

SHIFT THE WAY YOU THINK
ABOUT EVERYTHING

03.23-25.2014
SAN ANTONIO

51st INTERNATIONAL CONFERENCE
ON FUNDRAISING

The Next Generation of American Giving: How Generations X, Y, Baby Boomers, and Matures Donate

The Next Generation of American Giving: How Generations X, Y, Baby Boomers, and Matures Donate

Presented by:

- Dennis McCarthy, Blackbaud
- Mark Rovner, Sea Change Strategies

#NextGenGiving

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SHIFT

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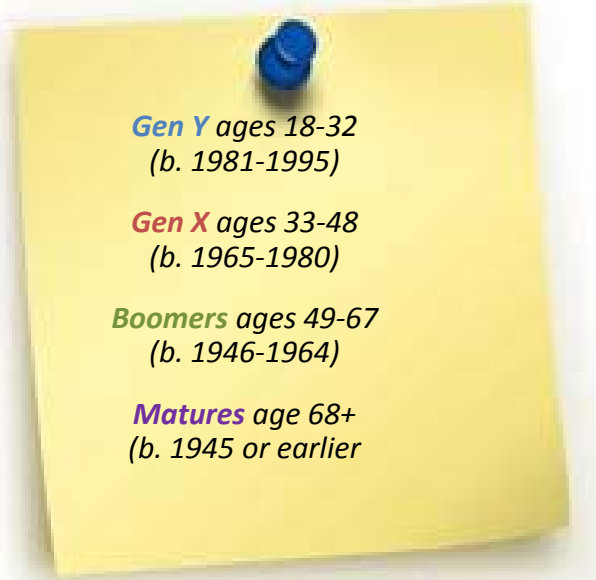


Rules for the next 45 minutes

- Please ask questions but don't be offended if we hold some of them til the end of the presentation.
- Please tweet and share content shamelessly via social. Channel your inner Jimmy Fallon **#NextGenGiving**
- The deck will be posted on slideshare later today or email Mark and Dennis and we'll send it to you.

Report Methodology

- ❑ *Survey instrument developed and refined from 2010 survey – identical methodology*
- ❑ *Online survey of 1,014 US Donors*
- ❑ *Adults 18+ who report donating to a charitable cause in the last 12 months (beyond school, place of worship, union)*
- ❑ *Conducted May 13-24, 2013*
- ❑ *Follow CASRO/industry best practices*
- ❑ *Data is self-reported, not transactional*



Gen Y ages 18-32
(b. 1981-1995)

Gen X ages 33-48
(b. 1965-1980)

Boomers ages 49-67
(b. 1946-1964)

Matures age 68+
(b. 1945 or earlier)

