



+
GivingDNA™



Webinar:

Don't Let Gen Z "Scare" You 🧟

Everything You Need to Know About
Giving by Generation

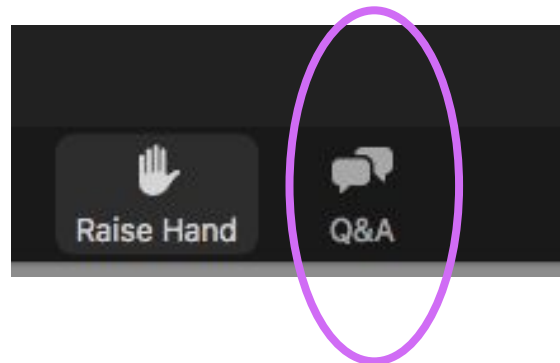
October 31, 2023



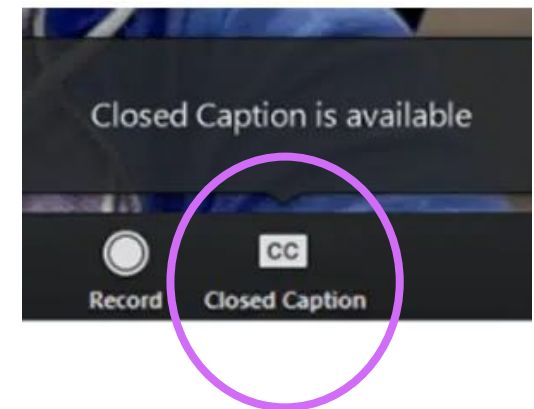
**This webinar is
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**Use the Q&A to
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GivingDNA™

A Tech-Driven Marketing + Fundraising Agency Helping You Expand Your Impact



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GiveGab  salsa  Mobilize

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 Social Solutions

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We power those who power
social impact.

Webinar Presenters.



Kacey Crawford
VP Digital Strategy @
Pursuant



Dawn Galasso
VP Tech Sales @
GivingDNA



Lucas Metropulos
Nonprofit Coach
Metropulos Group;
Independent Consultant
@ Bonterra,

What We'll Cover.

- Defining The Generations
- What Is Your **Definition of a “Younger Donor”**
- What's The **Strategy To Engage** Each Generation?
- **Mythbusting** Around Generational Givers
- **Key Takeaways For 2023 CYE** + Promos
 - Free Resources



Defining The Generations

Keep in Mind ...

- Generational categories are **not standardized**
- Generational labels can lead to **stereotypes** and **oversimplification**
- Generational comparison often focuses on **differences**
- Generational views can carry economic, racial, and gender **bias**



