

One Size Doesn't Fit All

How To Engage Donors By Their Generation



WHO AM I ?



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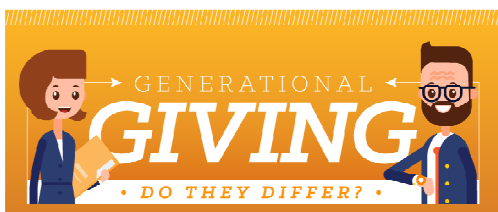
One Size Doesn't Fit All: How To Engage Donors By Generation



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

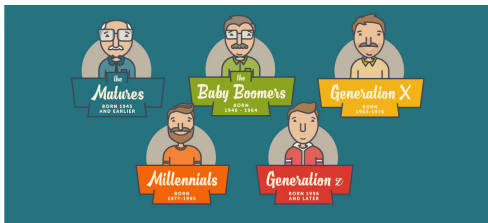


Each generation has a set of unique traits that inspires different generations to support the organizations they care about. When you can identify and fully understand the behaviors of the different generation, you can steward to each group in a way that is impactful to them and gains them as long loyal donors.

Why Should Non Profits Care?

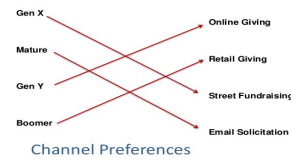
The reality is if non-profits are not thinking ahead we are already behind. We have to think beyond our current donors. What has always been done, and what has worked in the past will not help to maintain current giving as your donor base evolves.

Our Donor Base Is Aging



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Do Different Generations Support Organizations Differently



The Matures



- ▶ 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

- 1 • Emergency Relief
- 2 • Troops & Veterans
- 3 • The Arts
- 4 • Advocacy & Election Campaigns

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The Baby Boomers



- ▶ Baby Boomers represent of 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

- 1 • First Responder Organizations
- 2 • Religious & Spiritual Causes

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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

- 1 • Health Services
- 2 • Animal Rights & Welfare
- 3 • Environmental Protection

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Millennials



- ▶ Represent 1/4 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

- 1 • Human Rights & International Development
- 2 • Child Development
- 3 • Victims of Crime/Abuse

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Generation Z



- 1 • Social Justice Issues
- 2 • Celebrity Connected Philanthropy
- 3 • Technology Focused Philanthropy

- ▶ 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

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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.

Amariyanna 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



Share Your
STORY



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

