

An Exclusive Session Live from Planet Philanthropy

From Boomers to Gen Z: Generational Giving Strategies to Replace Lost Funding

Scan Me
Before the
Session
Starts!



Welcome & Introductions



David Blyer
Co-Founder, President & CEO,
Arreva



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Chief Operating Officer,
Arreva



Does your database allow you to segment donors by age?



**Does your current database
allow you to track donor's
birthdays and ages?**



Which generation are you most concerned about engaging?



**Are you pleased with your
current donor acquisition,
retention, and engagement?**

The Impact of Funding Cuts on Florida Nonprofits

~4,000

Florida nonprofits
receive federal grants

~70%

Of those have grants at
risk from federal funding
changes

30%

Said federal policy
changes impacted
service delivery

30%

Have zero financial
reserves to absorb cuts



SOURCE: FLORIDA NONPROFIT ALLIANCE & FNA FEDERAL NEWS, 2025

National Funding Streams Breakdown



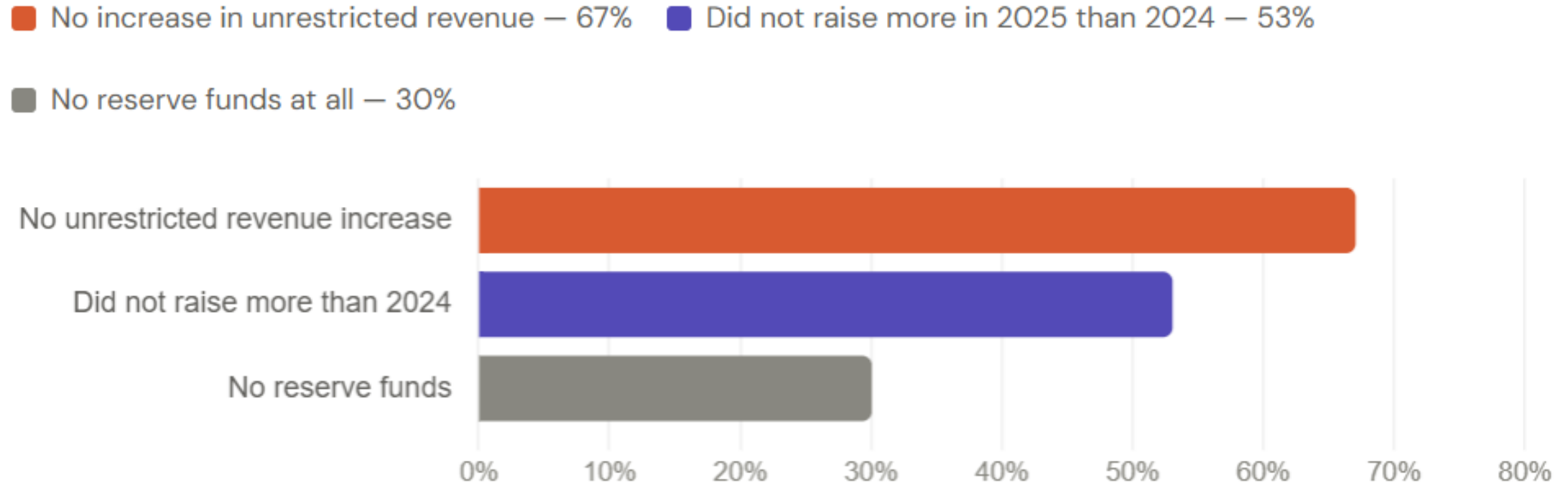
- Government grants & contracts — 32%
- Individual donors (existing) — 28%
- Fees for service — 22%
- Foundation grants — 11%
- Corporate & other — 7%

Key Finding

*72% of Florida nonprofits rely heavily on **existing** individual donors — new donor pipelines have failed to materialize for four consecutive years, making government cuts especially difficult to replace.*