The Generations: A General Guideline

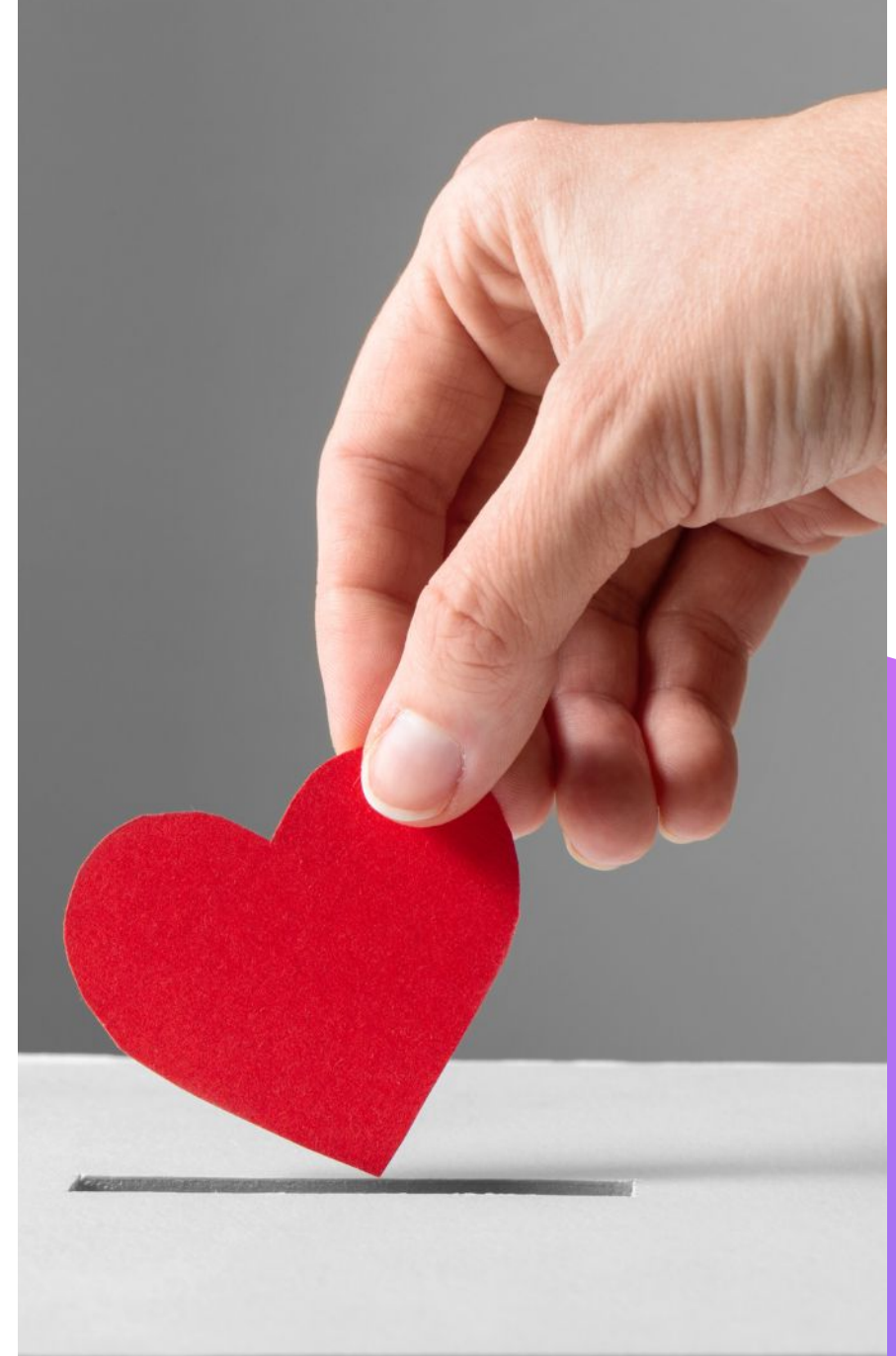
- **Matures/Silent Generation:** Born 1928-1945
- **Baby Boomers:** Born 1946-1964
- **Generation X:** Born 1965-1980
- **Millennials:** Born 1981-1995
- **Generation Z:** Born 1997-2011
- **Generation Alpha:** Born 2012-2025








Quick Poll.

What is YOUR definition of a
“younger donor”?

- 20s
- 30s
- 40s
- 50s



By the Numbers

	 Silent/ Matures	 Boomer	 Gen X	 Millennial	 Gen Z
Current Age	78-95	59-77	43-58	27-42	11-26
% of US Population	5%	21%	19%	22%	21%
Annual Spending	\$52k	\$66k	\$91k	\$74k	\$48k

Giving By Generation

Matures/ Silent Generation (23.5M donors)

- 78% Give to Charities
- \$1,235 average yearly donation

Boomers (55.3M donors)

- 75% Give to Charities
- \$1,061 average yearly donation
- Preferred Asset: Stocks

GenX (35.8M donors)

- 55% Give to Charities
- \$921 average yearly donation
- Preferred Asset: Stocks

Millennials (34.1M donors)

- 51% Give to Charities
- \$591 average yearly donation
- Preferred Asset: Crypto & Stocks

GenZ (9.3M donors)

- 44% Give to Charities
- \$341 average yearly donation
- Preferred Asset: Crypto & Stocks

Understanding Generational Giving Habits

- Why this is **especially important for year-end communications?**
- Focus on **Giving Tuesday** and giving days.
 - Do you participate in Giving Tuesday or come up with your own giving day?



