



Mind the (Generation) Gap

How to Inspire Donors of All Ages

Wait, Who Are You?

Abby Jarvis, Nonprofit Education Manager

- + Eight years at Qgiv
- + Board member and nonprofit volunteer
- + Passionate about turning research and nonprofit best practices into easy-to-understand resources
- + Also an amateur beekeeper, gardener, and fairy-tale writer





Why is understanding generational preferences so important?

Reason #1

Sustainability



Overall charitable giving is up, but gifts from **individual donors** are down.



Reducing a nonprofit's **dependency quotient** is crucial if they want to be sustainable.

Reason #2

Retention



The industry donor retention rate is around 45%—nonprofits lose **more than half** of their new donors.



Understanding how donors want from their relationship with nonprofits will **help change that pattern.**

How Does Understanding Generational Preferences Help?

Sustainability

Broadening donor bases and revenue streams means less financial risk if you lose a major donor, grant, or partnership

Retention

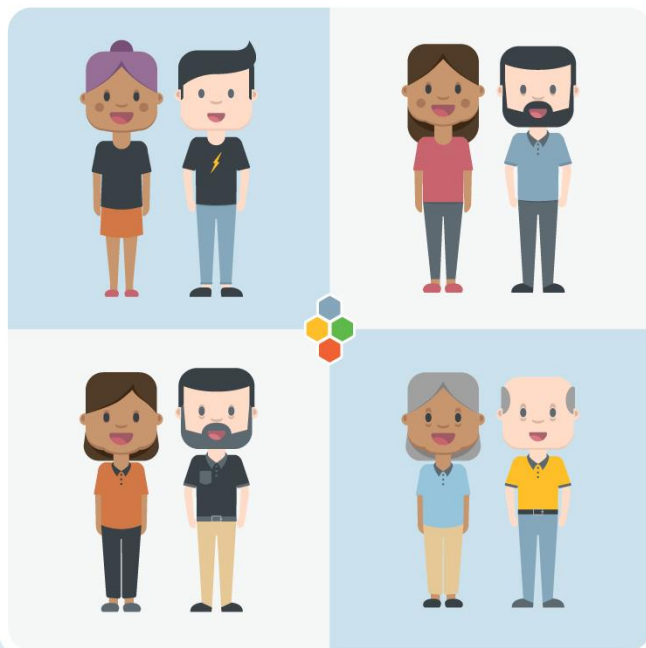
Giving donors what they want means you'll spend less money on donor acquisition and retain more revenue

The Generational Giving Report





Generational Giving Report

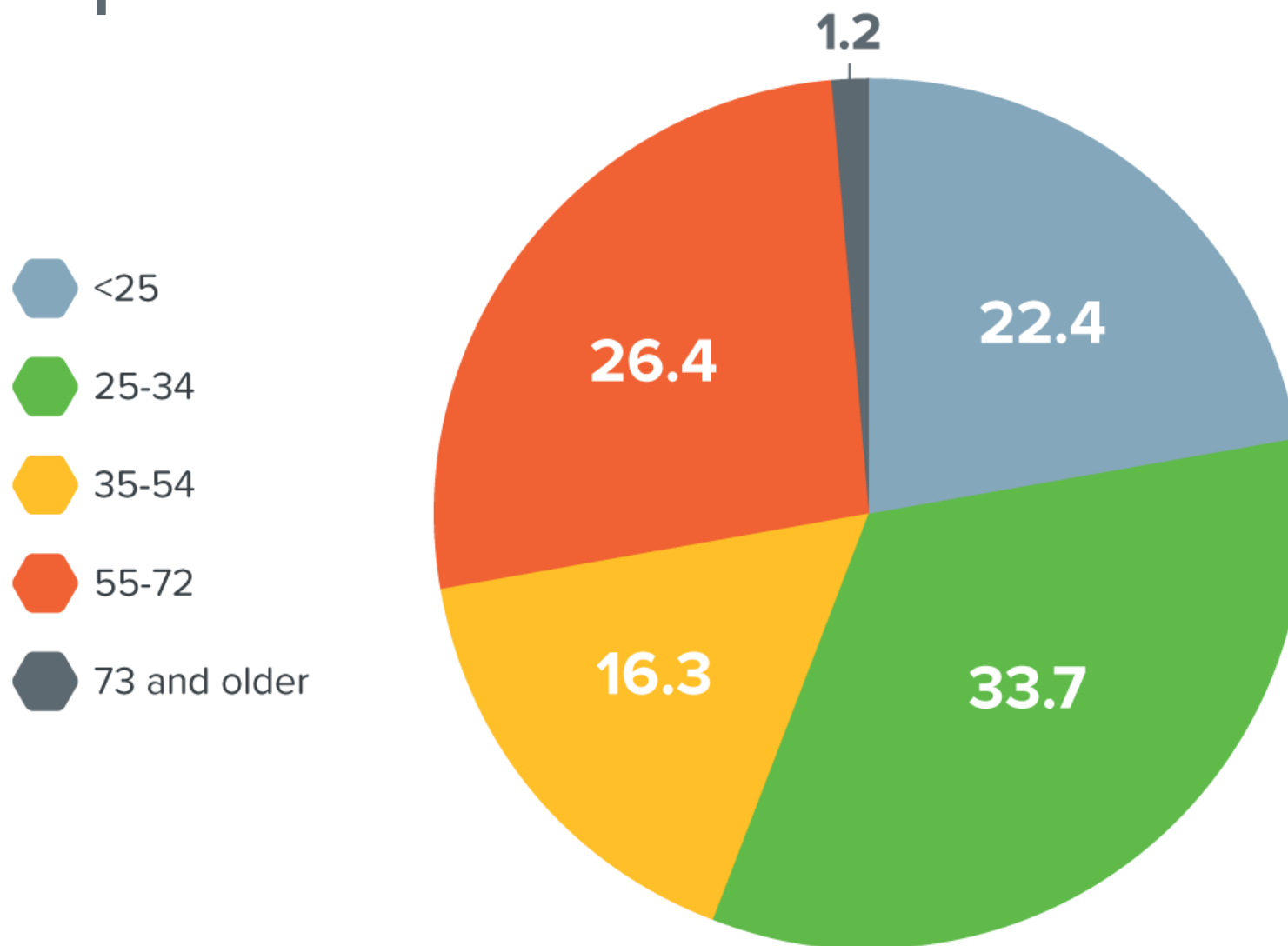


We interviewed **1,300 people** of all ages and genders. Each had made a charitable donation **within the last year.**



Then, the data was **grouped by age** to give us a look at how **different generations** felt about each question.

