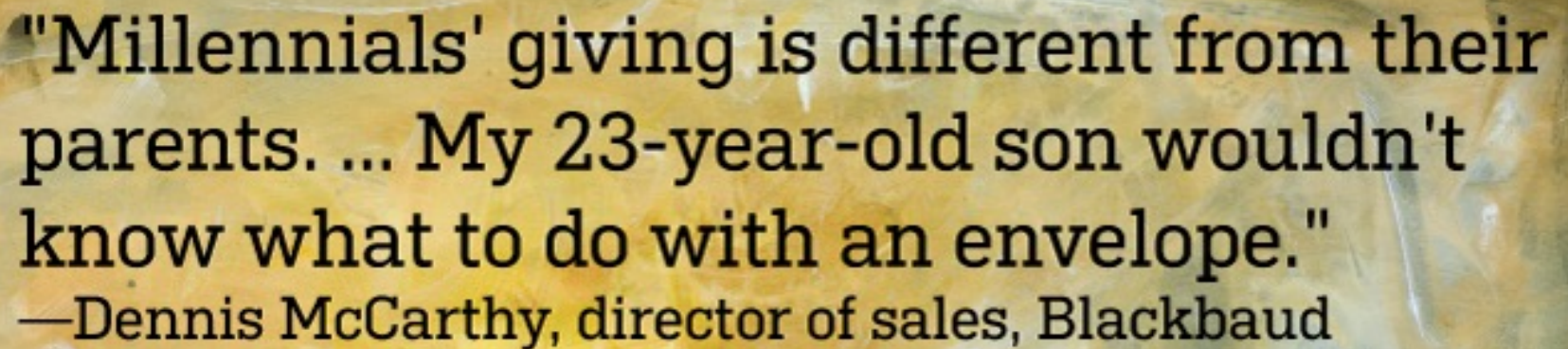


Giving by Generations



2023 TEFN Annual Conference
Erica V. Ekwurzel, CFRE, MPAff, CAP®



"Millennials' giving is different from their parents. ... My 23-year-old son wouldn't know what to do with an envelope."
—Dennis McCarthy, director of sales, Blackbaud

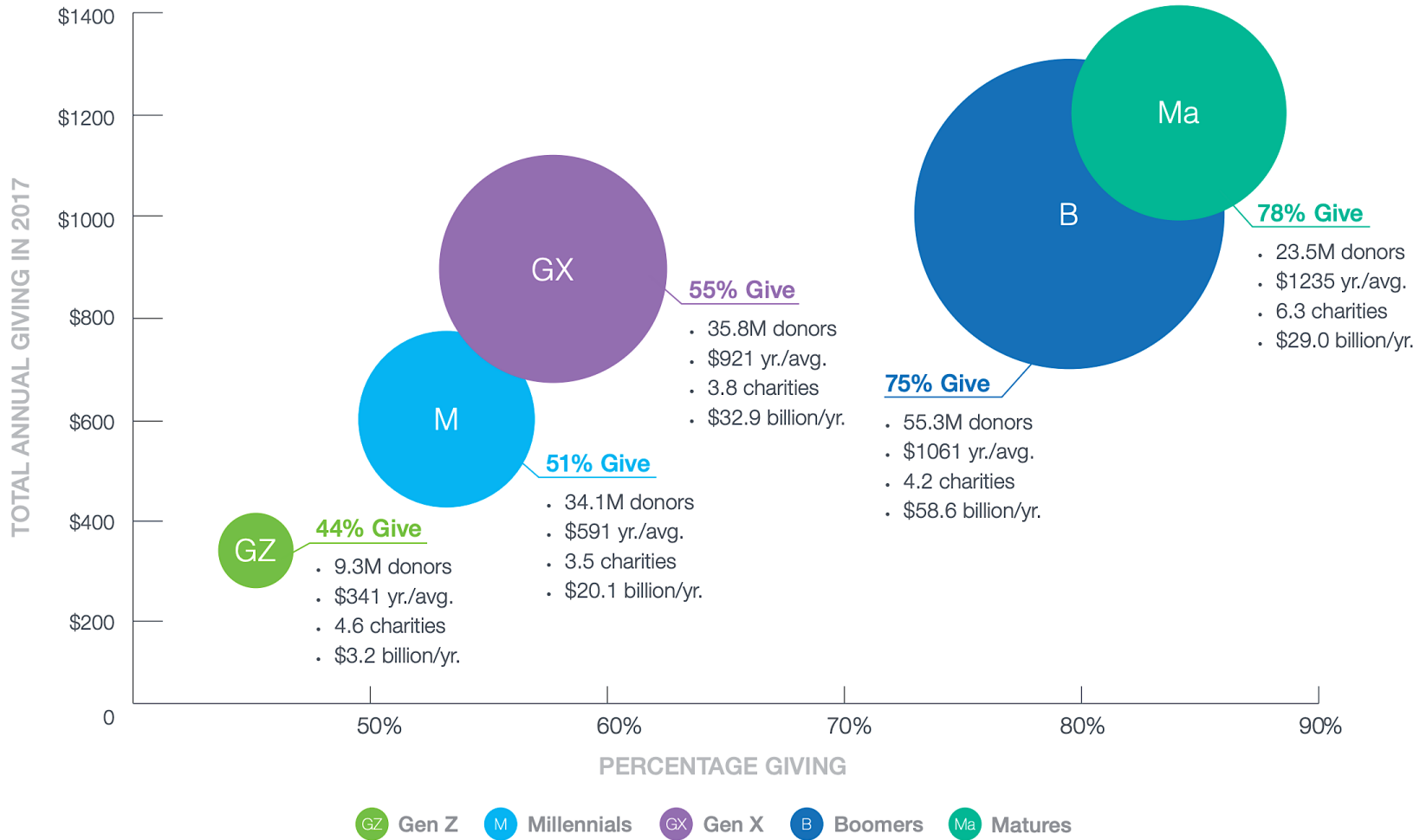
Source: Blackbaud Report, *The Next Generation of American Giving: The Charitable Habits of Generations Y, X, Baby Boomers, and Matures*, 2013