Generational Giving at Year-End

- Generational giving **insights to year-end fundraising** efforts.
- Tips for tailoring year-end campaigns to different age groups.
 - Leverage your zero-party data
 - Tailor messaging to match motivations
 - Honor channel preferences and align tactics to support
 - QR codes



#1

Opportunity lies in

DATA

**SEGMENTATION &
MESSAGING!**

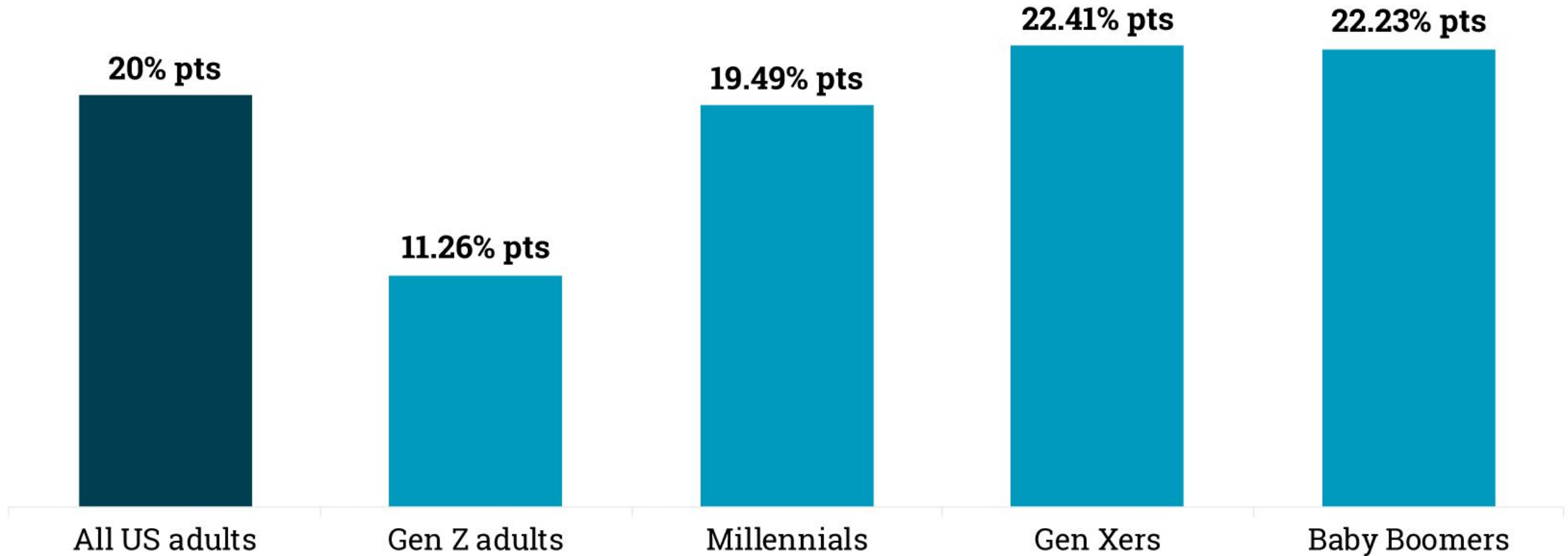


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What's the Strategy to Engage Each Generation?

Net Trust in Brands, by Generation

% share of respondents who said they trust each brand to do the right thing "a lot" and "some" minus the share who trust each brand "not much" and "not at all," averaged across all brands measured



Published on MarketingCharts.com in May 2023 | Data Source: Morning Consult

Based on surveys fielded March-April among representative samples of 799 to 8,434 US adults. "Brands in the aerospace and defense, chemicals, energy, health, medical devices, military, nonprofit, pharmaceutical and semiconductor sectors were not included in the analysis."

Trust in Philanthropy

Across all generations, trust is in the top 5 motivators

Top 10	Gen Z	Millennials	Gen X	Boomers/ Matures	Matures
#1	Care about person who asked vs. organization	Care about person who asked vs. organization	It was easy to do	It was easy to do	It was easy to do
#2	Able to make donation immediately	Trust organization	Care about the mission	Trust organization	Trust organization
#3	Support the person who asked	Able to make donation immediately	Support the person who asked	Care about the mission	Able to make donation immediately
#4	Trust organization	Close to meeting their fundraising goal	Able to make donation immediately	Able to make donation immediately	Would make a difference
#5	Inform others about cause	Inclusive and welcoming	Trust organization	Care about person who asked vs. organization	Care about the mission

Figure 13: Top 10 ranking across generations for: Thinking about the last time you donated through social fundraising, how well do each of the following describe why you donated?

What's the Strategy to Engage Each Generation?

