### 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 fairytale writer









# Why is understanding generational preferences so important?



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

## Reason #1 Sustainability



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







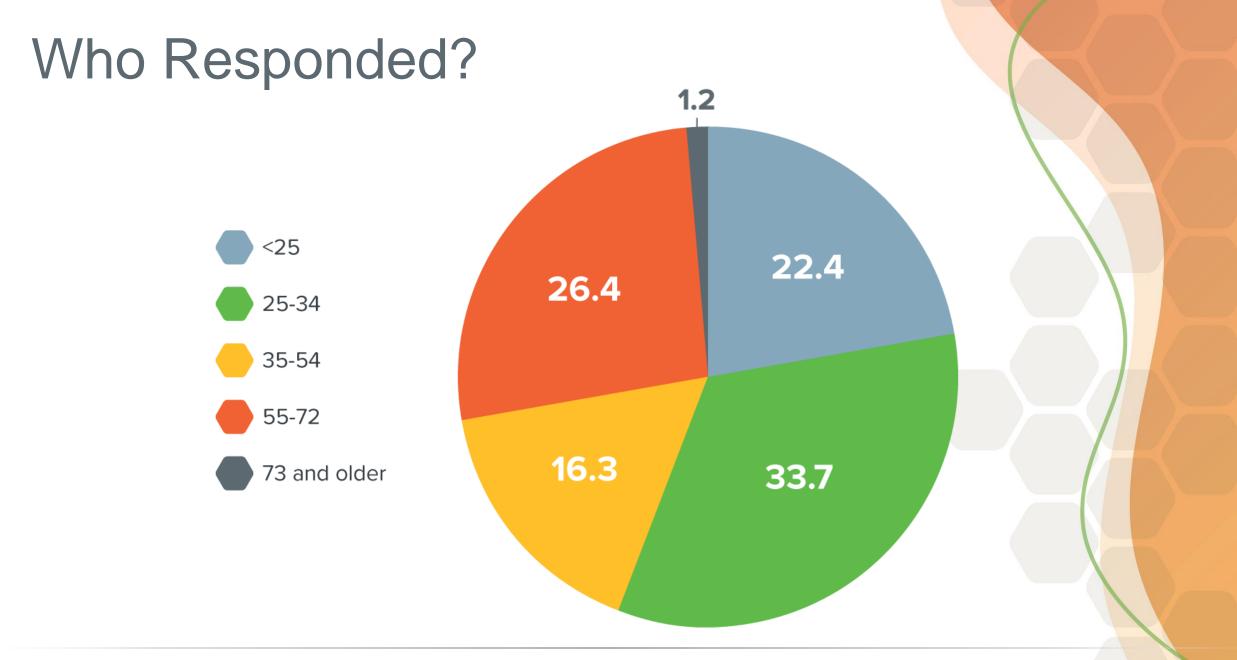


We interviewed 1,300 people of all ages and genders. Each had made a charitable donation within the last year.