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#Strategic advice

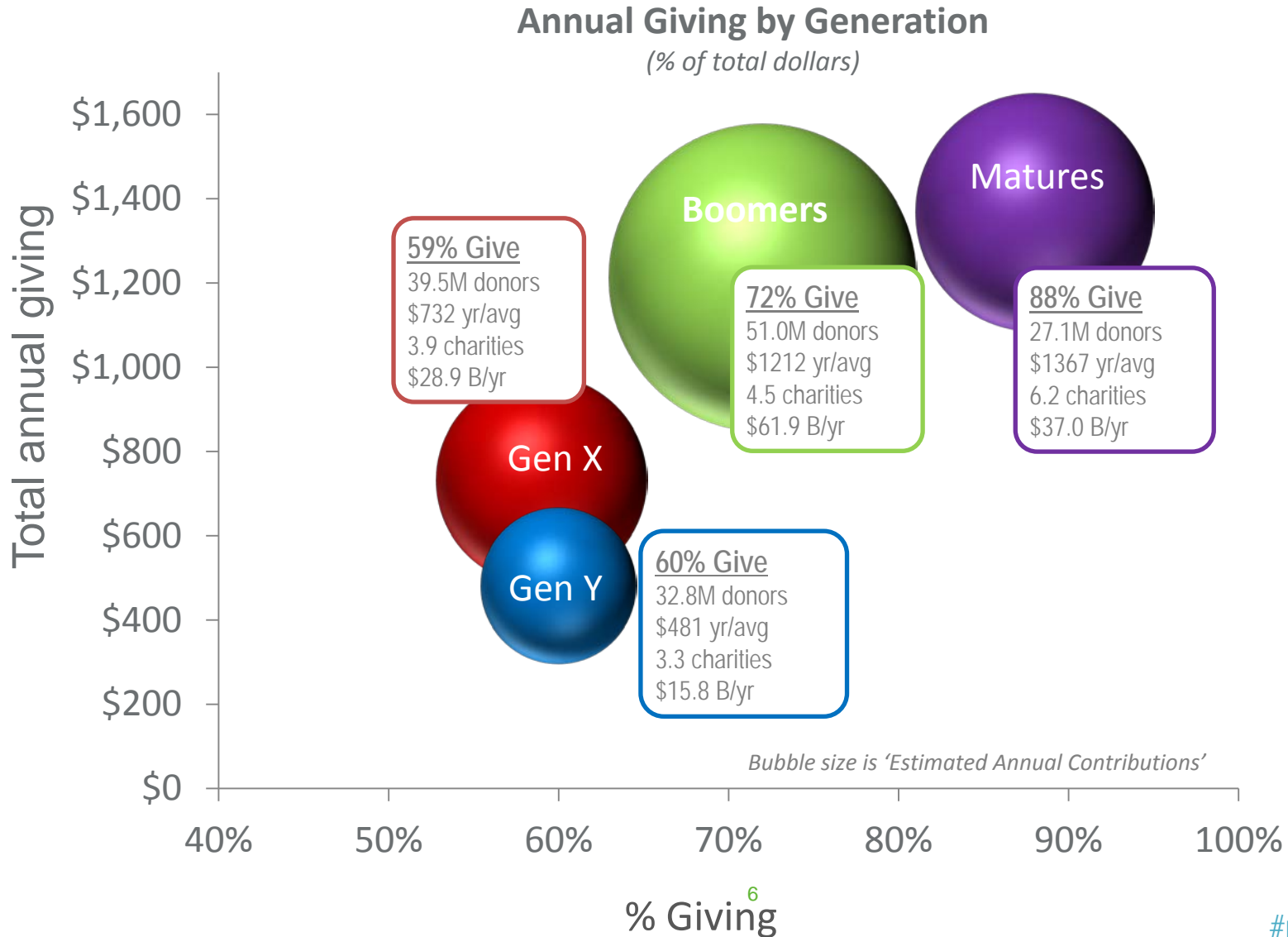


#Really cool stuff

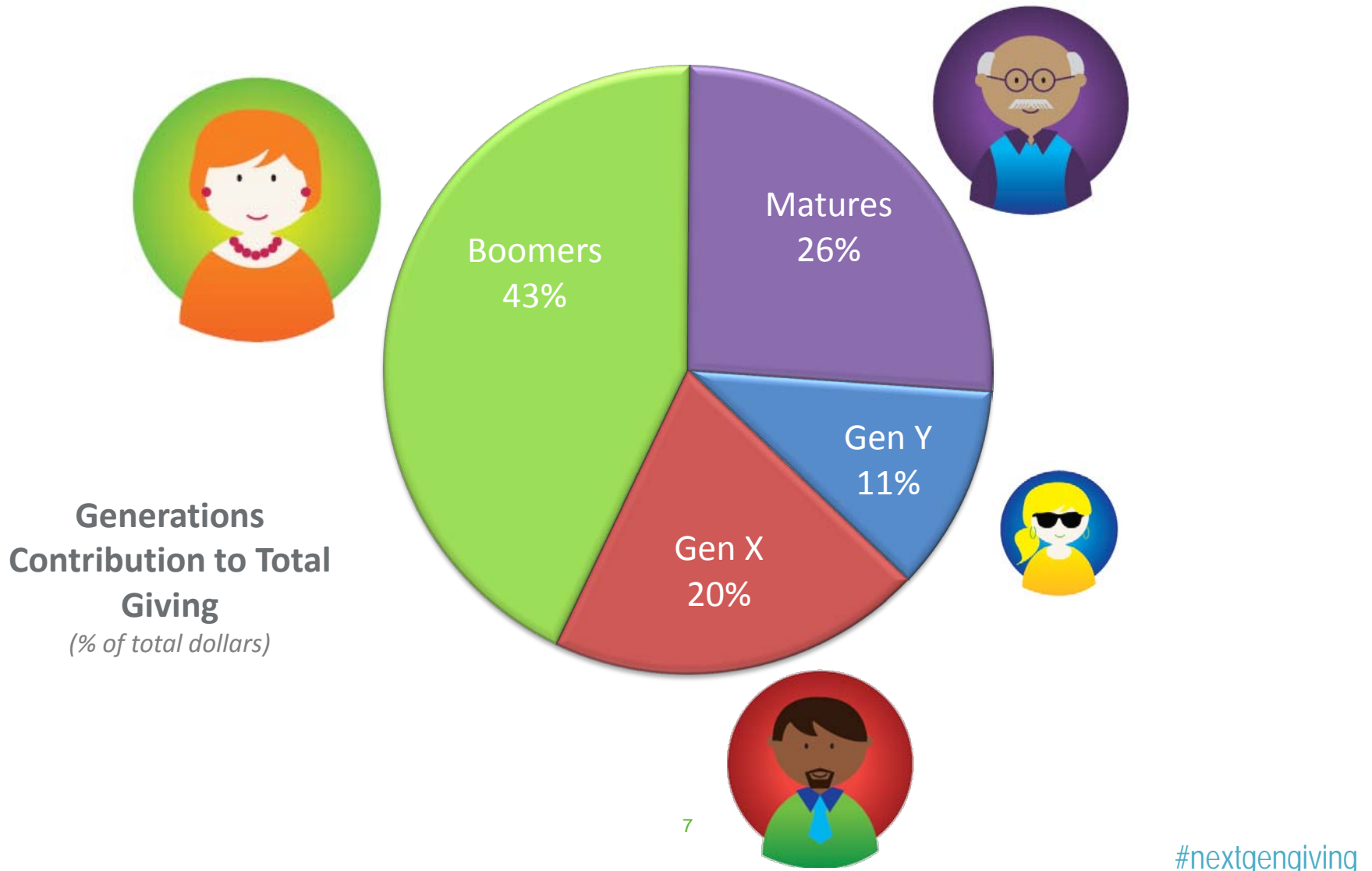


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Americans' Generosity Increases With Age



The Significance of Boomers



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Why Boomer? That's where the money is (kudos Willie Sutton)



70% of \$\$\$ comes from donors 50+



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Multi-channel Is the New Normal

Which of the following charitable giving methods have you used in the past two years?