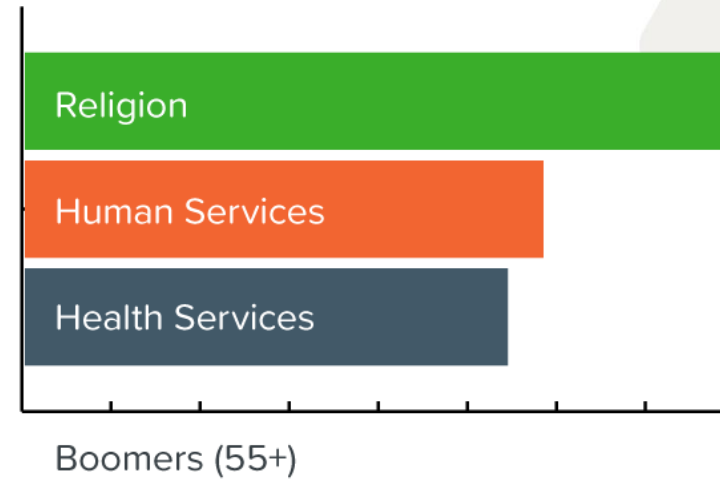
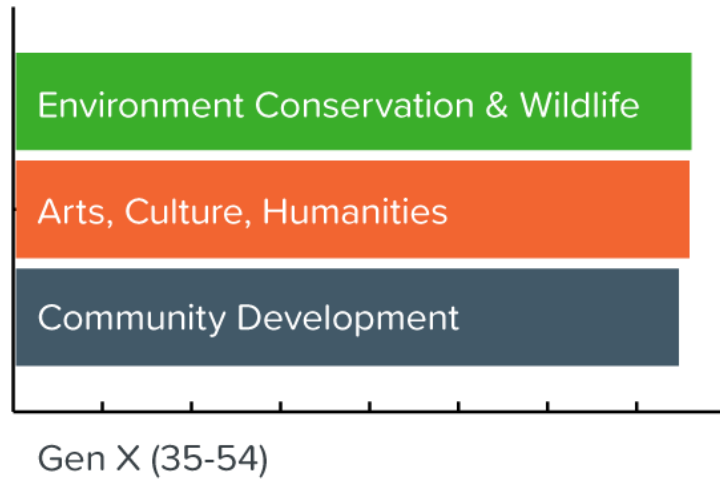
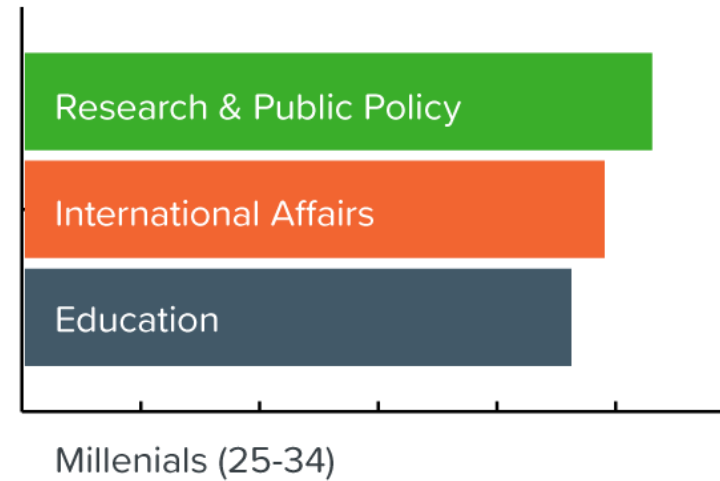
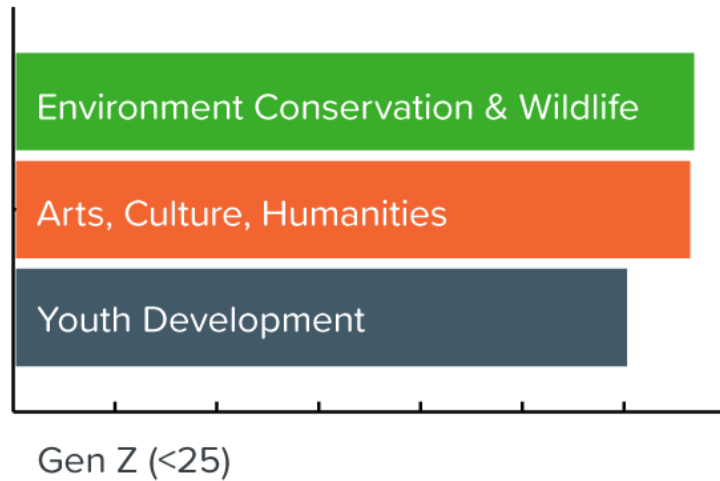
Who Responded?



Some Generational Similarities

- + Most gave an average of \$5-\$55 per donation
- + Most gave between \$100-\$499 to charity per year*
- + Most people from each generation had given to an org long term
- + Most people had also stopped long-term support

What Causes Do the Generations Support?



