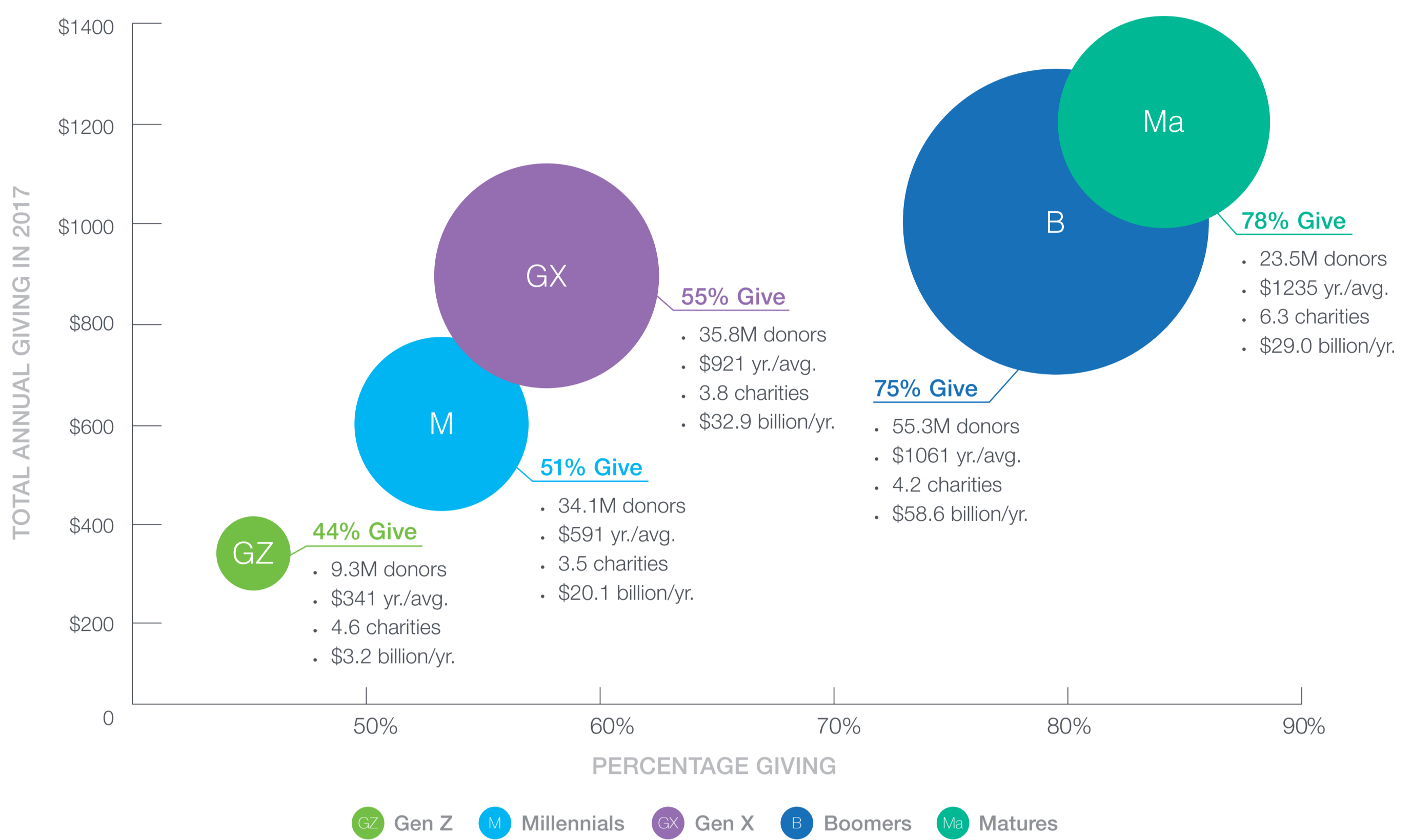


# The Next Generation of American Giving

Different generations have different giving preferences and habits. You need to connect with each generation in the way that will resonate most. This infographic can help!

## BABY BOOMERS: THE MOST GENEROUS GENERATION

They gave nearly **\$60 billion** to nonprofits last year.  
That's **41%** of all donations in that period!  
(Gen X is on deck. More than **20%** of Gen X-ers plan to increase giving in the coming year.)