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





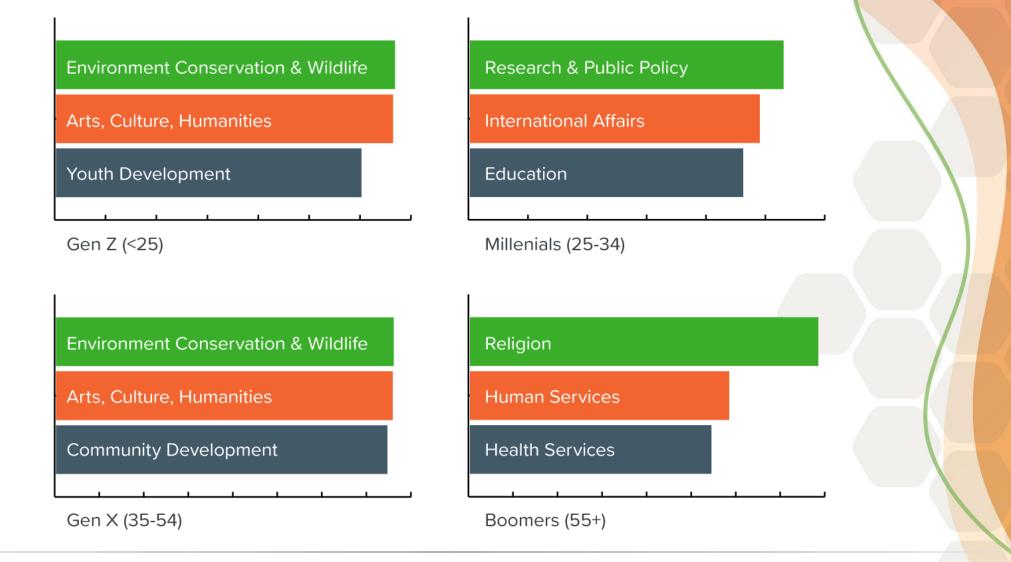


### **Some Generational Similarities**

- + 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



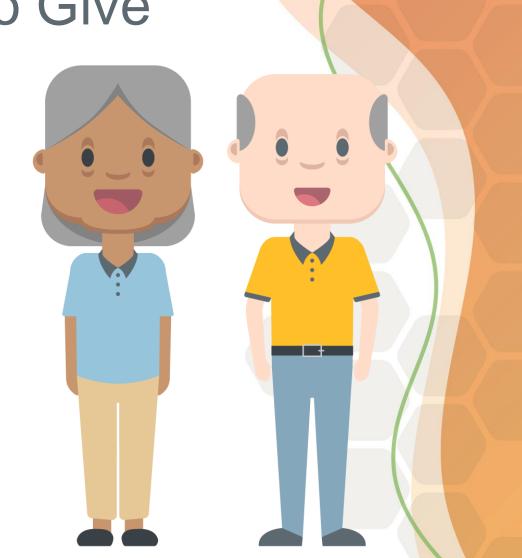
### What Causes Do the Generations Support?





## 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

Mercy 2019 CHRISTMAS MATCHING CHALLEN Ships	Change a child's future this Christmas
, you've already helped change so many lives. Today, your gift DOUBLES in impact to help save even more!	Double your impact with the enclosed vouchers.
	Sign and return one  or both vouchers
The second second	Enclose your gift and the completed reply form
ւնկրնվերիկինինինին արդանդես	• Respond by December 15 to help twice as many patients
Here's a wonderful opportunity to provide even more lifesaving care.	
	November 2019

Dear

Christmas is nearly upon us! This season is a time of rejoicing for all those around the world who follow Jesus. But it is also a time to remember the many people who still suffer and need hope.

Tene was one of those suffering people-until support from people like you changed her life for good.

In many ways, Tene was like any other three-year-old girl, playing and dreaming about her future. But her severely enlarged foot made her *unlike* the other children. And without medical care, Tene's future seemed dim.

Tene suffered from a rare condition called *amniotic band syndrome*. Before she was born, a part of the amniotic sac had dislodged and wrapped around Tene's leg. Now she struggled just to walk. She couldn't wear a normal pair of shoes. And it seemed unlikely that she ever would.



Afton, it's children like Tene who inspire us to keep going, bringing life-changing surgeries and medical care to as many as possible. And your generous support makes it possible. Right now, the hospital ship is docked in the West African country of Senegal. You can help us bring the children there a wonderful Christmas gift by joining our 2019 Christmas Matching Challenge.

Use the enclosed vouchers to send help to those who desperately need it. Thanks to a <u>matching gift of \$250,000</u>, your gift today doubles. So, with the first voucher, your gift of \$15 has the impact of \$30. And with the second voucher, your gift of \$20 doubles in impact to \$40. What a Christmas blessing! Of course, you can always send your gift with both vouchers at the same time.

You'll be glad to know, things changed dramatically for little Tene. One day, a businesswoman named Mariam happened to be walking by where Tene was playing. The little girl's crippling condition captured her heart. "I was really sad," Mariam recalls. "It was my first time seeing this kind of sickness."

Mariam heard that a hospital ship, the Africa Mercy, would be docking nearby. So together with Tene's mother, Mariam made arrangements to bring the child there for surgery.

(over, please)

P.O. Box 1930 | Garden Valley, TX 75771-1930 | 1.903.939.7080 | MercyShips.org/SenegalMercy



## 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

### Your generosity feeds families

### Thank you for providing meals to our community's hungry families.

Dear %Donor%,

Thank you for your gift of %Amount% to Lakeland Food Pantry!