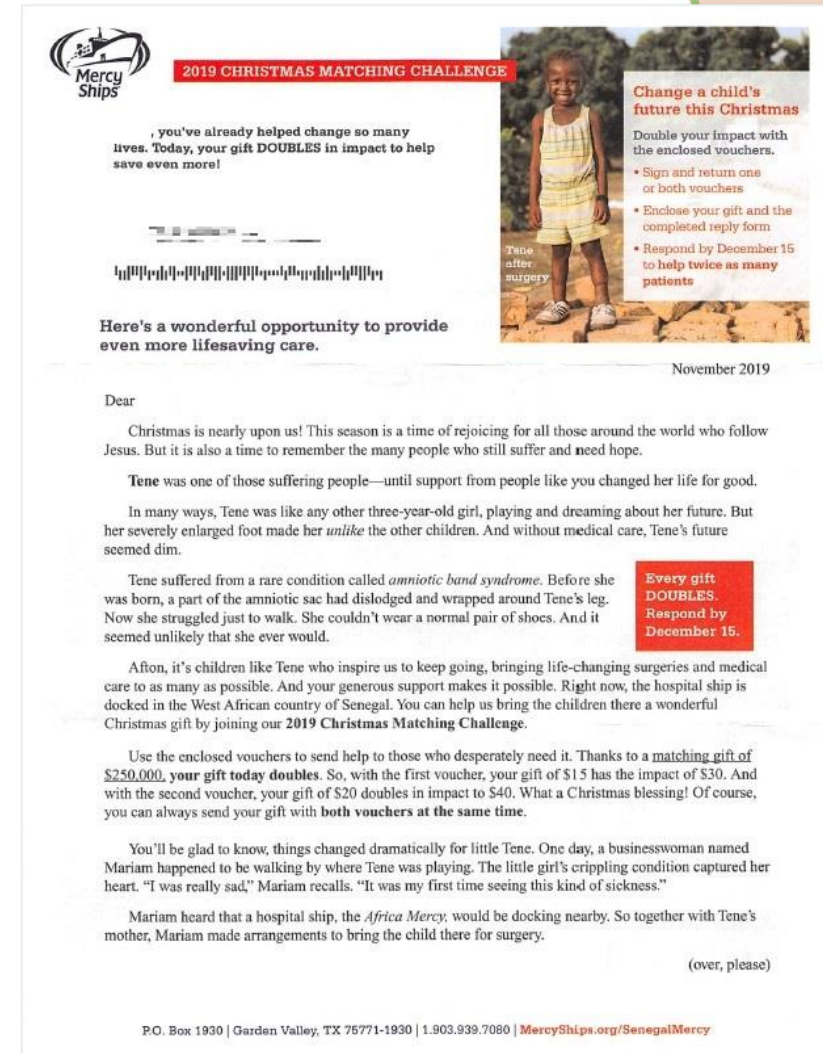
Baby Boomers: Deciding to Give

- + 45% research first!
- + Want to support **respected nonprofits**
- + They look for **financial reports** and third-party evaluation sites
- + Are put off by negative feedback from family/friends and **unreasonably high overhead**



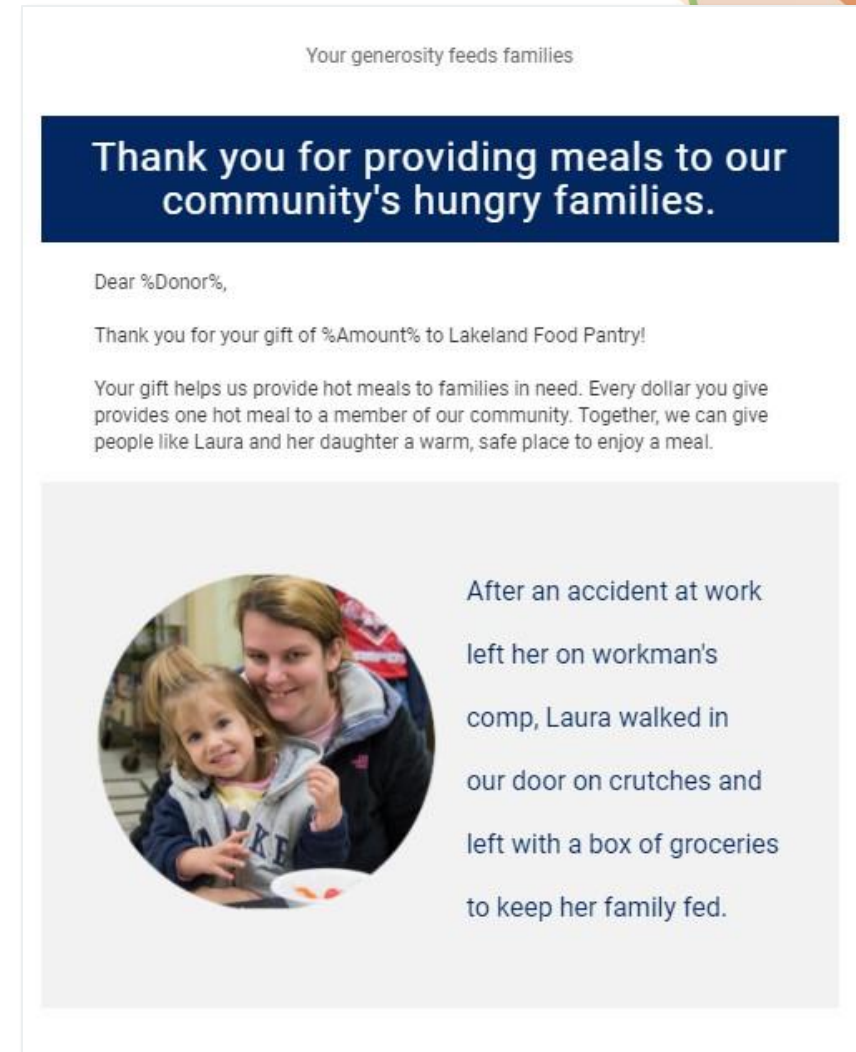
Baby Boomers: Giving Preferences

- + 43% want to give through **direct mail**
- + 44% want to donate by sending a **physical check**
- + Are split about offsetting processing costs when donating online



