One Size Doesn’t Fit All: How To Engage Donors By Generation

WHO AM I?

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One Size Doesn’t Fit All: How To Engage Donors By Generation

Jeans Don’t Come One Size Fits All And Neither Should Philanthropy!

What We Will Discussing Today
- The different generation groups
- How different generations engage in philanthropy
- How non-profits can meet the needs of each donor group
- Why this is important as philanthropy evolves
- How to get your organization on board

Why Should Non Profits Care?

The reality is if non-profits are not thinking ahead we are already behind. We have to think beyond our current donors. What has always been done, and what has worked in the past will not help to maintain current giving as your donor base evolves.
**Our Donor Base Is Aging**

- Matures
  - Represent total 26% of total giving
  - The generation has a 24% volunteer rate
  - 60% Religious and spiritual Causes
  - Are very loyal to the organizations they support

- Baby Boomers
  - Represent total 43% of total giving
  - This generation has a 25.7% volunteer rate
  - 49% want to know about a nonprofit's finances before they donate
  - 48% Donate to religious or spiritual causes

- Generation X
  - Along with Millennials will inherit over $40 Trillion
  - Represents 20% of total giving
  - This generation has a 28.9% volunteer rate
  - 38% Religious & spiritual causes

- Millennials
  - Represent ¼ of the US population and now surpass baby boomers in size
  - Millennials make up 11% of total giving
  - 21.9% if millennials volunteer
  - 32% Religious & spiritual causes
  - 84% of millennials employees donated to a nonprofit in 2014
Generation Z

- 60% Want their work to make a difference
- 76% Are worried about the planet
- Make up 40% of all customers
- Prefer Mobile Apps for Giving
- 1 in 10 want to start their own charity

• Social Justice Issues
• Celebrity Connected Philanthropy
• Technology Focused Philanthropy

Philanthrokids Are Revolutionizing Giving

1. They are more exposed than any other group was at their age to social issues.
2. They want to make a difference in their own causes outside of their parents philanthropic focus.
3. They are already starting or thinking about starting their own nonprofit organizations.

Amaryanna Copeny “Little Ms. Flint”

She is best known for raising awareness about Flint’s ongoing water crisis and fundraising to support underprivileged children in her community and across the country.

Values All Generations Share

- Believe organizations should be transparent
- Like to be updated on successes and roadblocks within the organization
- Resistant to sudden changes
- Are loyal when they feel connected to an organization

Getting Your Organization On Board

Understanding Generational Giving Behaviors is Vital to Maximizing Donor Support and Community Engagement

ENGAGING DONORS 50+
ENGAGING, PHILANTHROKIDS, MILLENNIALS, GEN X

YOUR TEAM

1. Remind them how important their commitment is to the cause
2. Create a strategy to connect with donors
3. HAVE FUN adapting to a new age of philanthropy!

WE WILL MAKE THE DIFFERENCE