The Generations

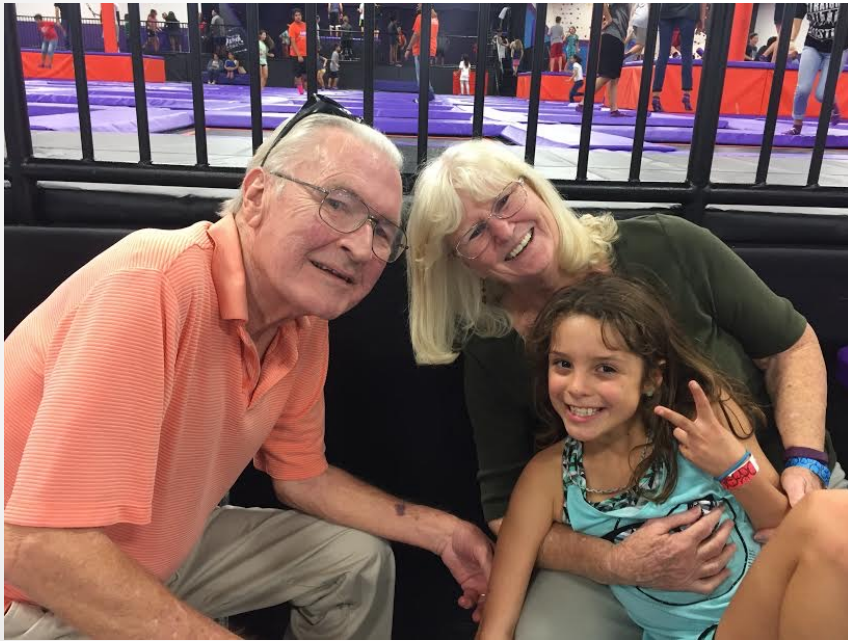


Giving by Generations in 2018





Matures



*Loving mother-in-law is technically a Boomer! ☺

- Born 1945 and earlier (age 78+)
- 23.5 million donors in the U.S.
- 78% give
- \$1,235 avg. annual gift
- 6.3 charities supported
- **\$29.0 billion/yr.**

Source: Blackbaud Report, *The Next Generation of American Giving*, 2018

Baby Boomers



- Born 1946 - 1964
(age 59-77)
- 55.3 million donors in the U.S.
- 75% give
- \$1,061 avg. annual gift
- 4.2 charities supported
- **\$58.6 billion/yr.**

Source: Blackbaud Report, *The Next Generation of American Giving*, 2018

Generation X



- Born 1965 – 1980
(age 43 – 58)
- 35.8 million donors in the U.S.
- 55% give
- \$921 avg. annual gift
- 3.8 charities supported
- **\$32.9 billion/yr.**

Source: Blackbaud Report, *The Next Generation of American Giving*, 2018

Millennials (Gen Y)



- Born 1981 – 1995
(age 28 - 42)
- 34.1 million donors in U.S.
- 60% give
- \$591 average annual gift
- 3.5 charities supported
- **\$20.1 billion/yr.**