Baby Boomers: Ongoing Communications

- + 33% want an **email receipt**
- + 25% want a receipt in the mail
- + Generally prefer **quarterly updates** after giving (if they want them at all)
- + Prefer updates by direct mail or through email
- + Are most interested in updates that **include financial reports** showing how money is used



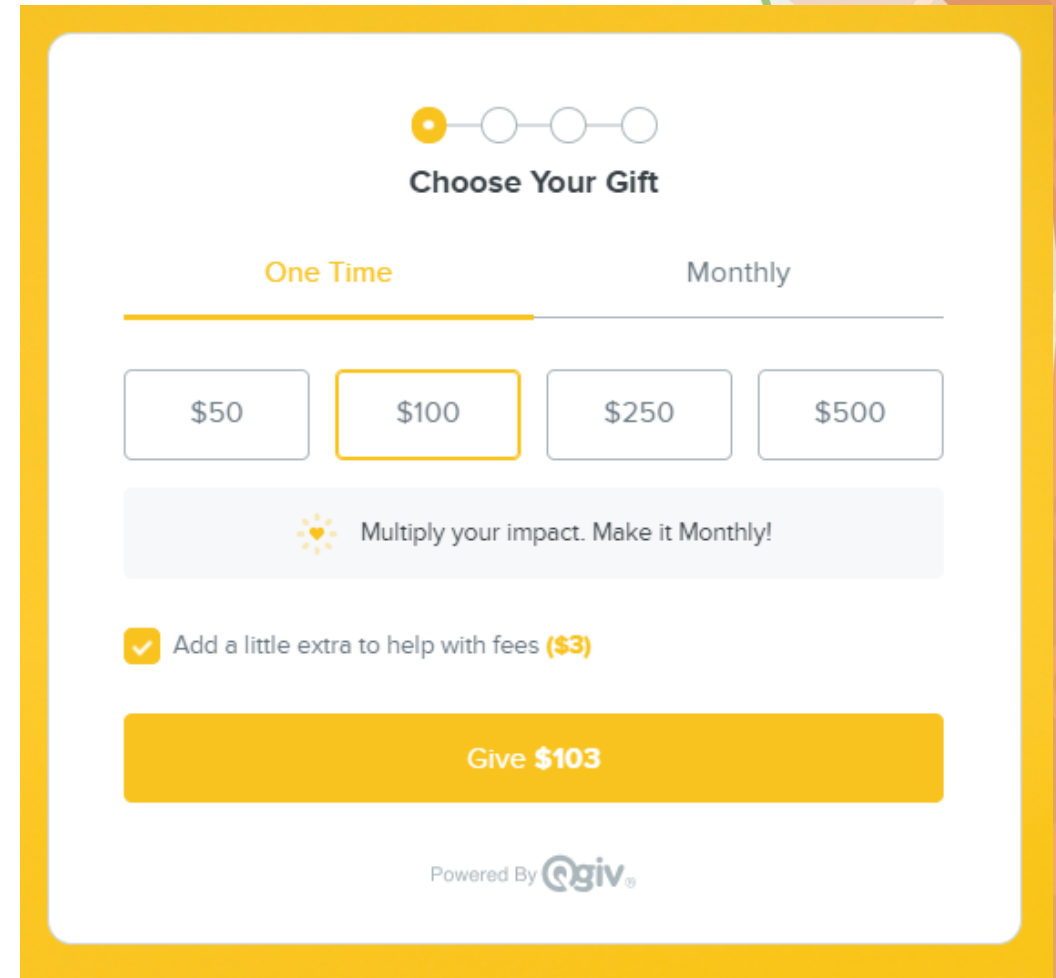
Generation X: Deciding to Give

- + 60.3% research first!
- + Prefer **testimonials** from clients and from family/friends
- + Will also check **Google reviews**
- + Are put off by **outdated websites** and poor reviews on third-party sites



Generation X: Giving Preferences

- + 39% prefer to give through **social media channels**
- + 47% prefer to donate by transferring stock/other assets
- + 39% prefer to give by eCheck
- + Motivated by tax deductions
- + **Very likely** to offset processing costs



The screenshot shows a donation interface with a progress bar at the top indicating the current step. Below the title, there are two tabs: 'One Time' (selected) and 'Monthly'. Under the 'One Time' tab, four donation amount buttons are displayed: '\$50', '\$100' (highlighted with a yellow border), '\$250', and '\$500'. A light gray banner below the buttons encourages monthly giving. A checkbox option is available to add a \$3 fee to help with processing costs. A large yellow button at the bottom shows the total amount to be given, including the fee. The Qgiv logo is visible at the bottom right of the form.

Choose Your Gift

One Time Monthly

\$50 \$100 \$250 \$500

Multiply your impact. Make it Monthly!