Gen Y

Checkout Donation	52%
Online Donation	47% ▲
Purchase for Proceeds	39% ▲
Retail giving	29%
Street Canvassing	25%
Pledge	22%
Responded to mailing	10%



Boomers

Checkout Donation	53%
Online Donation	42% ▲
Honor/Tribute Gift	42% ▲
Purchase for Proceeds	41% ▲
Responded to mailing	40%
Pledge	39% ▲
Street canvassing	26%



Gen X

Checkout Donation	51%
Purchase for Proceeds	42%
Online Donation	40%
Pledge	39% ▲
Street Canvassing	29%
Retail giving	27%
Responded to mailing	22%



Matures

Responded to mailing	52%
Checkout Donation	44%
Honor/Tribute Gift	42%
Pledge	38%
Purchase for Proceeds	36%
Online Donation	27%

*Arrows indicate statistical significance between 2010 and 2013.

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For Boomers, %Online Giving=%Direct Mail

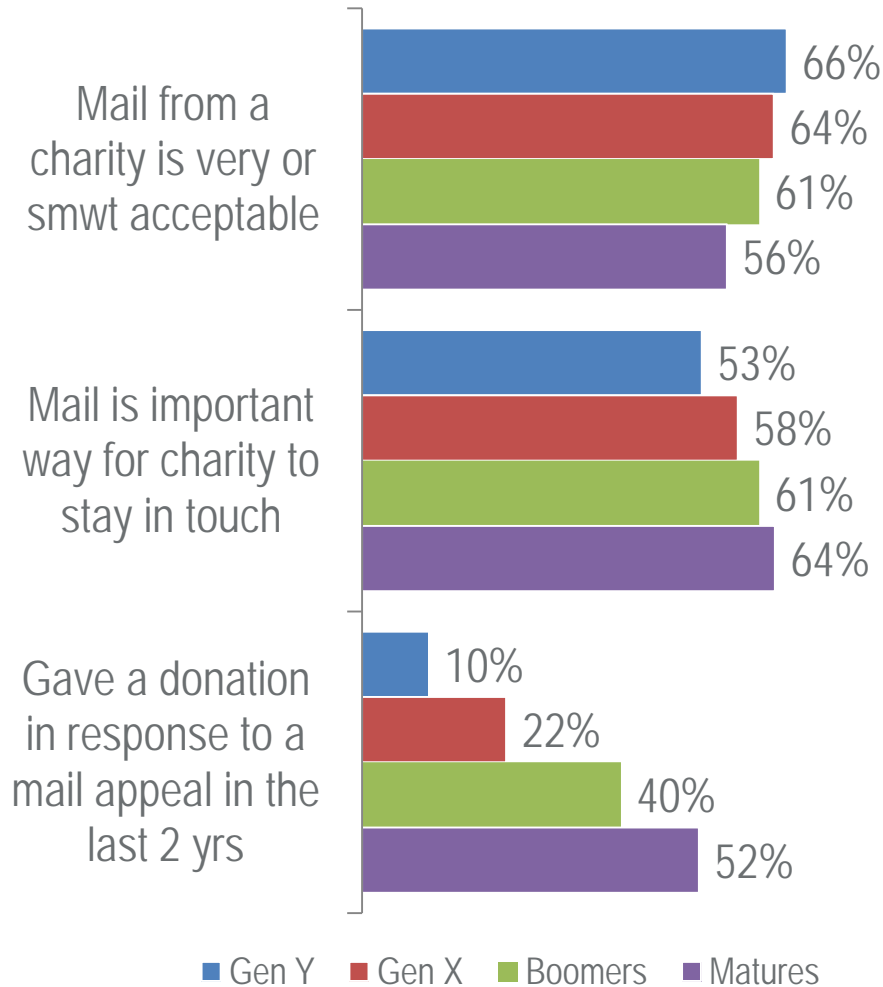


Everybody does everything



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What's the Deal with Direct Mail?