Your gift helps us provide hot meals to families in need. Every dollar you give provides one hot meal to a member of our community. Together, we can give people like Laura and her daughter a warm, safe place to enjoy a meal.

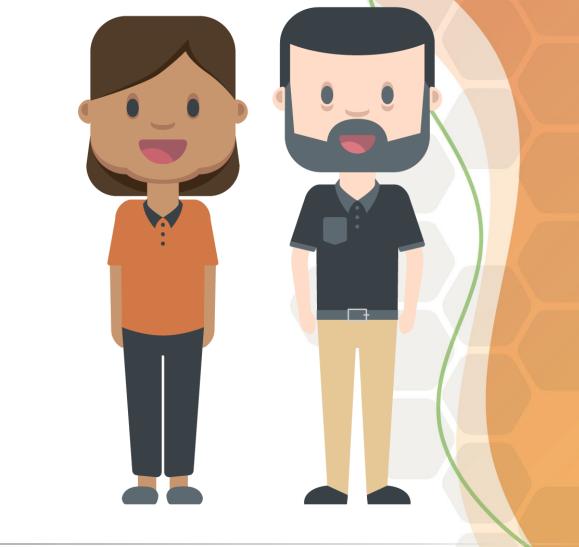


After an accident at work left her on workman's comp, Laura walked in our door on crutches and left with a box of groceries to keep her family fed.



## 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

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 <b>\$103</b>			
Powered By Ogiv®			



## **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



Friends,

Brother Wolf is here for our community in good and hard times. Today <u>we're</u> <u>sharing a special video with you</u>, highlighting the love that animals bring to the world every single day. We hope it puts a smile on your face and joy in your heart.



We will get through this together, with our best friends beside us. <u>Click here</u> to watch the animals' heartwarming video. Then share the link with your friends to bring a smile to their faces!



## Millennials: Deciding to Give

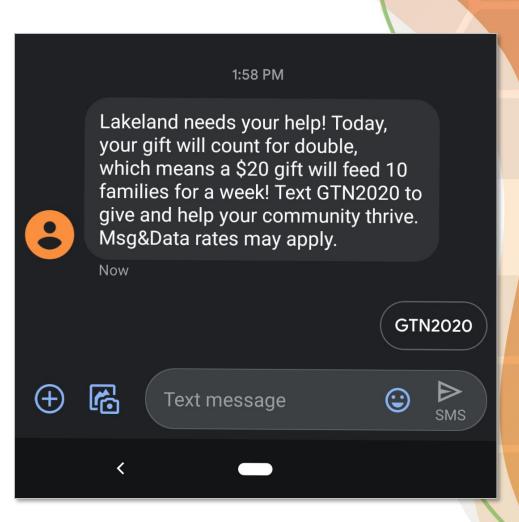
- + 66% research first!
- + Generally prefer to look to social media channels first
- + Want to see nonprofit updates and testimonials
- + Are put off by poor social media presence and inconsistent communications

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## 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 within24 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

### The Sharing Center 31 December 2020 - 🔇

We are absolutely amazed at how this community wrapped their arms and hearts around our neighbors in need. We are so grateful for the depth of your compassion and care - rallying together to help prevent hunger and homelessness.

So many of you have helped fill empty pantries, supported a safe space for our homeless neighbors to find dignity and respite, and saved families from an eviction and displacement.

Because of you, blessings were provided during these difficult times. Saying "thank you" hardly seems enough for what you've done, so we put together this video to show you the real face of The Sharing Center, you, our volunteers, and those you help through your generosity.

You have shown us an incredible giving spirit of time, treasures, and resources. For every gift, we are thankful.

"The greatness of a community is most accurately measured by the compassionate actions of its members." - Coretta Scott King

In these last hours of 2020, let us all resolve to redouble our efforts and use our collective strength for the benefit of others in need. We can't predict what the next year holds. We can continue to embrace hope, care, and love for our community.