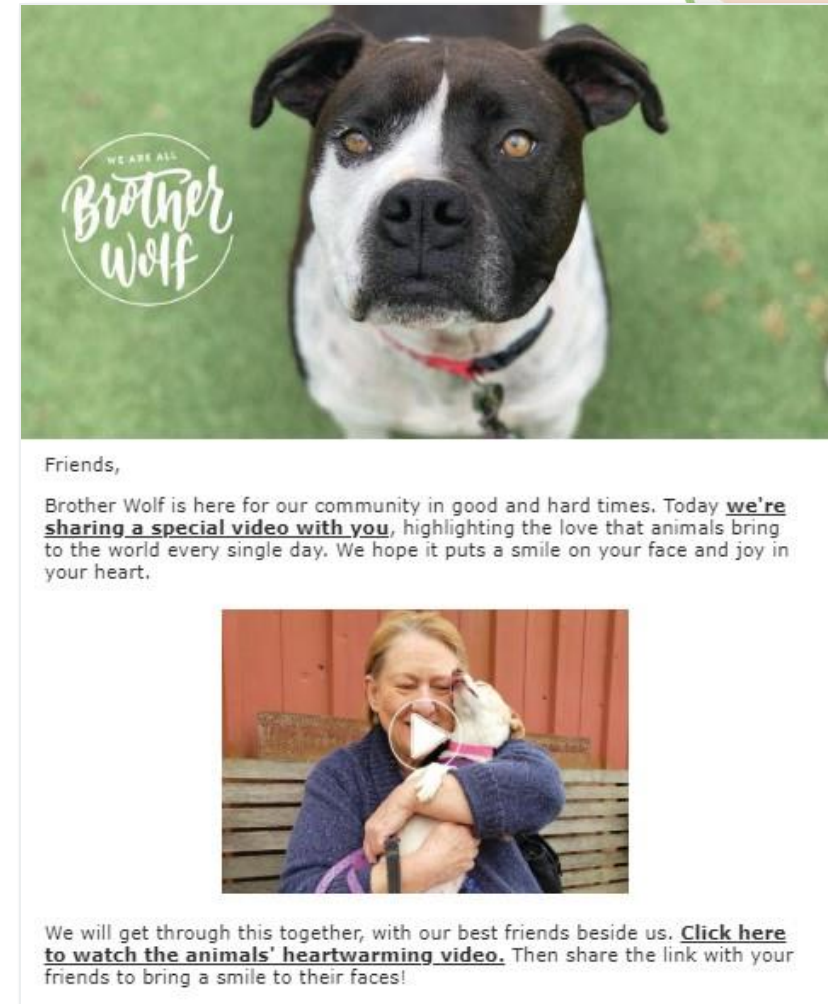
☒ Add a little extra to help with fees (\$3)

Give \$103

Powered By Qgiv

Generation X: Ongoing Communications

- + 50% prefer **email receipts**
- + They want receipts immediately!
- + Prefer **quarterly updates** (33%) or **monthly updates** (25%)
- + 38% want to receive updates via personal phone call
- + Prefer updates containing information about **how their gift was used**



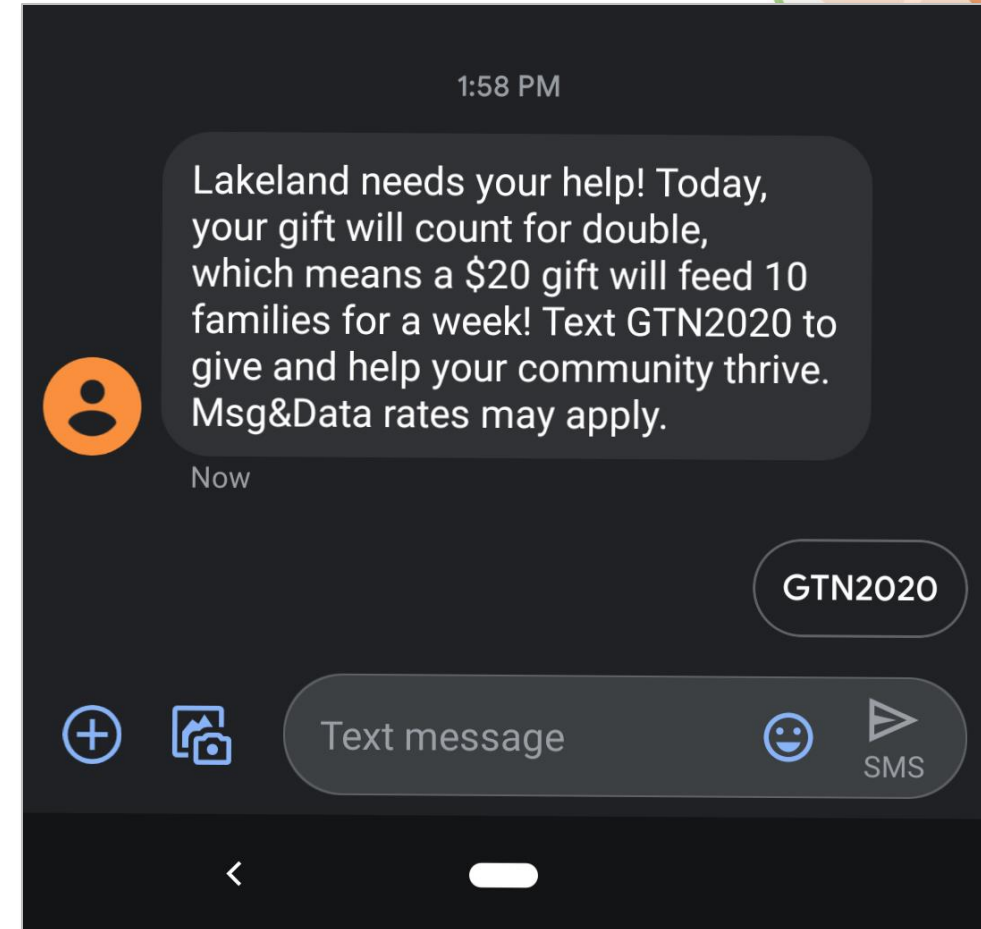
Millennials: Deciding to Give

- + 66% research first!
- + Generally prefer to look to **social media channels first**
- + Want to see nonprofit **updates and testimonials**
- + Are put off by **poor social media presence** and inconsistent communications