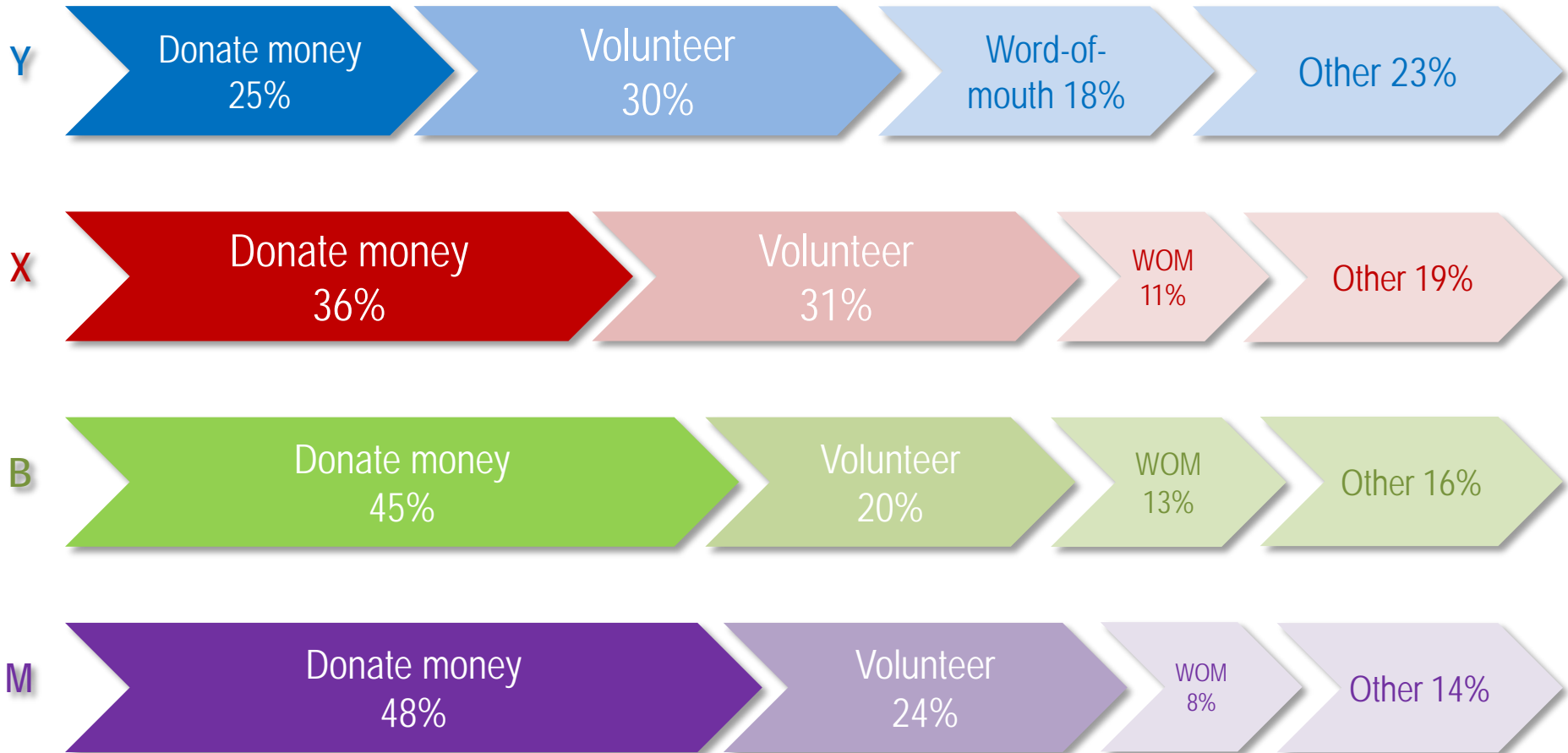
Who Is Connecting Online?



■ Gen Y ■ Gen X ■ Boomers ■ Matures

Does Money Matter Most?

How do you feel you can make the biggest difference?



*Other=fundraising, advocacy,
donating goods*

Spreading the Word

Comfort-level Sharing Info about Charities Support



Gen Y

65% very comfortable telling others

Boomers

45% very comfortable



Gen X

56% very comfortable telling others

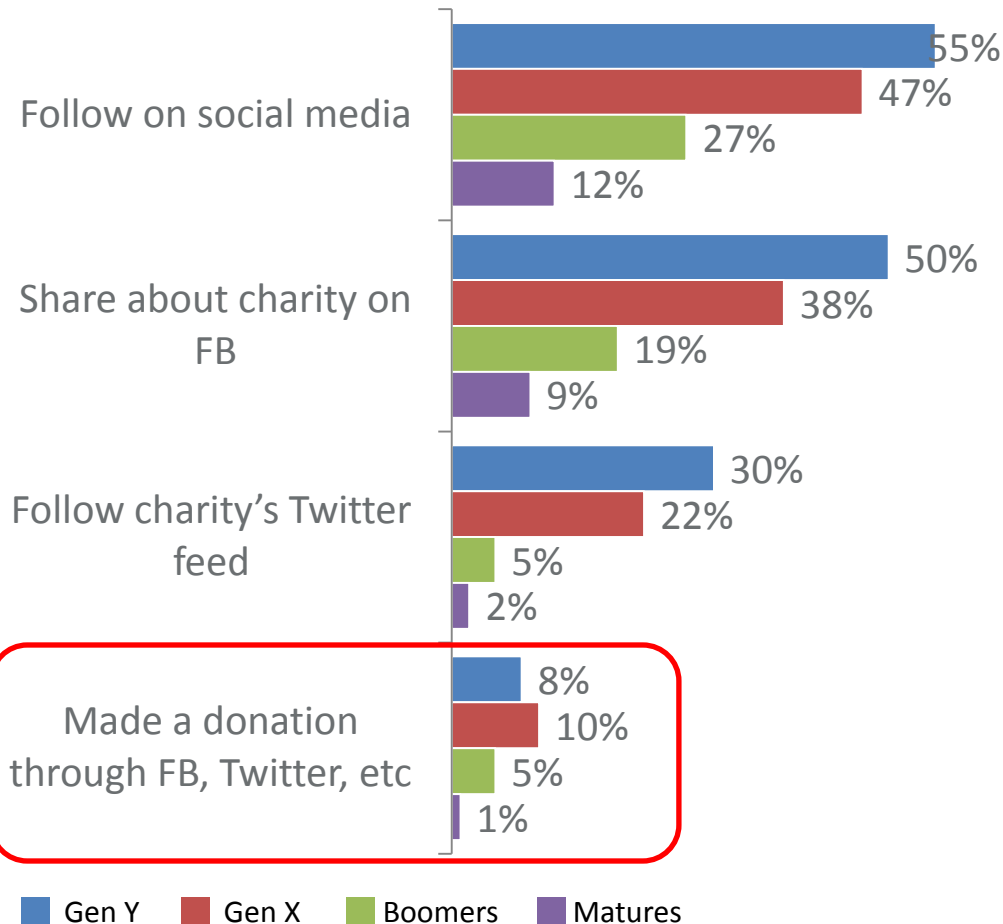
Matures

47% very comfortable



How Social Are Donors?