## PRIORITY CAUSES ACROSS GENERATIONS: HEALTH, RELIGION, AND LOCAL SOCIAL SERVICES

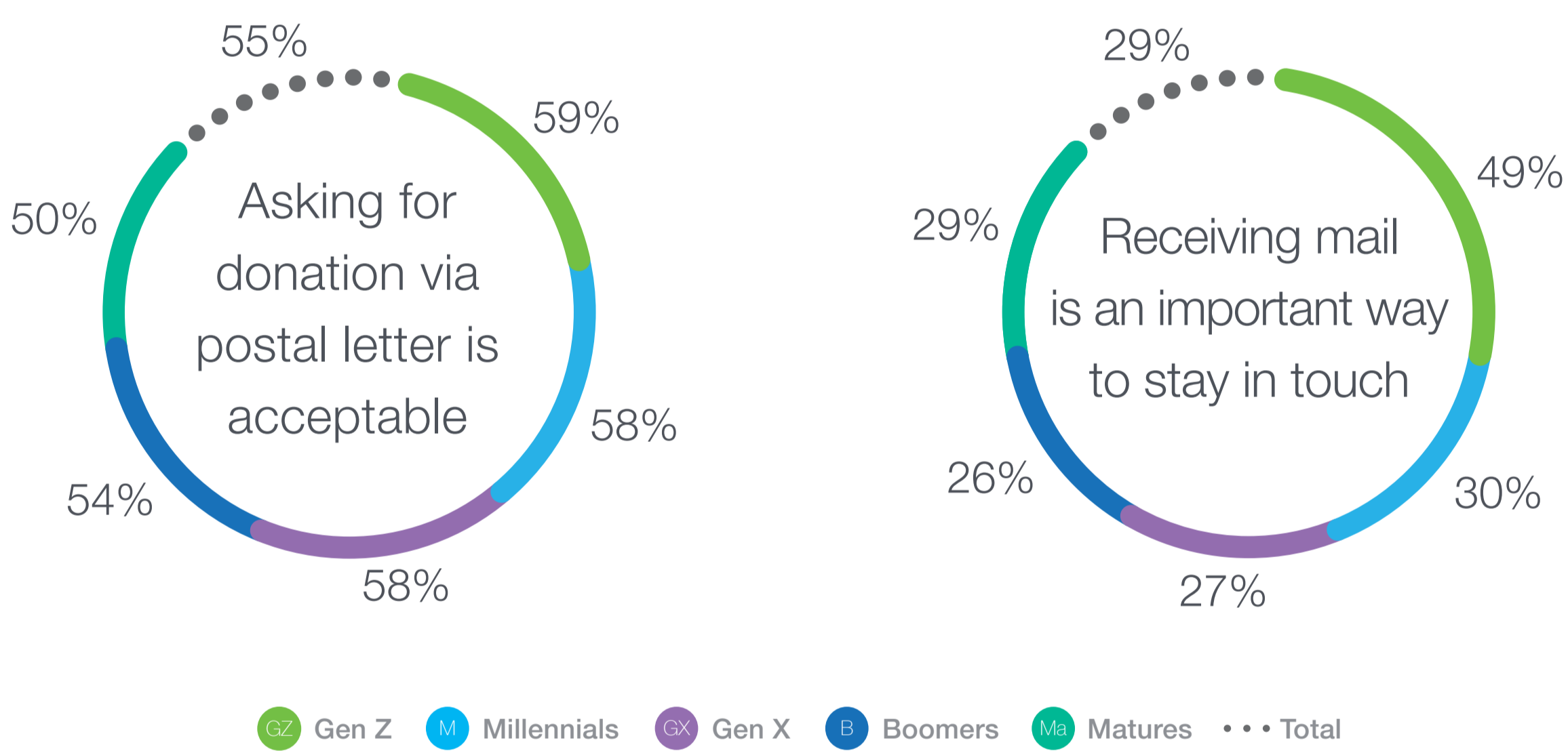
The older you are, the more likely you are to prioritize **emergency relief**. And Gen X and Gen Z are disproportionately committed to **animal-related causes**.



