



# The Next Generation of American Giving

Chicago Nonprofit Leadership Roundtable | June 2010



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# Overview

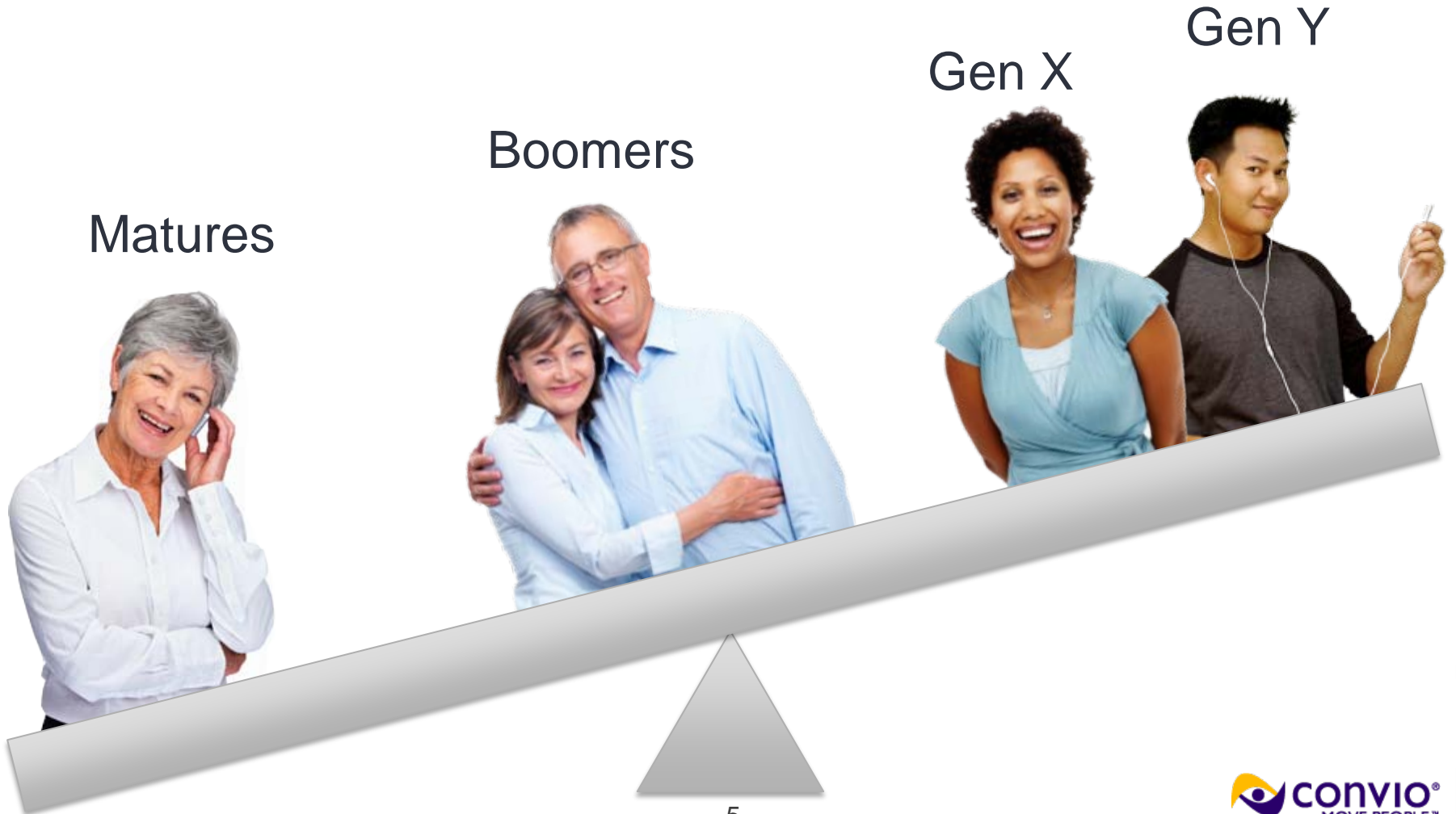