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## 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







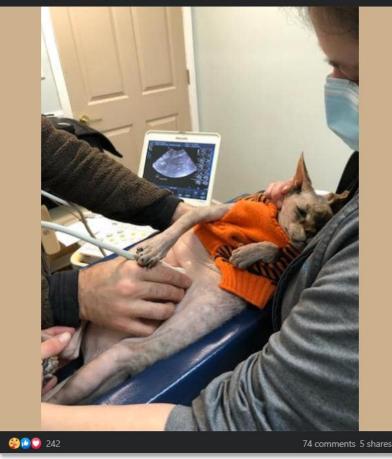


## Generation Z: Ongoing Communications

- + Prefer an email receipt within48 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

### Brother Wolf Animal Rescue 4 February at 20:02 · S

A Blanch update: Because of your donations, Blanch is receiving the best care possible! Today she had an ultrasound to find out what is happening in her turnmy. We are thrilled to report there isn't a mass, but we can't rule out lymphoma yet. Leave her words of encouragement in the comments below, and we will read them to her!



### 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



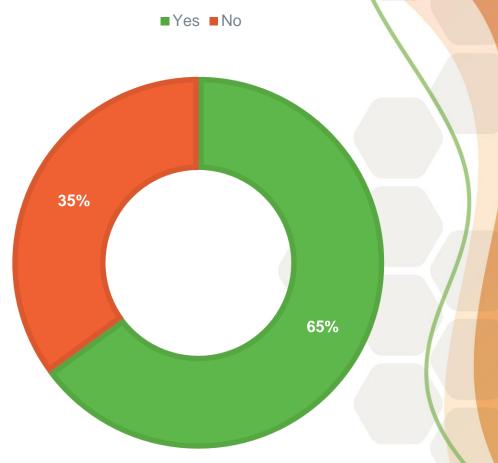


**STOPPED SUPPORT** 

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?





### Baby Boomers Generation X

### **Millennials**

### **Generation Z**

Don't feel money was used wisely

Asked for donations too often

Don't feel connected to your mission

Were never asked to give again

Don't feel money was

with the org

used wisely

Were never asked to give again

didn't matter

Can't afford continued support

Were never asked for another gift

Never received an impact update

Can't afford continued support

Had a bad experience Felt their donation



**Baby Boomers** Generation X

### **Millennials**

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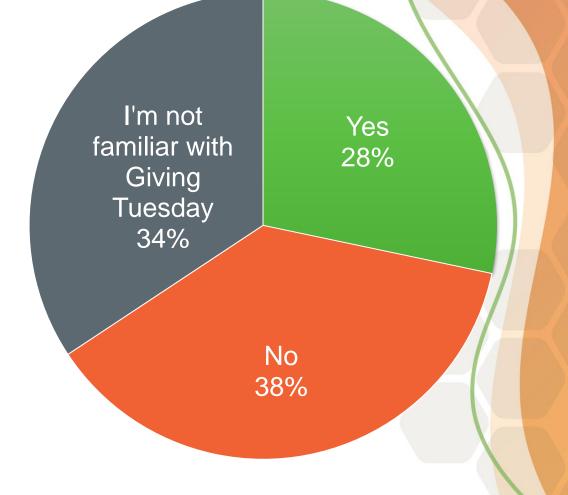
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We asked if people had given to any charities had given during 2019's Giving Tuesday.

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







17%	<b>45%</b>	38%
Donated	Didn't	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 selfaddressed stamped envelope









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







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







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

©giv.

### Generational Giving Report



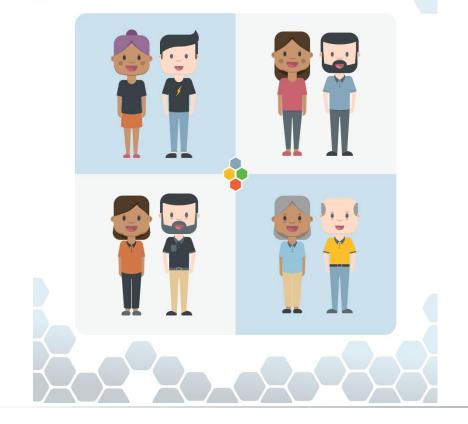




### Want More Fundraising Goodness?

Generational Giving Report

**Ogiv** 



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

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

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