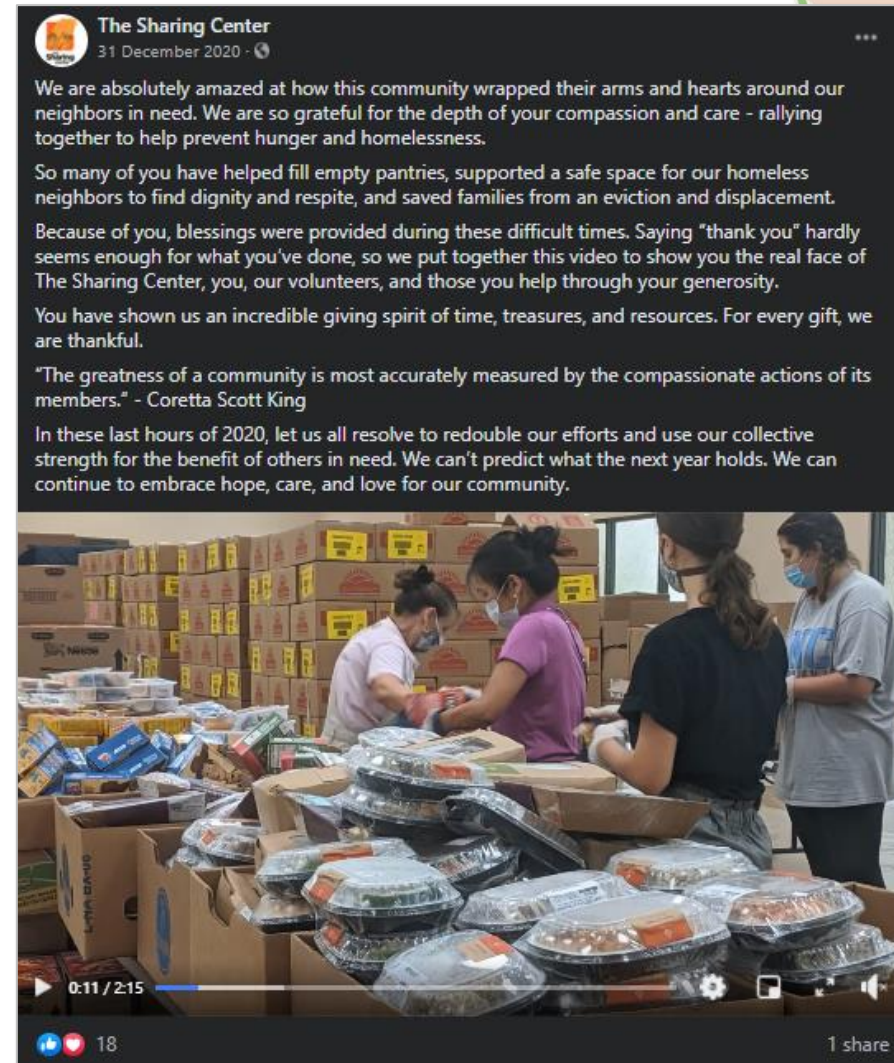
Millennials: Giving Preferences

- + 30% prefer to give via **text message or app**
- + 28% want to give via digital payment system (PayPal, ApplePay, Google Wallet) and 27% by eCheck
- + **Moderately motivated** by tax deductibility
- + **Very likely** to offset processing costs for their gift



Millennials: Ongoing Communications

- + Prefer an **email receipt** within 24 hours of giving
- + Want to receive updates **quarterly or monthly**
- + Interested in **story-based** follow-ups
- + Will look for updates on **social media** but appreciate personal phone calls



Generation Z: Deciding to Give

- + 57% research first!
- + Inspired by **stories from the people** they'll help
- + Will check an org's **social media channels** and local media before deciding to give
- + Are put off by **poor social media presence** and **outdated sites**



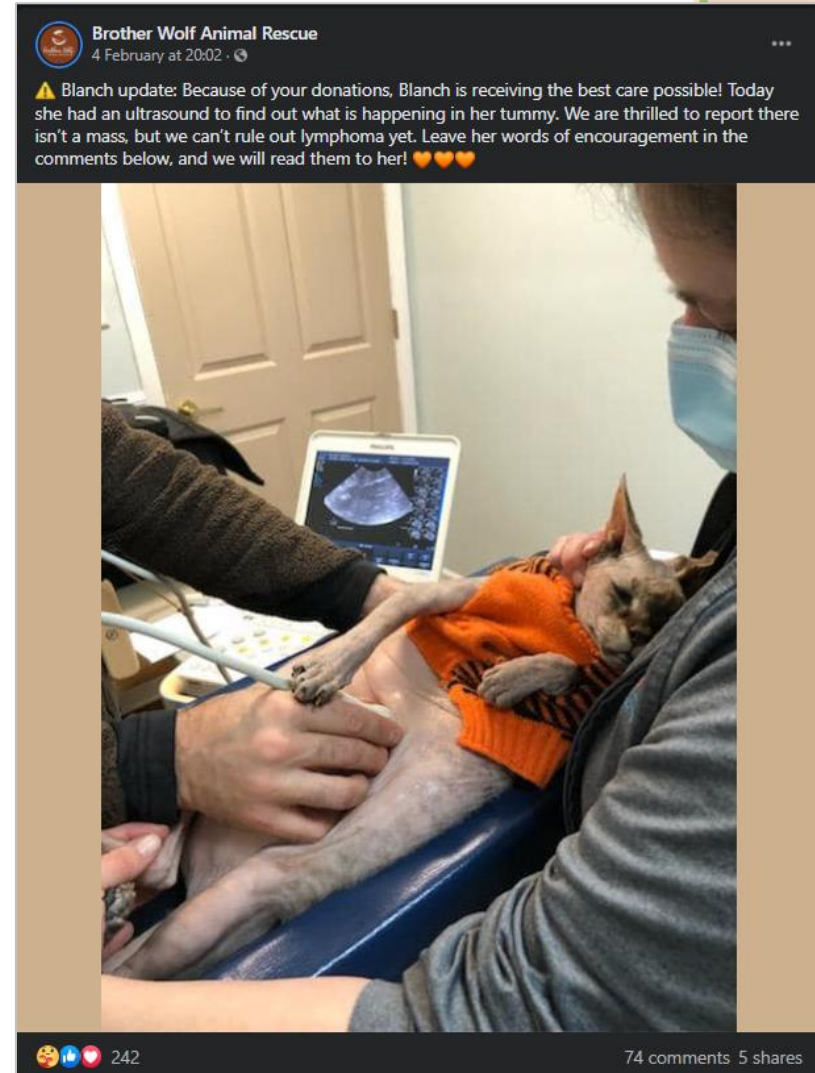
Generation Z: Giving Preferences

- + 33% prefer to give through **social media channels**
- + Preferred giving types are weird: 41% said “stock or asset transfer” and 33.3% said they preferred digital currencies
- + **Somewhat motivated** by tax deductibility
- + **Very likely** to offset processing costs with their gift



Generation Z: Ongoing Communications

- + Prefer an **email receipt** within 48 hours of giving
- + Prefer updates **once a month**
- + Wants to see **stories about the people they helped**
- + Prefer to see updates on **social media** but also appreciate personal phone calls



How Can You Give Donors What They Want?