Source: Blackbaud Report, *The Next Generation of American Giving*, 2018

Gen Z



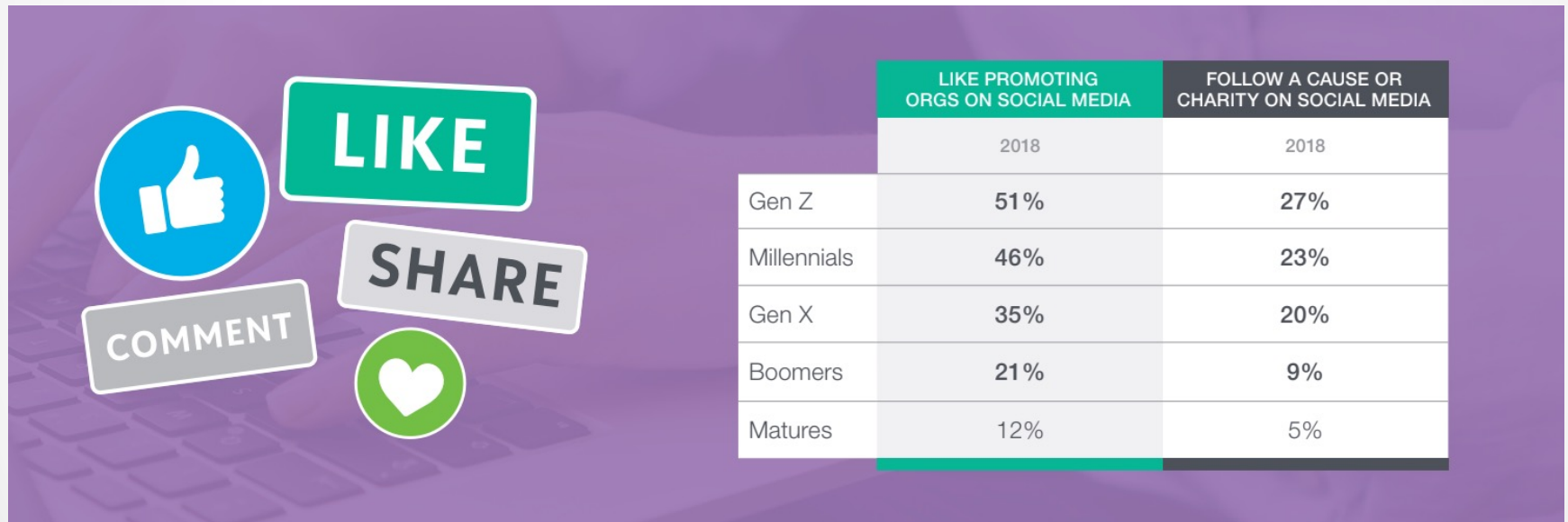
- Born 1996 and beyond (age preteens - 27)
- 9.3 million donors in U.S.
- 44% give
- \$341 average annual gift
- 4.6 charities supported
- **\$3.2 billion/yr.**

Source: Blackbaud Report, *The Next Generation of American Giving*, 2018

Generational Preferences

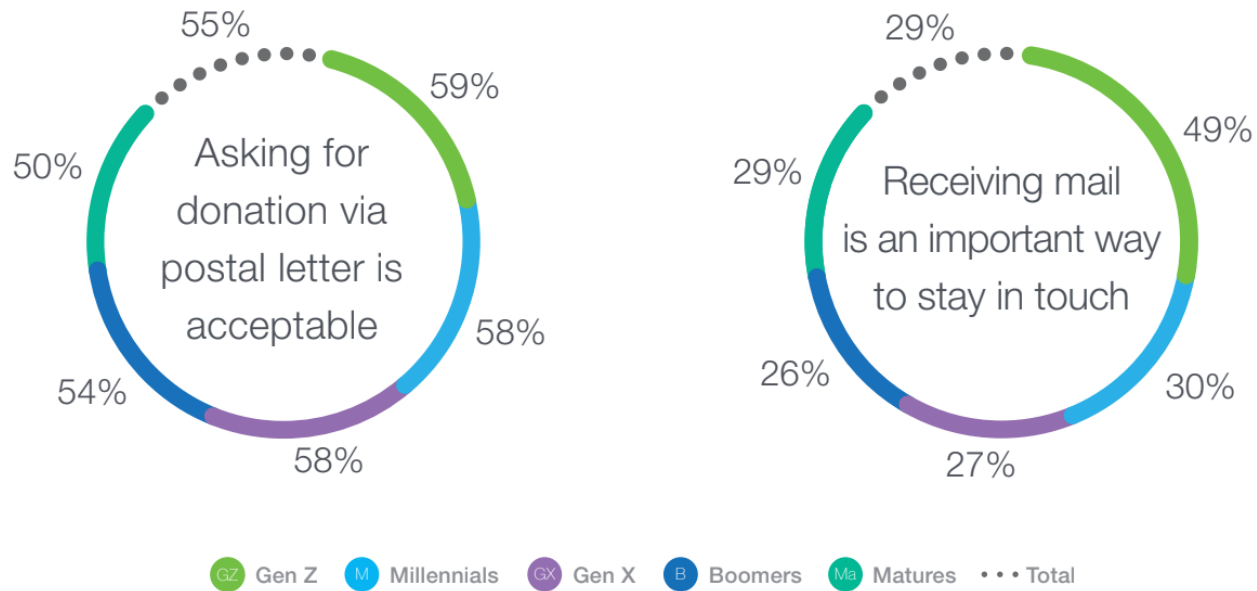
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Social Media