Baby Boomers

Make it personal

- Pair DM and phone
- Feature generational , legacy themed stories and imagery
- Leverage loyalty for monthly giving asks



What's the Strategy to Engage Each Generation?

Generation X

Show and tell impact

- Email, SMS/MMS
- Incorporate service recipient testimonials and impact reports
- Focus calls to action on cause marketing, events and planned giving



What's the Strategy to Engage Each Generation?

Millennials

Provide authentic experience

- Digital and mobile first
- Amplify voices via video and show up consistently in social media
- Provide peer to peer, volunteer & activism opportunities



What's the Strategy to Engage Each Generation?

Generation Z

Lead with values, lean into technology

- Dynamic, influencer amplified digital
- Visually compelling, short-form and user generated content
- Micro-donations and challenges



What's the Strategy to Engage Each Generation?

Generation Alpha

Teach the importance of giving

- Dynamic digital
- Stories relatable to youth, VR/AR, video
- Share/Save/Spend, Family Giving Plans, Events/Peer to Peer



Mythbusting Around Generational Givers

Mythbusting Around Generational Givers

Myth 1: All generations want to be communicated with the same way, or through the same channels.

***Make sure you have options like **SMS** for younger donors at year-end*

Channel Trends.

Donors Influenced to Give by Direct Mail

- Change since 2016
- How direct mail influences online giving
- Fuzzy attribution