Social Media Activities Doing with Charities Today



43% Y and X

Think OK to post on social networking site and ask for donation

20% Boomers

6% Matures

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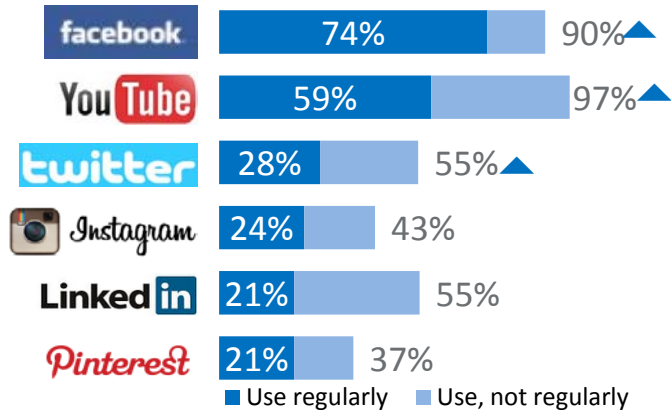
#Don't use \$\$\$ to measure social media ROI



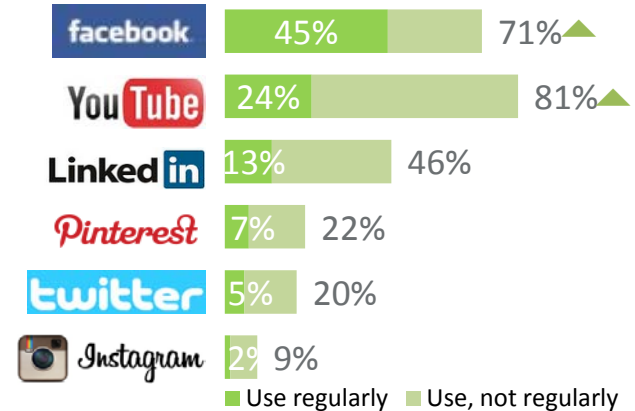
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Social Media Usage Overall

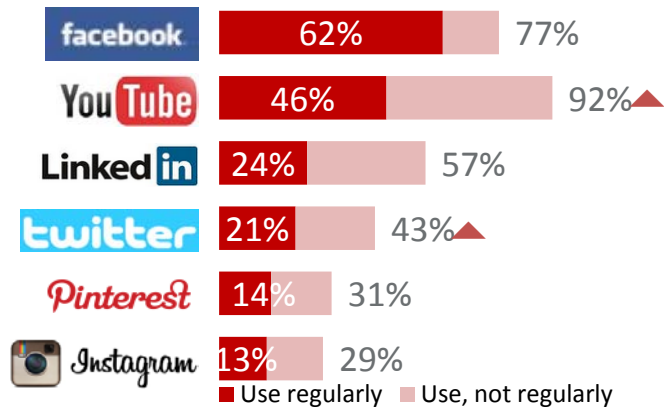
Gen Y: 100% use social media



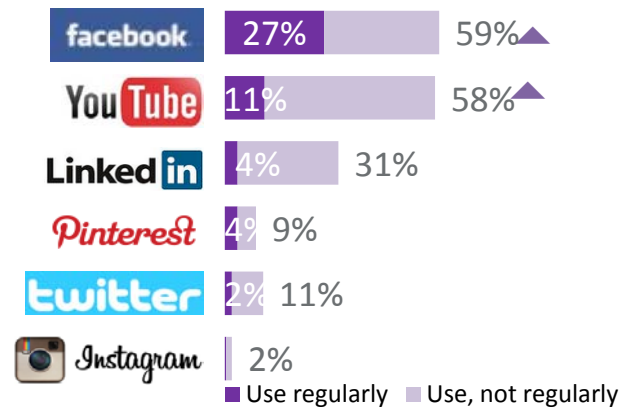
Boomers: 91% use social media



Gen X: 96% use social media



Matures: 78% use social media



*Arrows indicate statistical significance between 2010 and 2013.

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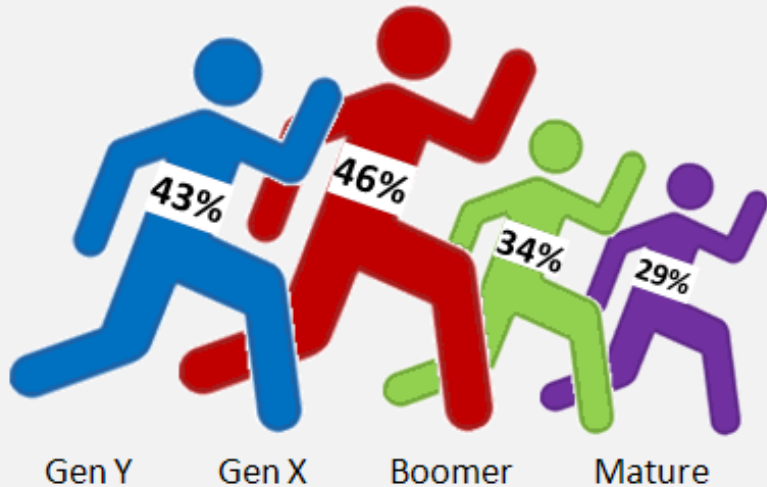
Don't neglect YouTube