## ACCEPTABLE GIVING CHANNEL: DIRECT MAIL

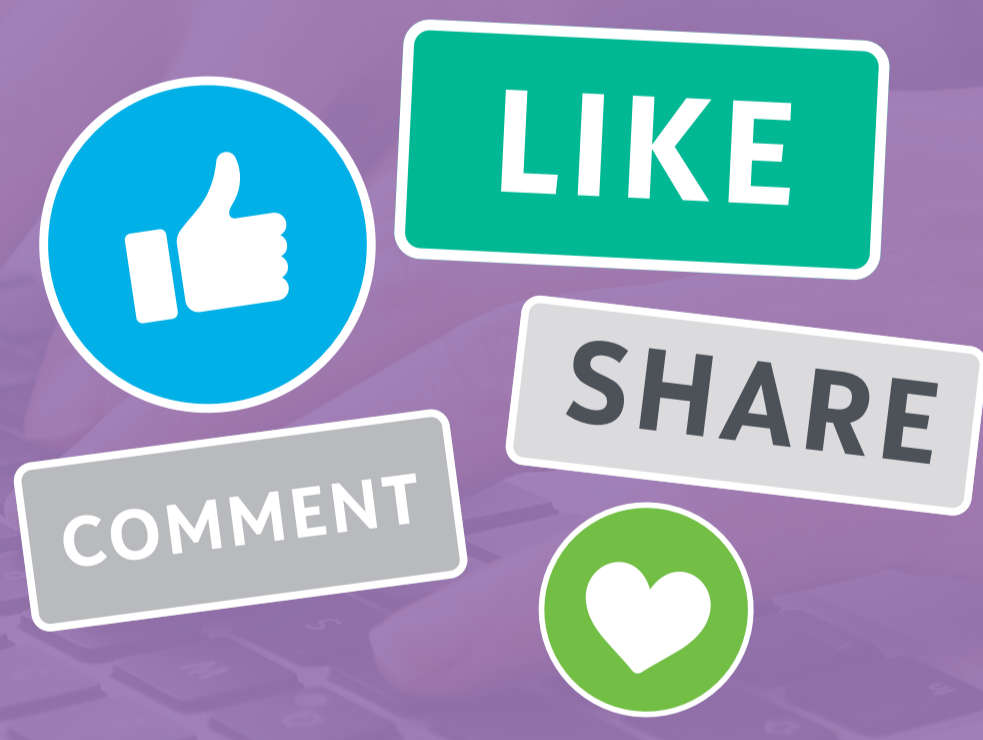
Although giving by direct mail is down, all generations say it is an acceptable way to be asked. **And younger donors are more open to a wider range of solicitation channels.**

For a closer look into giving channels over time, get the [full report](#).