The art and science of fundraising is changing

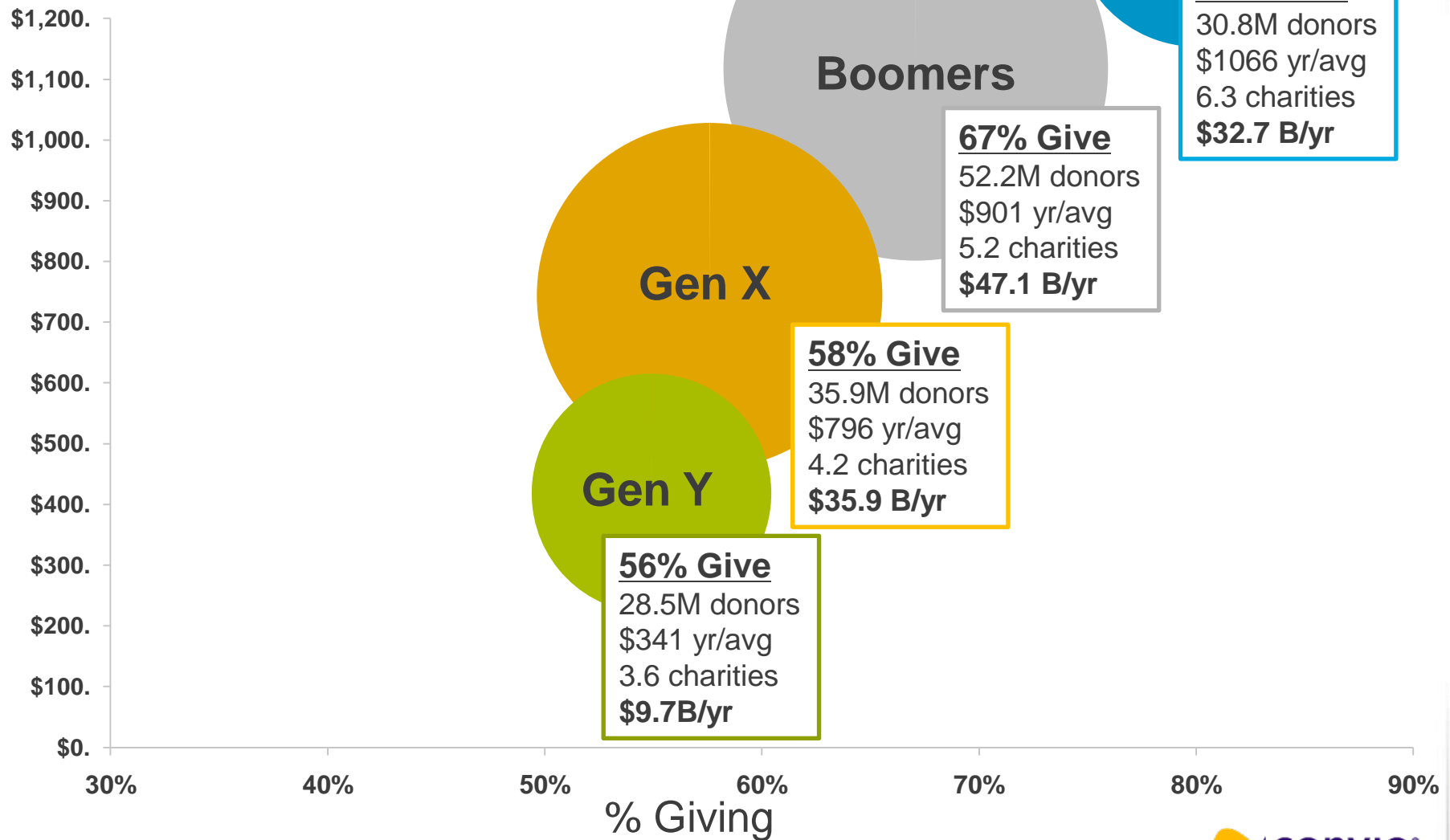
# Methodology

- **Phase 1** – Focus Groups among Gen Y and X donors, December 2009
- **Phase 2** – Online Survey of 1500+ US Donors, January 2010