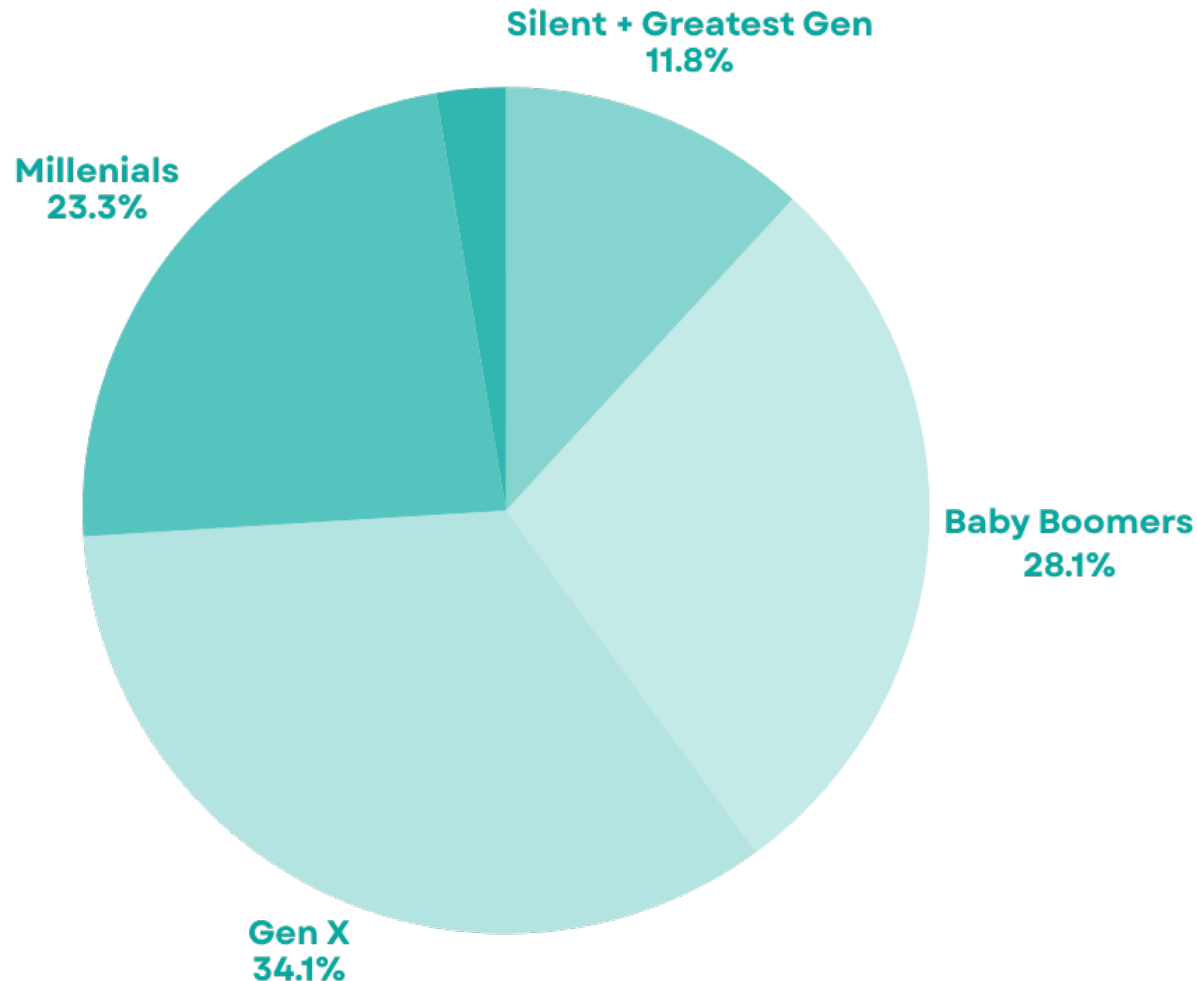
SOURCE: FLORIDA NONPROFIT ALLIANCE SURVEYS, 2023–2025

Financial Vulnerability Indicators for Florida Nonprofits



SOURCE: FLORIDA NONPROFIT ALLIANCE 2025 SURVEY (1,000+ RESPONDENTS)

Donor Generations at a Glance



Boomers + Gen X = the majority of our donor base

→ prioritize trust, transparency, and stewardship.