Source: Blackbaud Report, *The Next Generation of American Giving, 2018*

Direct Mail

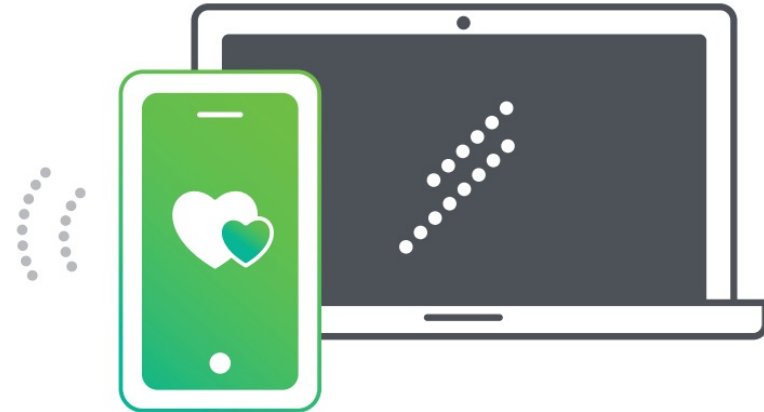


Source: Blackbaud Report, *The Next Generation of American Giving, 2018*

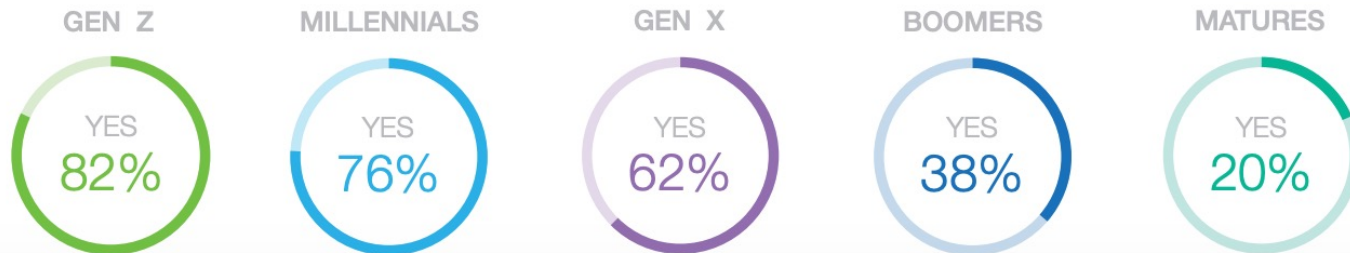
Mobile Giving

MOBILE GIVING

Today, mobile giving is more like website giving. Texting can be useful for episodic giving, but **more donors use their mobile for a seamless online experience**—to read emails, visit websites, interact on social, and more—just like they would on their desktop.



PERCENTAGE OF GENERATIONAL DONORS WILLING TO GIVE VIA MOBILE DEVICE



Source: Blackbaud Report, *The Next Generation of American Giving*, 2018

Generational Fundraising Tips

...

Of your fundraising plans, ask yourself...

**Do we know how our donors break
down by generation?**

Quick survey to:

- Ask for their birthdays (and don't forget the card!)
- How would you like to hear from us?
- What would you like our updates to include?
- How often do you want to hear from us?

Of your fundraising plans, ask yourself...

**Are we focused on cultivating
Baby Boomer donors? Gen X-ers?**

Reason why:

- This group represents largest donor pool with biggest potential for giving in the foreseeable future! BOOMERS ARE THE MOST GENEROUS GENERATION (\$58.6B)
- Yet, Gen X is on deck. More than 20% of Gen X-ers plan to increase giving in the coming year!



Of your fundraising plans, ask yourself...

Is our fundraising multi-channel?

Reason why:

- Each generation responds to and communicates differently.
- Design donor communication to include combination of:
 - Print
 - Electronic
 - Social Media

Of your fundraising plans, ask yourself...

**Do we include planned giving or
bequests as an integral part of our giving
options?**

Reason why:

- Giving vehicle for Matures & Baby Boomers (especially at the younger end of that age spectrum) may be thinking about estate plans.

Of your fundraising plans, ask yourself...

**Do we offer different ways for donors to
be involved with our work?**

Reason why:

- Diversity of donors calls for a variety of avenues to engage!

Thank You!



Use QR Code to access
Blackbaud 2018 Report's
Next Generation of American
Giving Infographic and learn
more about additional report
materials.