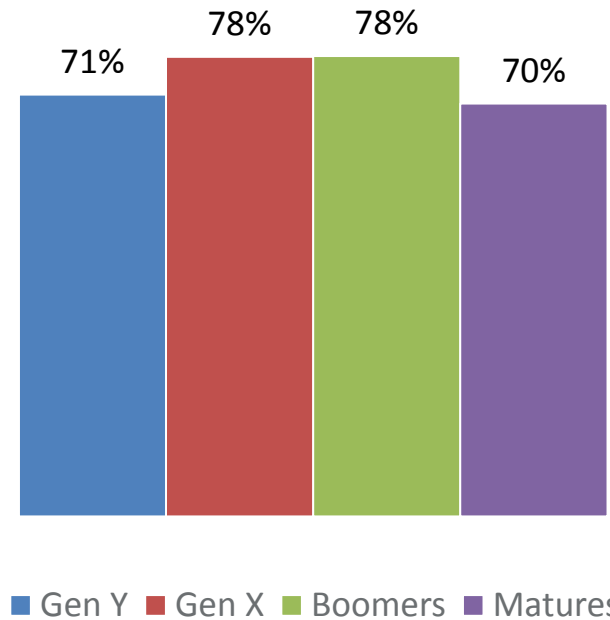
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Peer-to-Peer Fundraising

Fundraised on Behalf of an Organization or Participated in a Run or Event to Raise Money

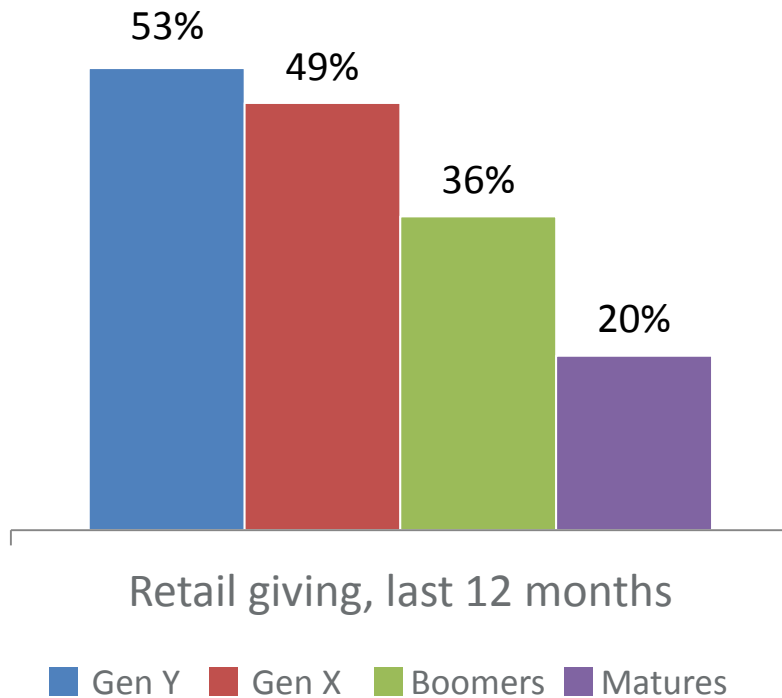


Supported Someone Else Raising Money on Behalf of a Charity



Marketplace Philanthropy

Retail Giving



72%
are first-time donors

33% plan to donate
directly in future

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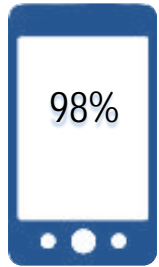
Shop to give donors are one night stands



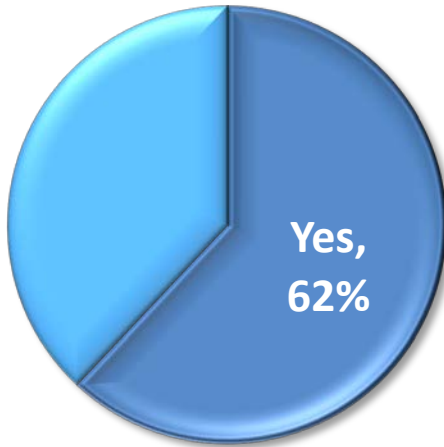
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Mobile

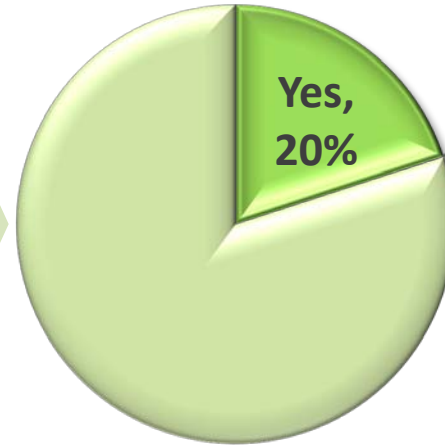
Primary phone



Gen Y

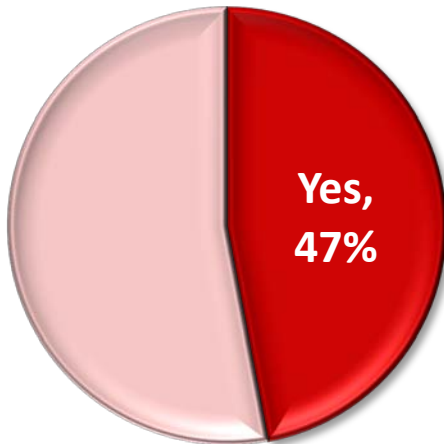
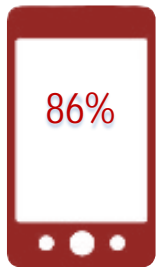