Millennials are an engaged and growing segment

→ speak to purpose and social proof.

Gen Z is small but rising

→ opportunity to start cultivating now.

Data gaps (7.5k) signal a need for enrichment

→ better personalization starts with better data.

Understanding Each Generation

Why This Matters:

Giving habits are changing across generations.
Donor Engagement must feel personal and meaningful

Baby Boomers

*Age: 61-79
Legacy Giver*

Legacy,
Tradition,
Community.

Gen X

*Age: 45-60
Results-Driven Giver*

Efficiency,
outcomes,
Trust.

Millennials

*Age: 29-44
Purpose-Led Giver*

Purpose,
social proof,
transparency

Gen Z

*Age: 13-28
Change-Seeker*

Activism,
authenticity,
relevance.

Understanding & Communicating with Each Generation

Know & Understand Your Donors

One-Size Doesn't Fit All

Tailored donor outreach demonstrates that you understand and value your supporters. Segmenting can also ensure you focus your resources on high-potential donors, maximizing ROI.

Research and Define Your Target Audience

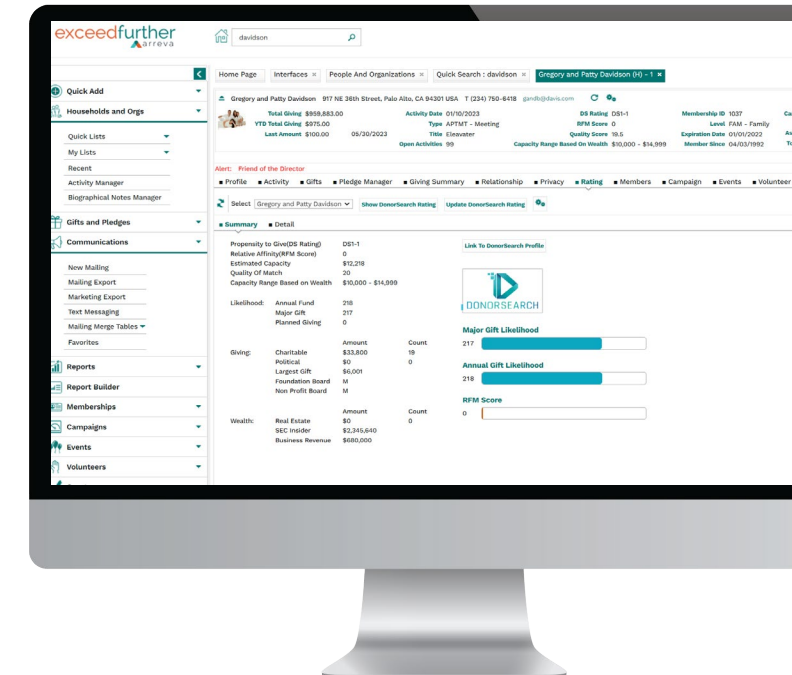
*Identify the characteristics of your ideal donor demographics (interests, values, and giving capacity)
Leverage prospect research tools – e.g., DonorSearch AI)*

Donor Data Analysis and Segmentation

Analyze your current donors to segment audiences by generation, channel preferences, motivation, volunteer activity, event attendance, engagement level, etc.

Why These Strategies Work

- 1. Precision Targeting:** Research and segmentation ensure you focus your resources on high-potential donors, maximizing ROI.
- 2. Personal Connection:** Tailored messaging and campaigns demonstrate that you understand and value your supporters, fostering trust and loyalty.
- 3. Expanded Reach:** Digital channels and partnerships help you connect with new audiences and inspire them to join your mission.
- 4. Sustained Engagement:** Data-driven insights allow you to continuously refine and improve your strategies, ensuring ongoing donor support.



Generational Strategy:

What Donors Want and How to Ask

- Practical differences in expectations by generation (e.g., Gen Z/Millennials seek participatory experiences and rapid feedback; Boomers expect clarity, credibility, and recognition).
- Translate differences into action:
 - **Message:** audience-specific hooks, proof, and impact framing.
 - **Medium:** where each cohort actually pays attention (events, SMS, email, social, phone).
 - **Momentum:** frequency and sequencing without fatigue.
- Example prompts and mini-scripts for each cohort to use in email, text, and live asks.