PERCENTAGE OF DONORS INFLUENCED TO GIVE AN ONLINE GIFT BY DIRECT MAIL

	Gen Z	Millennials	Gen X	Boomers
2016	N/A	10%	12%	21%
2022	13%	13%	12%	22%

PERCENTAGE OF DONORS INFLUENCED TO GIVE BY DIRECT MAIL

	Gen Z	Millennials	Gen X	Boomers
2016	N/A	53%	60%	53%
2022	45%	59%	52%	52%

Combined percentages of donors who indicate somewhat likely and very likely

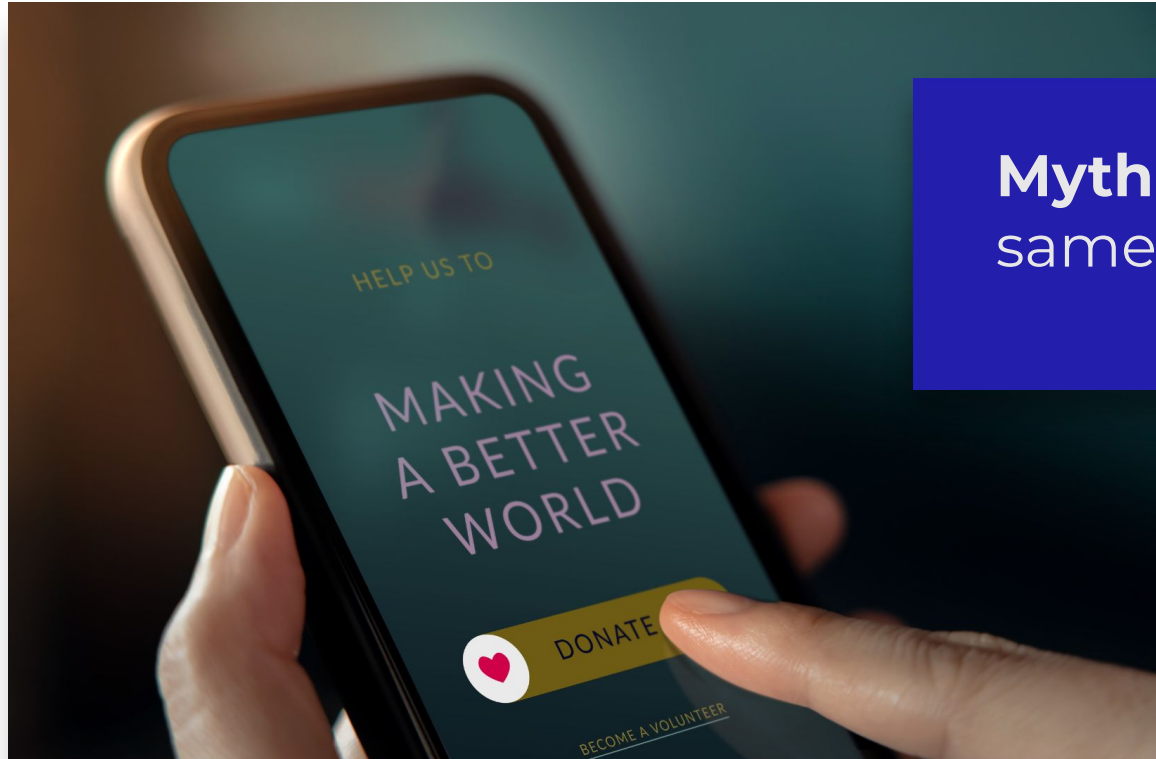
Mythbusting Around Generational Givers

Myth 2: All generations want to give in the same way

***Honor **channel preferences and align tactics** to support*

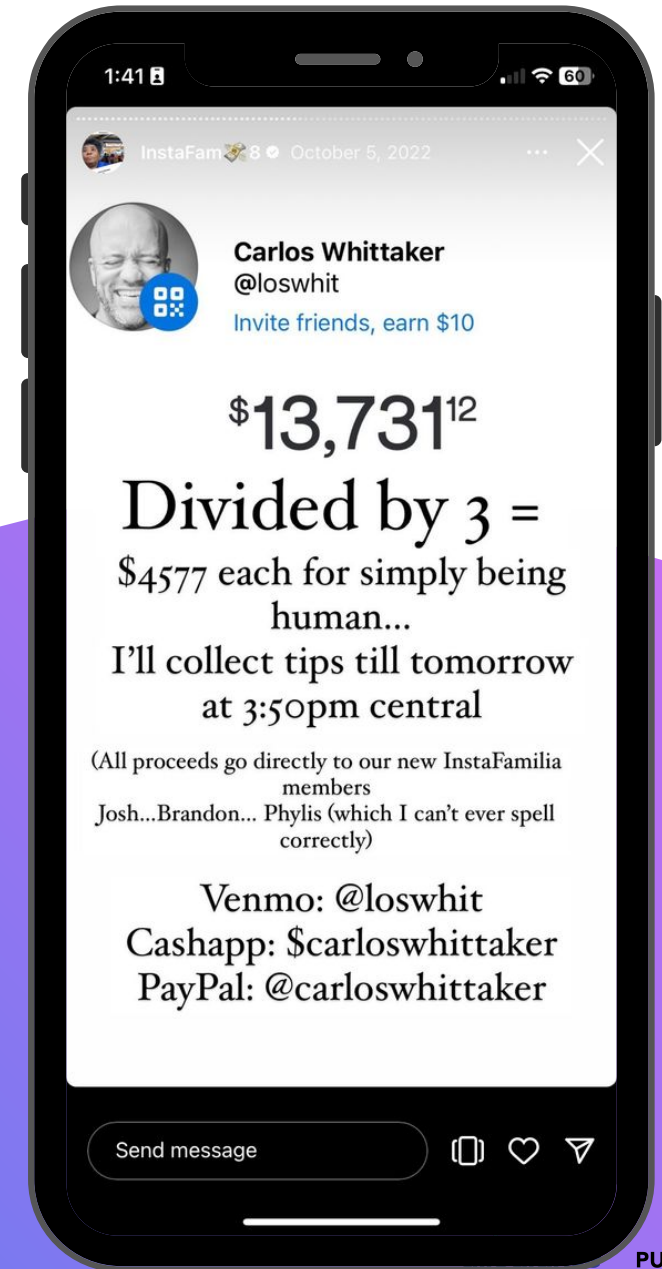
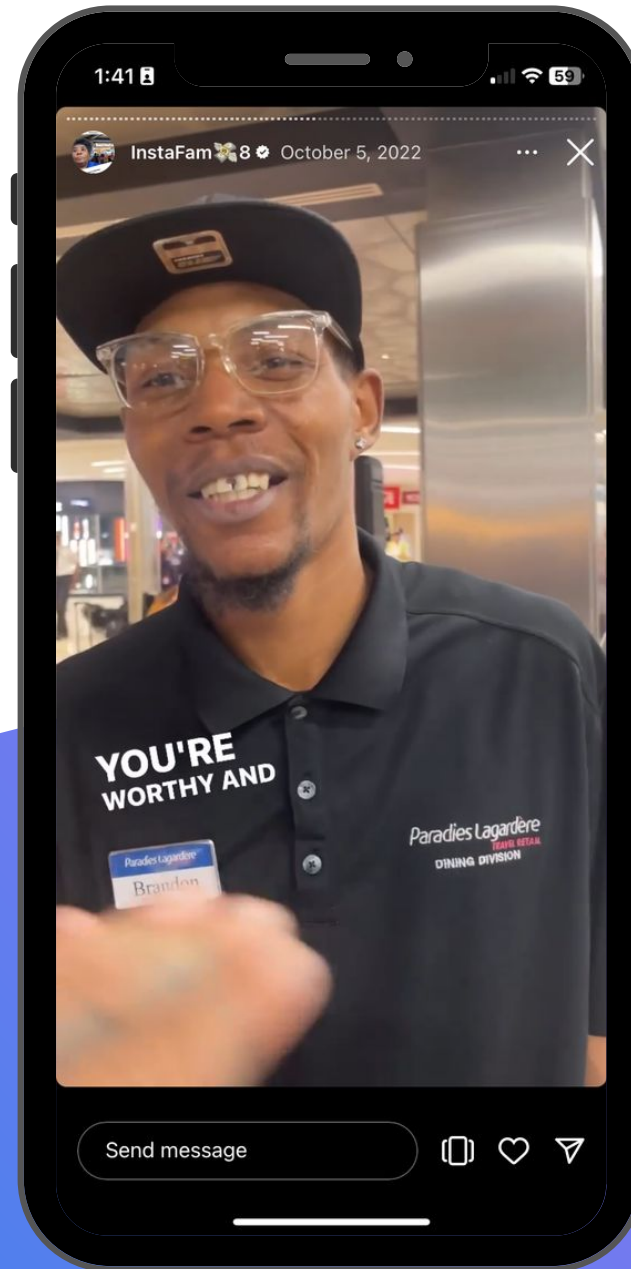


