopping ourselves striving for perfection before taking action.

Are you persuasive: warmth v's competency

Warmth & Competence Guide Loyalty & Relationships

- These universal dimensions of human social perception have been shown to explain over 80% of social behavior through academic research in 37 countries.

Perceptions of Others	Low Competence	High Competence
High Warmth	Sympathy & Indifference	Admiration & Attraction
Low Warmth	Contempt & Rejection	Envy & Grudging Cooperation

Source: [Universal dimensions of social cognition: warmth and competence](#). Susan T. Fiske, Amy J.C. Cuddy and Peter Glick, TRENDS in Cognitive Sciences Vol. 11 No.2, 2007

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Dialing up Competence, While Projecting Warmth

Warmth Do's

Verbal communication & transparency

Collaboration to solve problems

Empathy & respect

Approachability

Competency Do's

Self confidence

Decisive

Be more strategic

Build capacity to reframe

Don'ts

Avoid the Angry Woman Trope

Show too many emotions (other than empathy & respect)

Don'ts

Mistake the above for need to be masculine or aggressive

Ruminate on the negative

Ways Successful Women Lead



It's not what you do but who you know: The importance of connections and networks

Men's connections are often wide & shallow, women's narrow and deep

- Think of networking as a strategic tool
- Focus on work from the beginning
- Don't exclude men
- It's not transactional if you reciprocate
- Use your network to help others



Ref: The Hidden Network Gap Between Men & Women by Lisa Rabasca Roepe



There is plenty of room in the world
for mediocre men but there is no
room for mediocre women.

— *Madeleine Albright* —

AZ QUOTES

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Summary of Tips & Tricks to Becoming a Boss Lady of Fundraising

The forces that keep women down are big, generational, systematic and complex.

While we can work in both society and our workplaces to change these biased gender norms, we can also acknowledge the adverse affects these perceptions have on our careers and progression to leadership.

Seek to game the system

- By understanding that women are wired differently to men and that aspects of this wiring can be harnessed to work in our favour
- By unpicking stereotypes
- By changing our behaviours to put us in that admired box (Warm & Competent)

Summary of Tips & Tricks to Becoming a Boss Lady of Fundraising

Self Confidence

- Positive self talk
- Self belief
- Winging it

Get better at Risk Taking

Turn thoughts into action and don't wait for things to be perfect before you take that leap

Dialling Up Competence

- Communication
- Collaboration
- Empathy
- Be strategic and address problems before they blow up

Build your Networks

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Final Thanks & Acknowledgements

I'd like to acknowledge Melinda Muth Fellow at Australian Institute of Company Directors for her inspiration and thought provoking instruction, some of it borrowed here today. Including the following quote.



"The sector maybe gendered female but it is colored white and ranked upper class in terms of ideology and image".¹

We must acknowledge that for women of colour, women with disabilities, those marginalised and our LGBTQI colleagues, the barriers are significantly higher and in striving for gender equality, we should leave no other group behind.

Finally to each and every woman and allied man that has helped support me through my career in fundraising I am forever grateful.

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