Baby Boomers

- Legacy Giving
- Personal Thank-You's
- Direct Mail
- Phone

Gen X

- Automated Giving
- Smart Reporting
- Email
- LinkedIn
- Facebook

Millennials

- Social Campaigns
- Real Stories
- Instagram
- Peer-to-Peer

Gen Z

- Interactive
- Fast-Impact
- TikTok
- SMS Texting
- Creators/Influencers

Stewardship That Retains, Not Just Recruits

- **Donor-centric ask framing:** swap organizational need for beneficiary outcomes. From “please support us” to “this is the change your gift creates”
- The Hook–Heart–Hand format for crafting high-conversion messages:
 - **Hook:** urgency or curiosity that stops the scroll.
 - **Heart:** concrete transformation at a specific gift level
 - **Hand:** a clear, time-bound call-to-action.
- **Two-step planning:** ask plan + stewardship plan baked together from day one.
- **Fast feedback loops donors now expect:** rapid thanks, short impact proof, next best action.
- **Include Visual Content:** Capture donors’ attention and convey your message with impact through **videos, images, and infographics that showcase the impact your organization is making and the good you’re doing**, to engage potential donors emotionally and inspire them to take action.

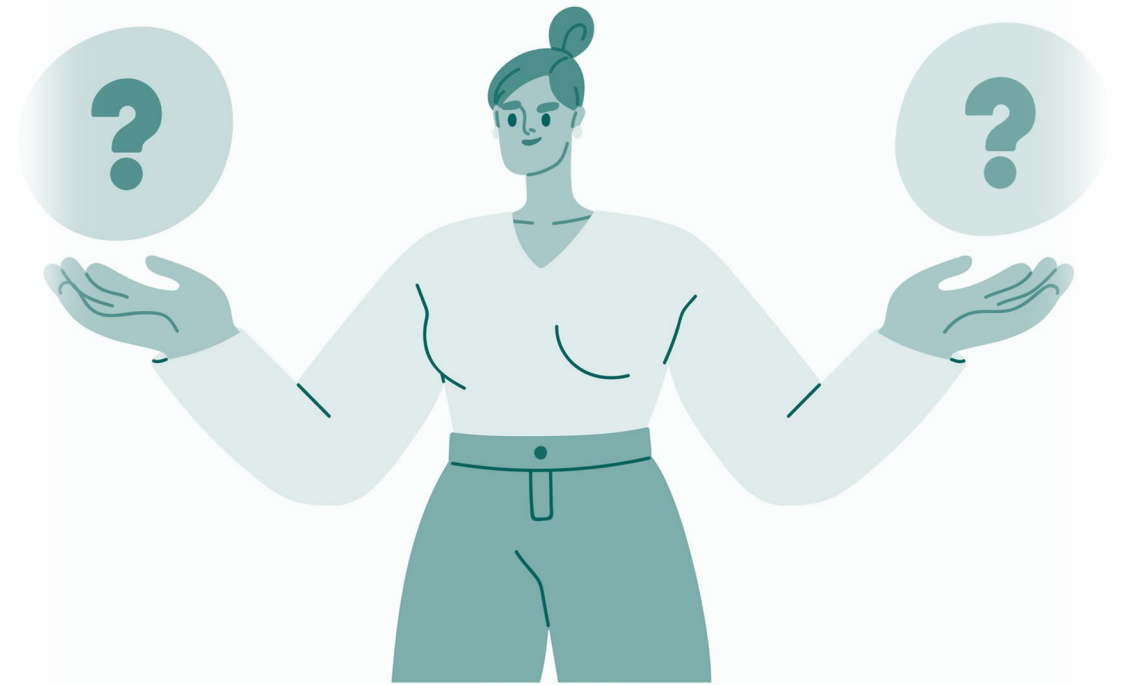


Fundraising Strategy for Each Generation

Fundraiser Mindset:

Skill-Set Gap vs. Mindset Gap

- The internal blockers fundraisers face (confidence, cultural comfort zones, high-net-worth intimidation) and how those show up in the quality of the ask.
- Simple reframes and micro-practices to get “unstuck” before touching tools: clarity of purpose, specificity of impact, and practicing the ask-aloud.
- How mindset work improves message clarity, increases average gift, and speeds follow-up.