## SOCIAL MEDIA

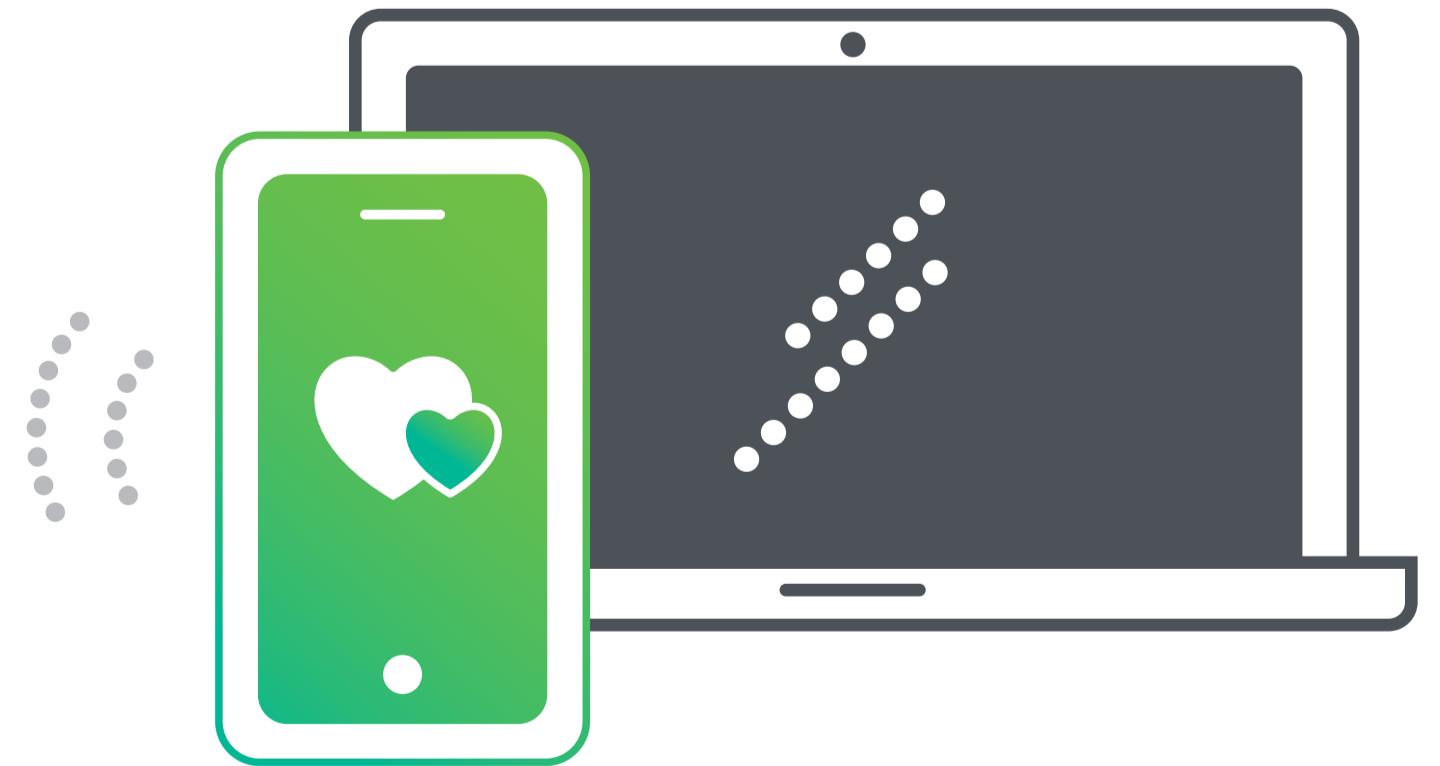
A large percentage of younger donors use social media to **promote** causes. However, smaller percentages across all generations actively **follow** a cause on social media.



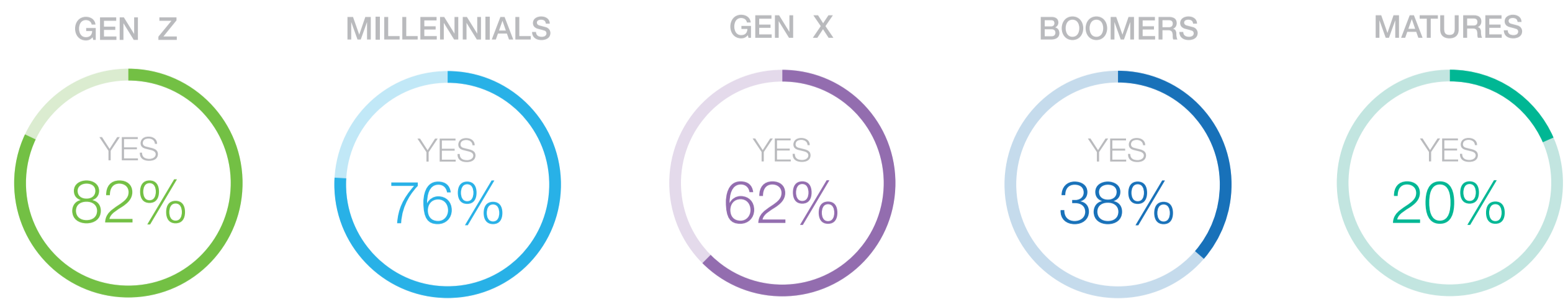
	LIKE PROMOTING ORGS ON SOCIAL MEDIA	FOLLOW A CAUSE OR CHARITY ON SOCIAL MEDIA
	2018	2018
Gen Z	51%	27%
Millennials	46%	23%
Gen X	35%	20%
Boomers	21%	9%
Matures	12%	5%

## 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



For even more insight, download the full report.

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