Would donate via mobile

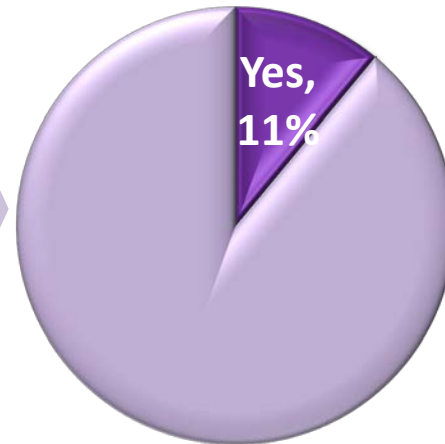


Boomers

Gen X



Would donate via mobile



Matures



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#Goodbye SMS fundraising

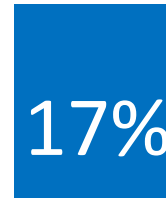


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Crowdfunding



Have Given through Crowdfunding in the Past

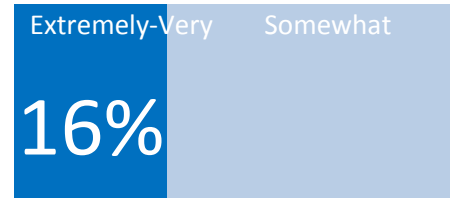


10%

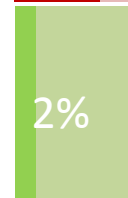
6%

2%

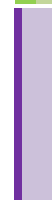
Likely to Give through Crowdfunding in Future



30%



13%



4%

47%

Tweet This Now



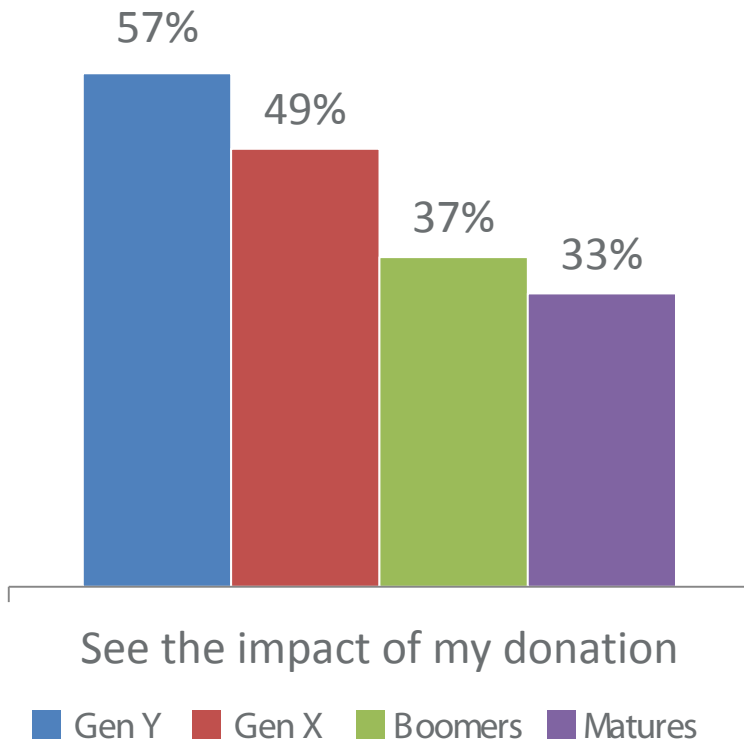
Is crowdfunding the next big thing?



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Impact and Accountability

Seeing the Impact of My Donation Would Motivate Me to Make a Larger Donation to Charity



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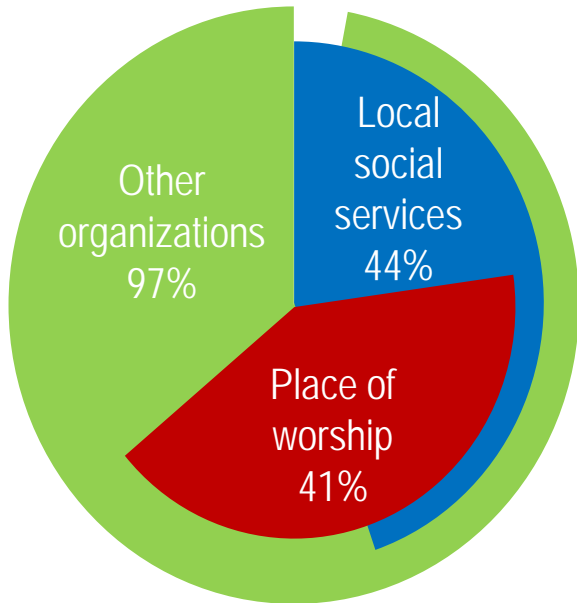
#For Gen Y, effectiveness is the new black or is it brown?



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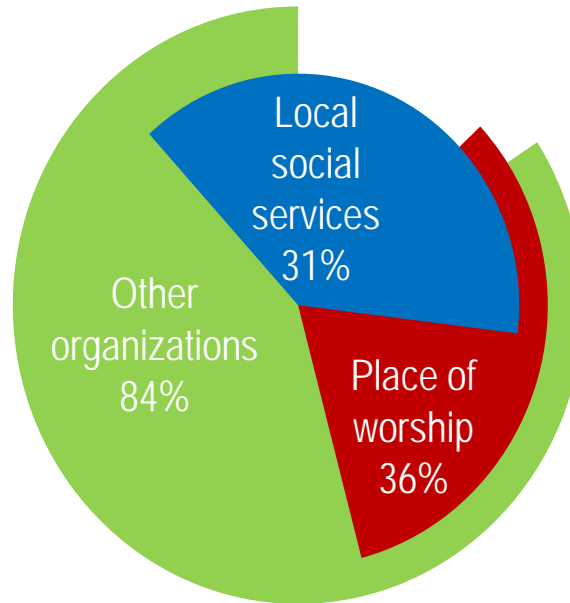
Who Gets the Money?