Tips for Increasing Generational Giving:

Make it Easy to Give in Multiple Ways

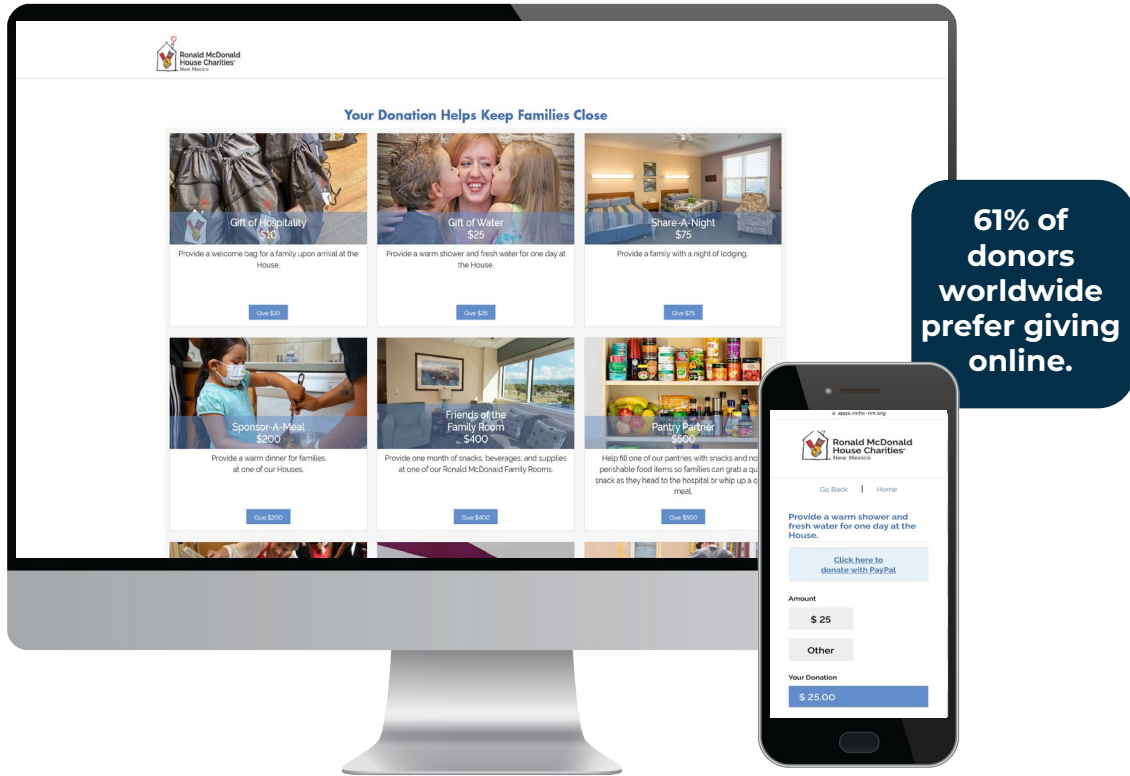


Photo Courtesy of Ronald McDonald House Charities New Mexico

Visit: <https://apps.rmhc-nm.org/donate-now>

- **Build an Engaging Online & Offline Multi-Channel Presence:** Have a well-designed, user-friendly website that effectively communicates your mission, programs, and impact across multiple channels.
- **Make it Easy to Give in Multiple Ways:** Provide donors with multiple ways to give across channels, including your website, **unlimited online donation pages (that communicate the impact of their donation)**, events, peer-to-peer fundraising, text-based donations, social media, email marketing, direct mail, and partnerships. Each channel should be integrated to create a consistent message. Make the donation process user-friendly, secure, and mobile responsive.
- **Clear Call to Action:** Visually appealing donation buttons or links on your website, emails, and online donation pages. Make it easy for donors to find the donation button and guide them through a simple, intuitive process. Set customized donation levels that align with donor giving level capacity.
- **Streamline Donation Processing:** recurring gifts, and tax receipt distribution, providing donors with a seamless experience while reducing administrative workload.