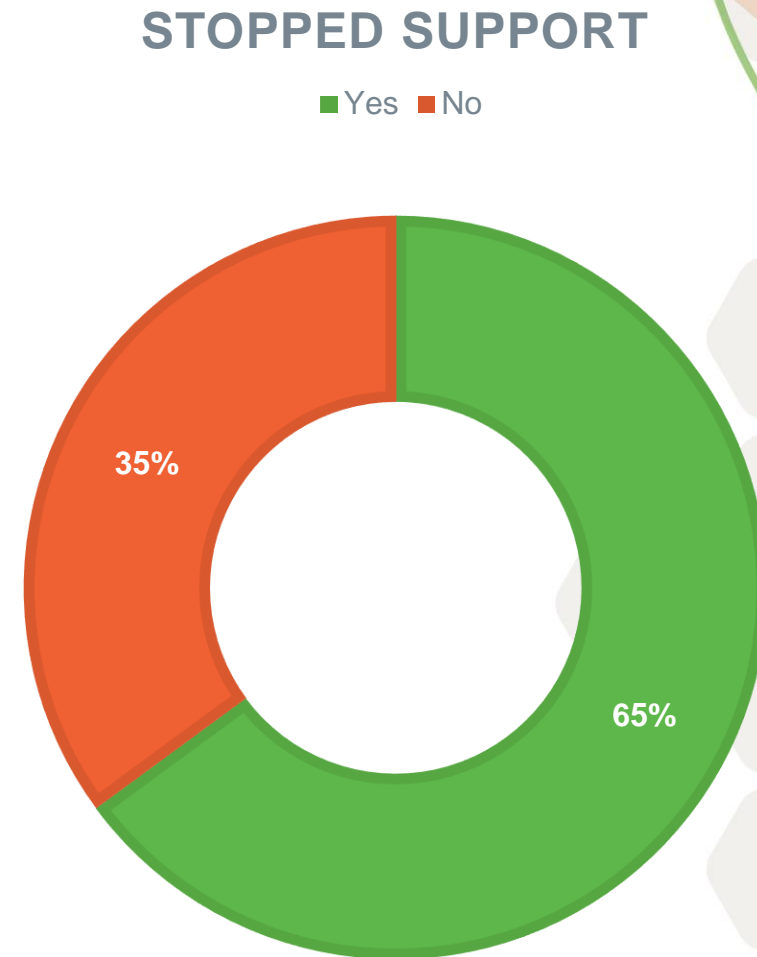
- + Keep your **social channels and website** active and updated
- + Start with sending quarterly **direct mail updates** and adjust your timing as necessary
- + Consider **surveying your donors** about their individual preferences, then give them what they want

Let's Get Specific About Attrition

The majority of each generation said they'd provided long-term support to a nonprofit.

The majority also said they'd ended that support.

Why?



Let's Get Specific About Attrition

Baby Boomers

Don't feel money was used wisely

Asked for donations too often

Don't feel connected to your mission

Generation X

Had a bad experience with the org

Were never asked to give again

Don't feel money was used wisely

Millennials

Felt their donation didn't matter

Were never asked to give again

Can't afford continued support

Generation Z

Were never asked for another gift

Never received an impact update

Can't afford continued support

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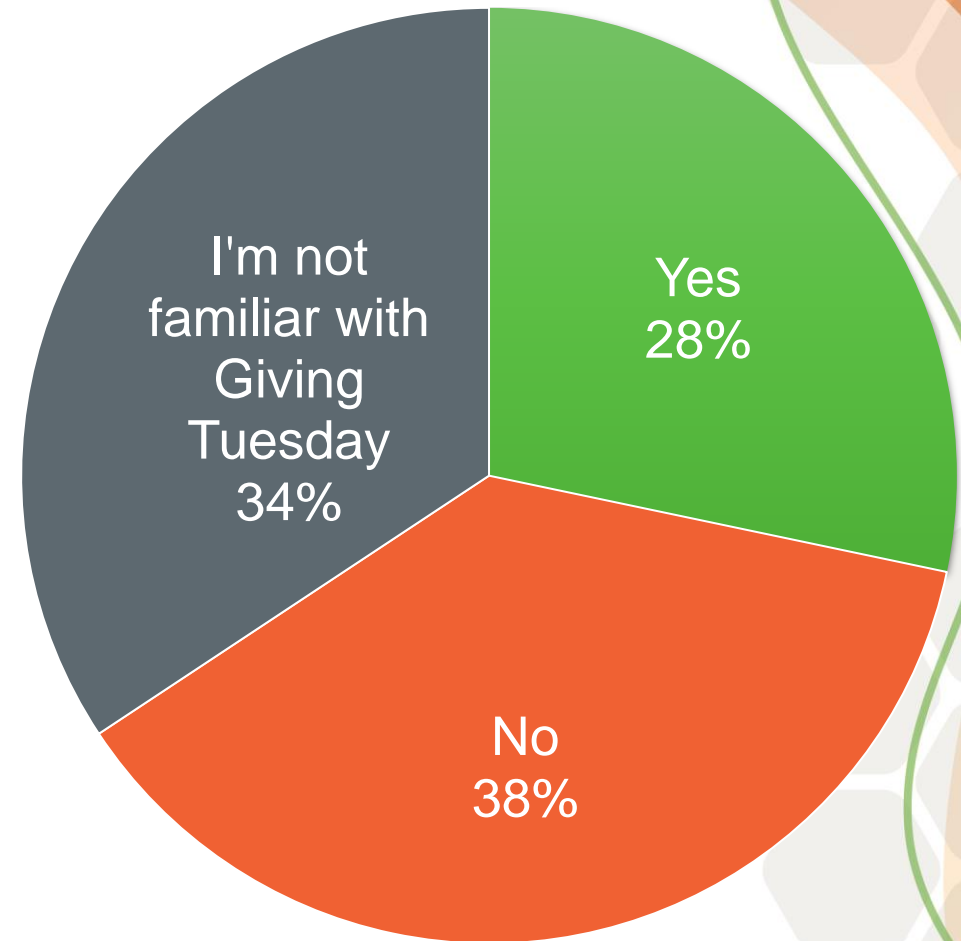
Never received an impact update