All causes give to
% giving to cause



Average 3.6 causes

Priority cause
would continue to give if had only
half as much money to give

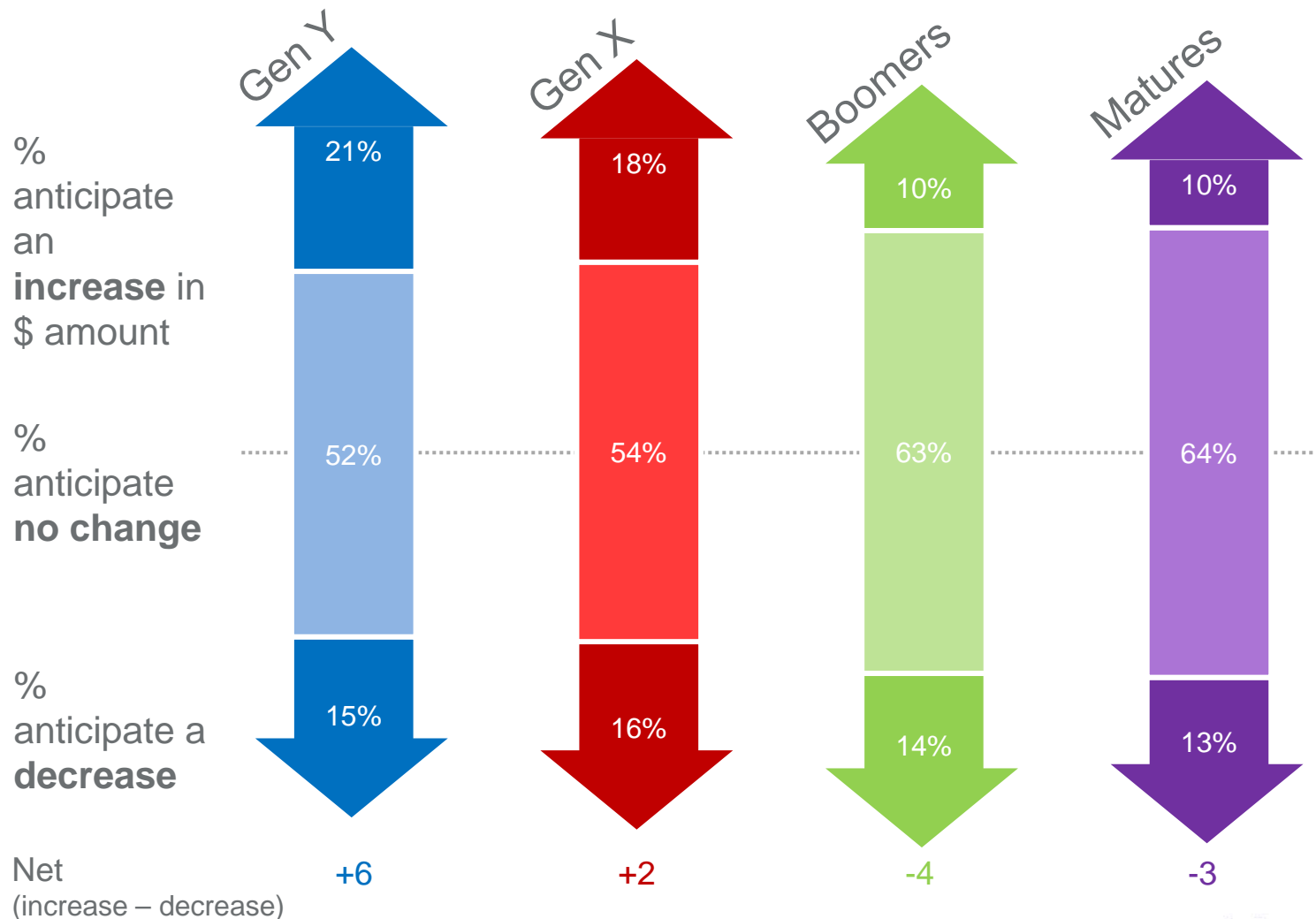


Average 2.3 causes

Top Causes

	% Give	% Priority Give
Local social service	44%	31%
Place of worship	41%	36%
Health charities	39%	21%
Children's charities	34%	25%
Education	29%	16%
Emergency relief	27%	14%
Animal rescue/protection	25%	17%
Troops/veterans	23%	13%

Future Giving is Status Quo



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For now, fundraising is a zero sum game



No one is adding



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Top Tweetable Takeaways



- 1. Follow the money**
- 2. Multi-channel is the new normal**
- 3. Direct mail won't live forever**
- 4. Why ask Y?**
- 5. Why don't you ever listen?**
- 6. Are you as smart as a smartphone?**
- 7. Show me you love me**
- 8. Burn your playbook**

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For more information, resources, and conversations,
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THE MISSING MIDDLE:

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"At last! A detailed look at an essential element in any fundraising program—mid-level giving. It's one of those buzzwords where lots of fundraisers talk about it, few understand it, and even fewer know how to begin. This study is welcome and long-overdue."

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- ✓ **27 participating organizations and experts**
- ✓ **Detailed data from 10 organizations**
- ✓ **Two profiles of highly effective mid-level programs**

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