Top Strategy for Increasing Generational Giving: Get Supporters Involved in Peer-to-Peer & Team Fundraising

Empower supporters to fundraise online around a shared event or cause, turning their networks into new donors

What is Team Fundraising?

Team fundraising is an online, peer-to-peer fundraiser for an event or campaign with a start & end date.

Supporters build teams, elect team captains, and create personal fundraising pages to raise funds on behalf for your cause through their personal networks.

Part of an Event or Campaign

Team Fundraisers are built around a specific event and have an end date to build a sense of urgency for participants.

Some events where you can incorporate Peer-to-Peer and Team Fundraising are fun runs, walk-a-thons, golf tournaments, change wars, or leading up to an event.

Turn Supporters Into Fundraisers

Peer-to-Peer and Team Fundraising empowers your supporters to become fundraisers for your cause.

*By reaching out to their networks
your organization can acquire new
donors, increase engagement, and
raise more.*

View Fundraiser!





Ronald McDonald House Charities™
Central Georgia

[Open Team Fundraisers](#)
[2024 Springtime Surprise](#)
[2024 Disneyland Halloween](#)
[2024 Disney Wine and Dine](#)
[2025 Walt Disney World Marathon](#)

[2025 Disney Princess Half Marathon](#)

Welcome To Team Fundraising

Show By: Start Date Ascending ▾

[Q Search](#)



Join Team RMHC
2025 Disney Wine and Dine Half Marathon Weekend
October 23-26, 2025
Walt Disney World® Resort



Join Team RMHC
2026 Walt Disney World® Resort
January 7-11, 2026
Walt Disney World® Resort



Join Team RMHC
2026 Disney Princess Half Marathon
March 2, 2026
Walt Disney World® Resort



Team RMHC
2025 Disney Wine and Dine Half Marathon Weekend



Team RMHC
2026 Walt Disney World® Resort



Team RMHC
2026 Disney Princess Half Marathon

Raised: \$ 40,003.00
Goal: \$ 45,000.00

Our Mission at Ronald McDonald House Charities is to provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

Raised: \$ 93,305.53
Goal: \$ 45,000.00

Our Mission at Ronald McDonald House Charities is to provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

Raised: \$ 43,494.00
Goal: \$ 45,000.00

Our Mission at Ronald McDonald House Charities is to provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

Leaderboards: Top Teams and Top Participants (filter by Team Name)

Top Teams

VIEW ALL

Name	Raised	Goal	%
Team Clint	\$ 2,400.00	\$ 2,400.00	100%
Andrea Cirkovic			
Day And Sons Inc	\$ 2,260.00	\$ 2,260.00	100%
Kevin Day			
Cone Family	\$ 1,100.00	\$ 1,500.00	73%
Kelly Cone			
The McEldys	\$ 950.00	\$ 1,700.00	56%
Macey Smith			
Team 5148	\$ 250.00	\$ 4,400.00	6%
neil roseman			
Macis Disney Dawos	\$ 0.00	\$ 1,500.00	0%
Tamara Finney			
Macis Girls	\$ 0.00	\$ 1,500.00	0%
Tamara Finney			

Top Participants

VIEW ALL

Name	Raised
Nathan Lee fundraiser	\$ 2,500.00
Nathan Lee	
Courtland Burton fundraiser	\$ 1,200.00
Courtland Burton	
Heather Jones fundraiser	\$ 1,200.00
Heather Jones	
Kyle Gilmor fundraiser	\$ 1,200.00
Kyle Gilmor	
Maaghan Leary fundraiser	\$ 1,200.00
Maaghan Leary	
Michelle Nelson fundraiser	\$ 1,200.00
Michelle Nelson	
Valerie Herring fundraiser	\$ 1,200.00
Valerie Herring	
Christine Forsyth fundraiser	\$ 1,080.00
Christine Forsyth	
Christina Mogro fundraiser	\$ 1,050.00
Christina Mogro	
James Denno fundraiser	\$ 950.00
James Denno	