Can't afford continued support

BONUS ROUND: Giving Tuesday

We asked if people had given to any charities had given during 2019's Giving Tuesday.

Here's a breakdown of how **all the survey respondents** replied.



BONUS ROUND: Giving Tuesday



17%
Donated

45%
Didn't

38%
Weren't Aware

That's a 62% awareness rate!
Boost involvement by:

- + Sending a Giving Tuesday appeal through the mail
- + Reference an urgent need
- + Include a remit slip and self-addressed stamped envelope

BONUS ROUND: Giving Tuesday



33%
Donated

48%
Didn't

29%
Weren't Aware

That's a 71% awareness rate!
Boost involvement by:

- + Send email appeals full of testimonials and personal stories from clients AND donors
- + Make it easy to give
- + Send immediate receipts

BONUS ROUND: Giving Tuesday



38%
Donated

34%
Didn't

27%
Weren't Aware

That's a 73% awareness rate!
Boost involvement by:

- + Get (and stay) active on social channels
- + Share lots of pictures and stories from clients that reiterate their impact
- + Try a text keyword

BONUS ROUND: Giving Tuesday



28%
Donated

30%
Didn't

42%
Weren't Aware

That's a 58% awareness rate!
Boost involvement by:

- + Share their impact
- + Explore a text-to-donate and outbound text campaign
- + Share how they can help if they can't make a gift

Today's Big Takeaways



- + Donors want to give to you!
- + Donors are more similar than you think
- + Show your donors the impact they make when they give



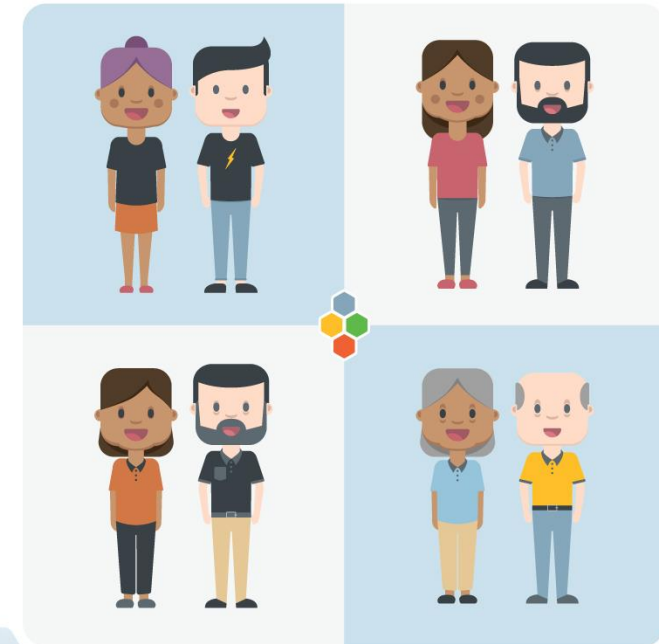
- + Use this data as a basis for communication, but tweak as necessary to suit your unique situation



- + Social media is important!
- + Don't ditch analogue methods like direct mail and personal phone calls just yet



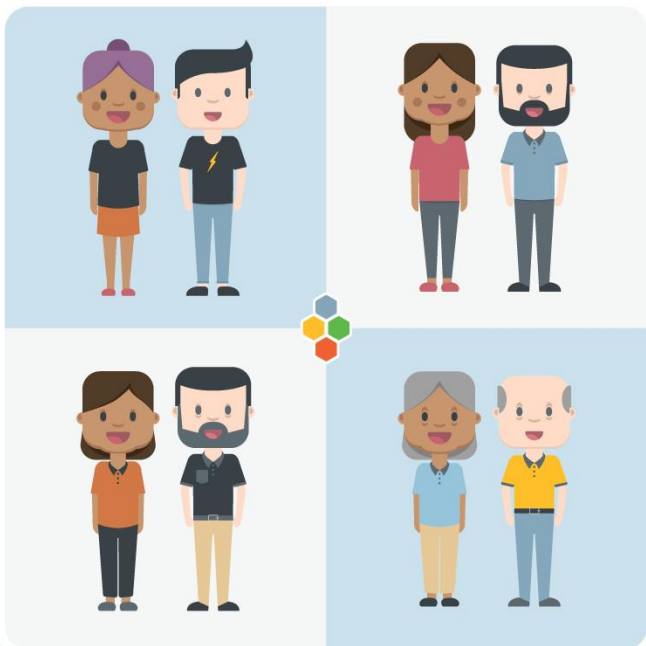
Generational Giving Report



Want More Fundraising Goodness?



Generational Giving Report



We'll send you a copy of the **Generational Giving Report!**

Want more best practices? Check out qgiv.com/blog!

Looking for info about Qgiv? Email contactus@qgiv.com