Mythbusting Around Generational Givers



Myth 3: All generations give for the same reasons

Younger donors typically like to give to **people, not institutions



Mythbusting Around Generational Givers

Myth 4: Younger donors aren't generous

Younger donors may be giving in **new and different ways.



Mythbusting Around Generational Givers



Myth 5: Younger generations aren't *"paying attention"* to philanthropy

***Gen Z and Gen Alpha tend to lead with empathy and lean into DEI and environmental causes.*

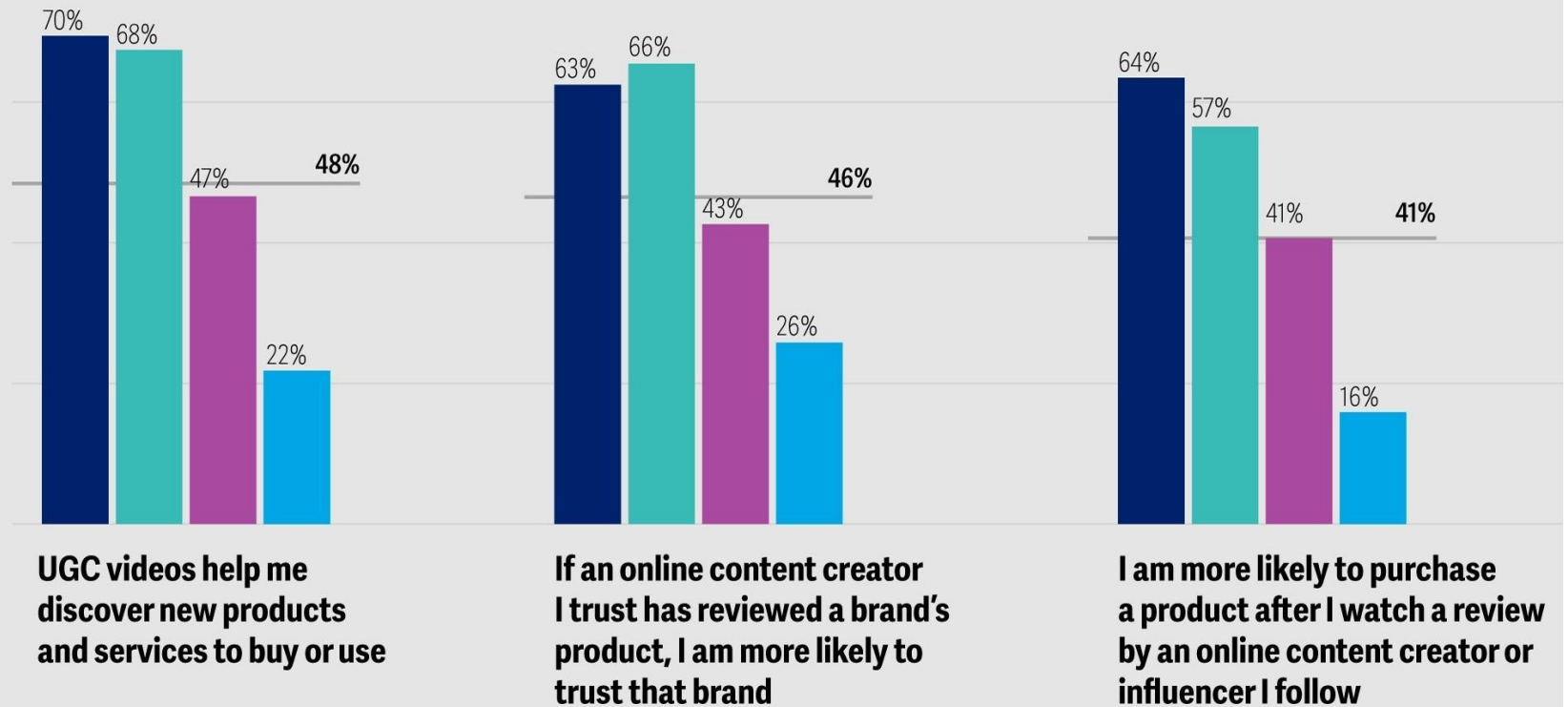
The Power of Influencers

Younger generations engage with UGC videos to discover new products and they rely on creators to inform their purchasing decisions.

Source: [deloitte.com/insights.com](https://www.deloitte.com/insights.com); Digital media trends, 17th edition (April 2023)

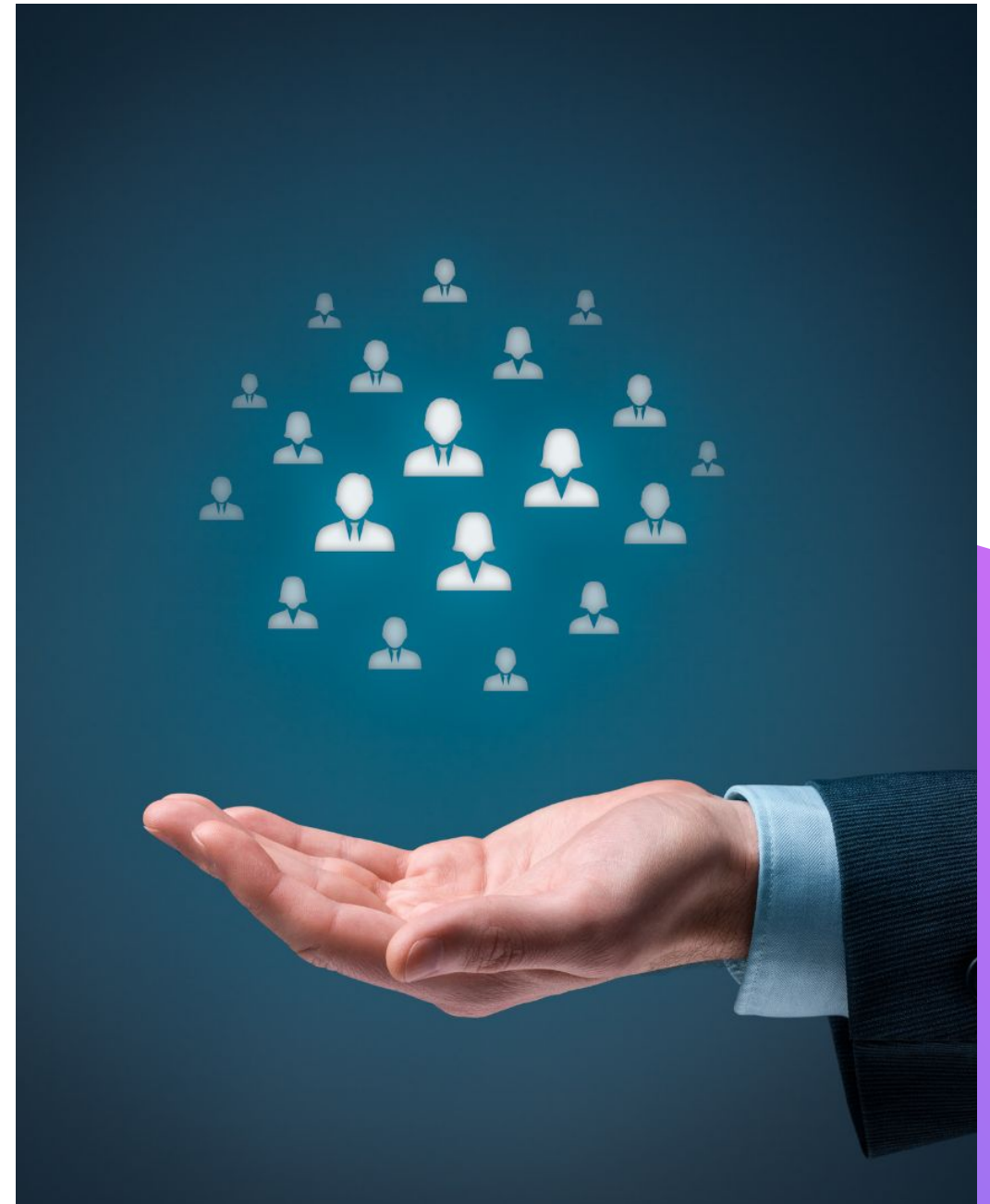
Percentage of consumers who agree with the following statements