\$ 32,332.15

Raised

Goal: \$ 10,000.00

15

Teams

30

Participants

34

Donors

Online Closes By: Tuesday, December 31, 2030, 12:00 AM

Participant Center

Share

Tell A Friend

Increasing Generational Giving: Peer-to-Peer & Team Fundraising



Increase Donor Acquisition & Engagement

With Peer-to-Peer and Team Fundraising, your current donors transform into ambassadors. With personalized fundraising pages, donors express why your missions resonates so deeply with them and invite their networks to contribute, increasing donor acquisition and engagement.

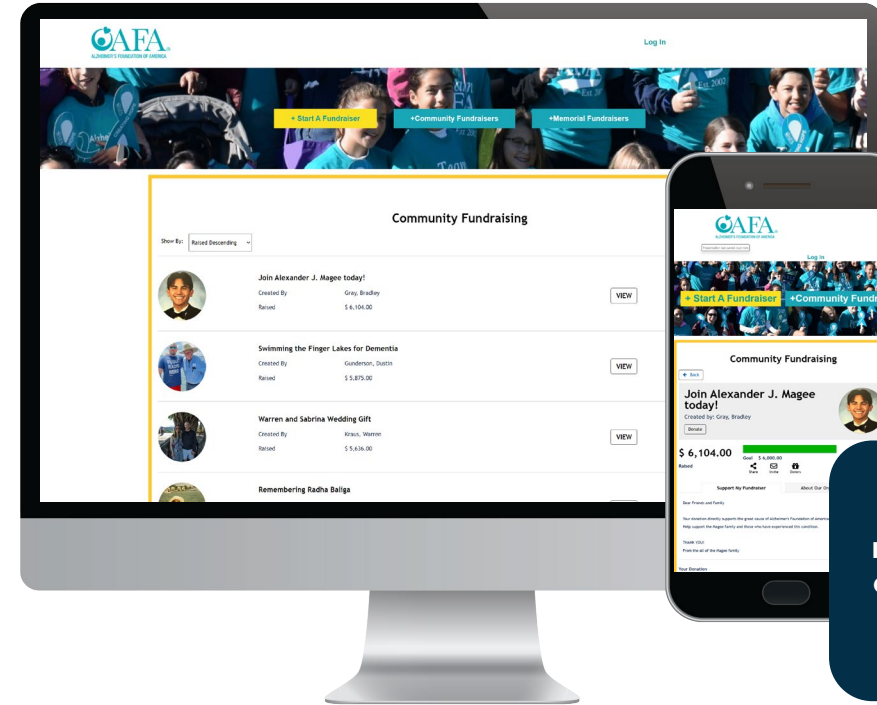
Using Team Fundraising, supporters can create their own teams, join friends' teams, or contribute as individual participants leading up to your event.



Fully Customizable

With both Peer-to-Peer and Team Fundraising, you can fully customize and setup your fundraisers to your unique needs. Center your fundraiser around a certain event or cause to increase event revenue.

Create fully-branded fundraising pages that have the option to include leaderboards and fundraising goals for each participant. Display each participants funds raised on each page to inspire friendly competition and a sense of urgency.



View Fundraiser!



**On average,
more than 20%
of donors refer
another donor**



Multiply Impact with Better Tracking

Having your Peer-to-Peer and Team Fundraising software completely integrated within your donor management database or CRM allows for real-time tracking, easier reporting, and provides fundraising data so you celebrate wins with supporters.

An integrated solution will also allow for easy follow-up with instant, automatic thank-you's to donors, notifications to the peer-to-peer page owner of gifts made on their fundraising page, and notifications to staff.

Live Examples of Team Fundraising

2024

\$ 33,893.48

Raised



Goal: \$ 25,000.00

33

Teams

340

Participants

413

Donors

2025

\$ 45,287.02

Raised



Goal: \$ 44,000.00

60

Teams

490

Participant
Fundraisers

614

Participating
Walkers

529

Donors

2026

\$ 79,019.03

Raised



Goal: \$ 80,000.00

123

Teams

1129

Participant
Fundraisers

1548

Participating
Walkers

998

Donors

Sunday, March 24, 2024
8:00 AM to 11:00 AM
Ala Moana Centerstage

Join us to help seriously ill keiki & their families stay together near the medical care they need.

Any questions, call us at 808-892-1906 or email us at RockYourSocks5k@rmhc.hawaii.org

\$ 33,893.48
Raised

Goal: \$ 25,000.00

[DONATE](#)

HOW IT WORKS

Join us to help seriously ill keiki & their families stay together near the medical care they need.

at ALA MOANA CENTER
Presented by **KAISER PERMANENTE.**

Sunday, March 30, 2025 • 8 AM • Ala Moana Centerstage

\$ 45,287.02
Raised

Goal: \$ 44,000.00

[DONATE](#)

Join us to help seriously ill keiki & their families stay together near the medical care they need.

Sunday, March 22nd, 2026
8AM - 11AM
ALA MOANA CENTER
Presented by **KAISER PERMANENTE.**

\$ 79,019.03
Raised

Goal: \$ 80,000.00

[DONATE](#)

Countdown to Red Shoe 5K 2026

Leveraging the Right Technology and Services



Have you heard of Arreva?



- Serving the nonprofit industry for more than 35 years
- More than 6,000 satisfied clients including numerous national nonprofit organizations
- Over 30,000 live, virtual, and hybrid events, galas, and fundraisers
- Our software was built exclusively for the nonprofit industry

National Partners



**Ronald
McDonald
House®**



variety™
the children's charity



**BOYS & GIRLS CLUBS
OF AMERICA**



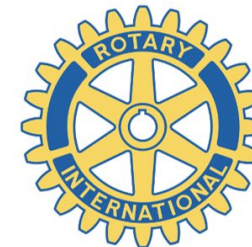
**CANCER SUPPORT
COMMUNITY**
COMMUNITY IS STRONGER THAN CANCER



**GILDA'S
CLUB**



The Jewish Federations®



HEALTHCARE HOSPITALITY NETWORK

The Challenges

Organizations

- Current software providers offer point solutions
- Limited or no integration
- Applications not automated
- Costly to manage, train and maintain

Donors

- Limited communication between donors and organizations
- Inconsistent donor engagement and experience
- Looking for a more efficient way to engage with organizations virtually



ExceedFurther The All-in-One Solution



Donor Relationship Management

- Households and Orgs
- Gifts and Pledges
- Email Communications
- SMS Text Messaging
- Events
- Memberships
- Volunteers
- Campaigns
- Grants
- Guests
- Family Room/iPad
- Analytical Reports
- Report Builder
- Web Portal Management
- Margaret Fundraising Consultant

Digital Fundraising

- Unlimited Online Donation Pages
 - Recurring Giving
 - Online Tributes
 - Matching Giving
- Online Pledges
- Peer-to-Peer Fundraising
- Team Fundraising
- Event Registration
- Membership Registration
- Volunteer Registration
- Online Grant Registration
- Text2Fund Text-Based Donations
- Online Guest Registration
- Web Portal

Client Services

- New Custom Websites
- Data Migration
- Training
- Technical Support
- Client Success
- Arreva Academy
- Live Benefit Auctioneers

Auction Software

- MaestroSoft Auctions
- MaestroSoft Auctions Online
 - Auction Website
- Text2Bid Mobile Bidding
- Event Staffing



The ExceedFurther Solution





Would You Like a Demo of Arreva's Software?



arreva

Tech with Purpose. Driven by Cause.

Thank You

Many Applications. One Solution. One Database.

For Over 30 Years, We've Helped Nonprofits Build Donor Relationships, Increase Donor Acquisition, Retention, Fundraising, and Site Engagement.