— Total ● Generation Z ● Millennials ● Generation X ● Boomers and Matures



Do you *Know* Your Donors?

1. **Ask Questions:** Let data be the diplomat
2. **ABC:** Always be testing (and analyzing)
3. **Circle Back:** What if your hypothesis is wrong?



Quick Poll.

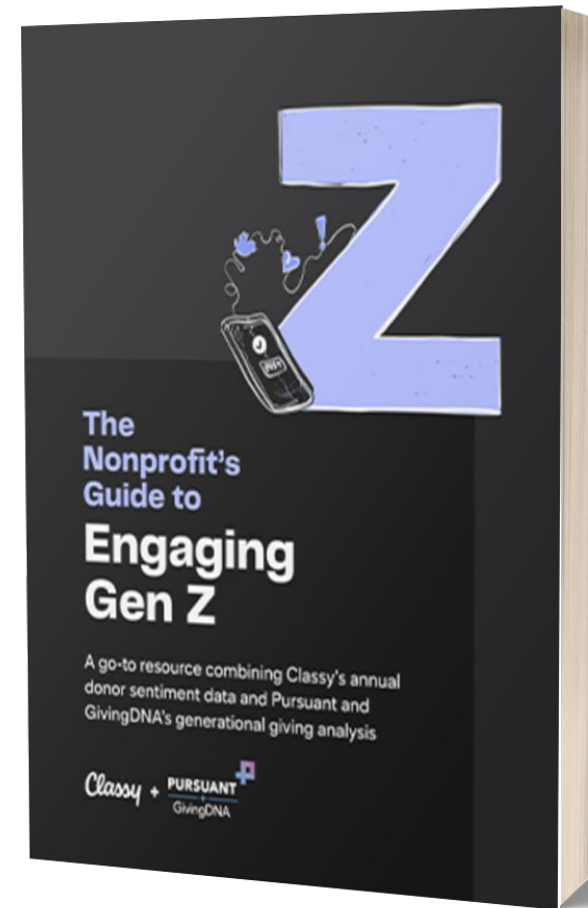
Do you feel like you have the data you need to understand your donors and segment based on generations?

- Yes
- No



Additional Resources

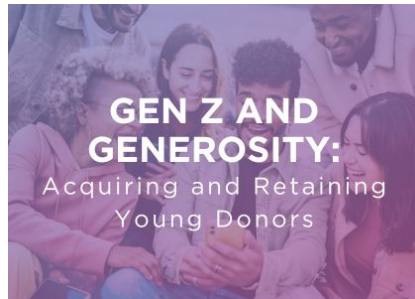
eBook | The Nonprofit's Guide to Engaging Gen Z in partnership with Classy



Additional Resources



Podcast | It's Time to Get Serious About Gen Z



Blog | Gen Z and Generosity: Acquiring and Retaining Young Donors



Q&A



THANK YOU!