# Fundraising Emphasis: Matures

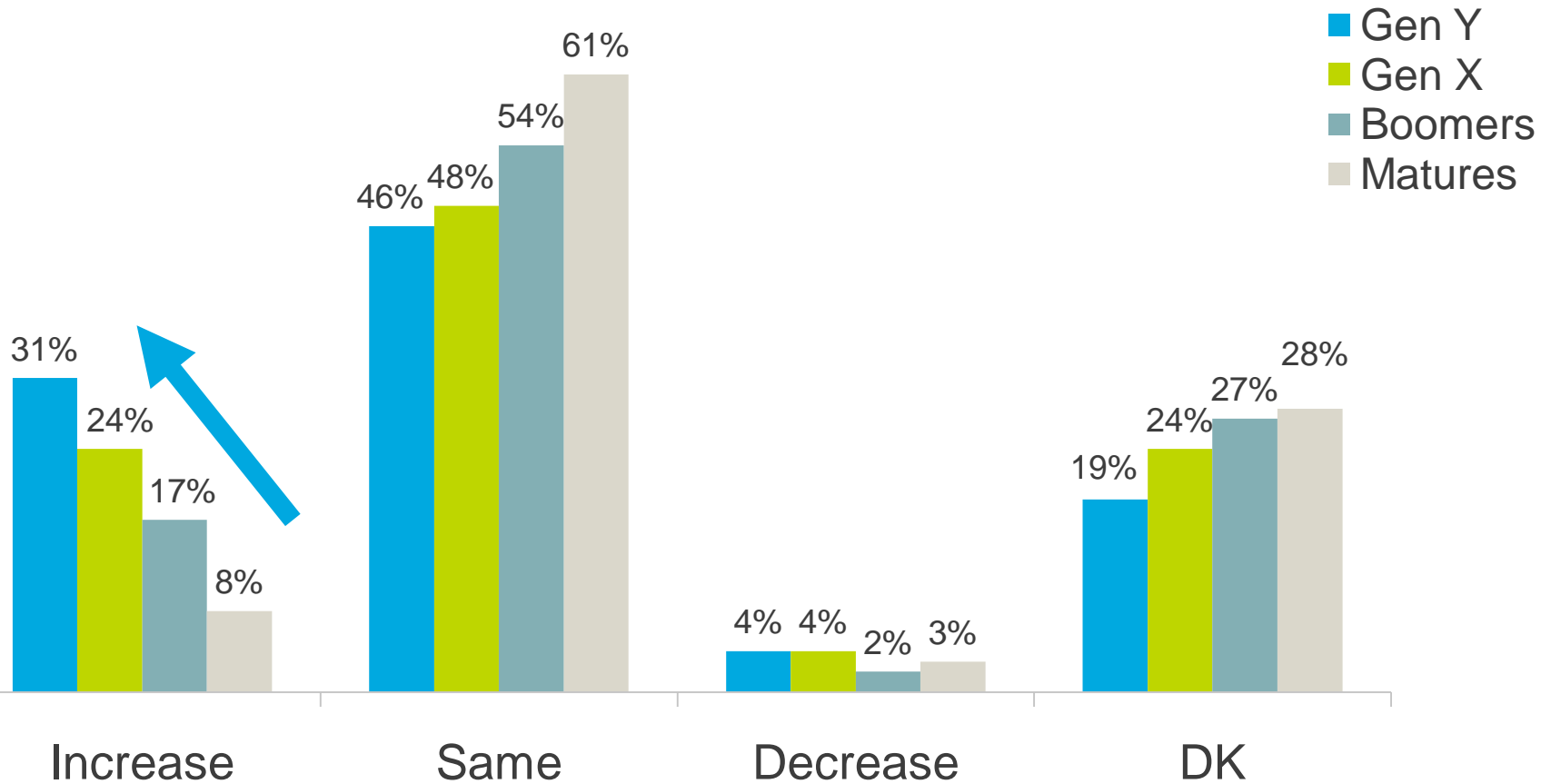


# Generational Giving



# Future Giving

Donations plans to top charity next year



# More on Gen Y



## Defining Values

Time to give back  
What's in it for me?  
Online connection

## Value

- Size
- Lifetime value
- Lower cost appeals
- Active supporters/promoters

## ***BUT***

- Require multichannel appeals
- Tracking difficult

## Social Media Habits

(% doing regularly)

70%

facebook

49%

You Tube

25%

myspace  
a place for friends

16%

twitter

## Mobile Habits

49% Mobile ONLY phone

32% Mobile primary

42% Facebook Mobile app

53% Texters



# More on Gen X



## Defining Values

Peer-motivated  
Support random, emotional  
Time vs. money  
Online connection

## Value

- Size of gifts to top charities
- Lifetime value
- Lower-cost appeals
- More than dollars
- Viral promoters
- Most Educated, Higher Income

***BUT***

- Harder to secure

## Social Media Habits

(% doing regularly)

56% 

30% 

13% 

11% 

11% 

## Mobile Habits

28% Mobile ONLY phone

37% Mobile is primary

27% Facebook mobile app

40% Texters

# More on Boomers



## Defining Values

Giving more planned  
Efficiency/overhead concerns  
2-in-10 retired

## Value

- Largest cohort
- Size and dollars
- Income

## Tech/Media Profile

**29%** Facebook (reg)

**(60% Total)**

**17%** Texters

**47%** E-newsletters

**55%** Bank online

**33%** Shop online

# More on Matures



## Defining Values

Pre-meditated giving  
Loyal  
But guarded  
Scrutiny

## Value

- Largest annual contributions
- Greater # of groups
- Tracking/Direct mail responsive

## ***BUT***

- Smallest cohort and shrinking
- Less open to new appeals

## Tech/Media Profile

**17%** Facebook (reg)

**(50% Total)**

**5%** Texters

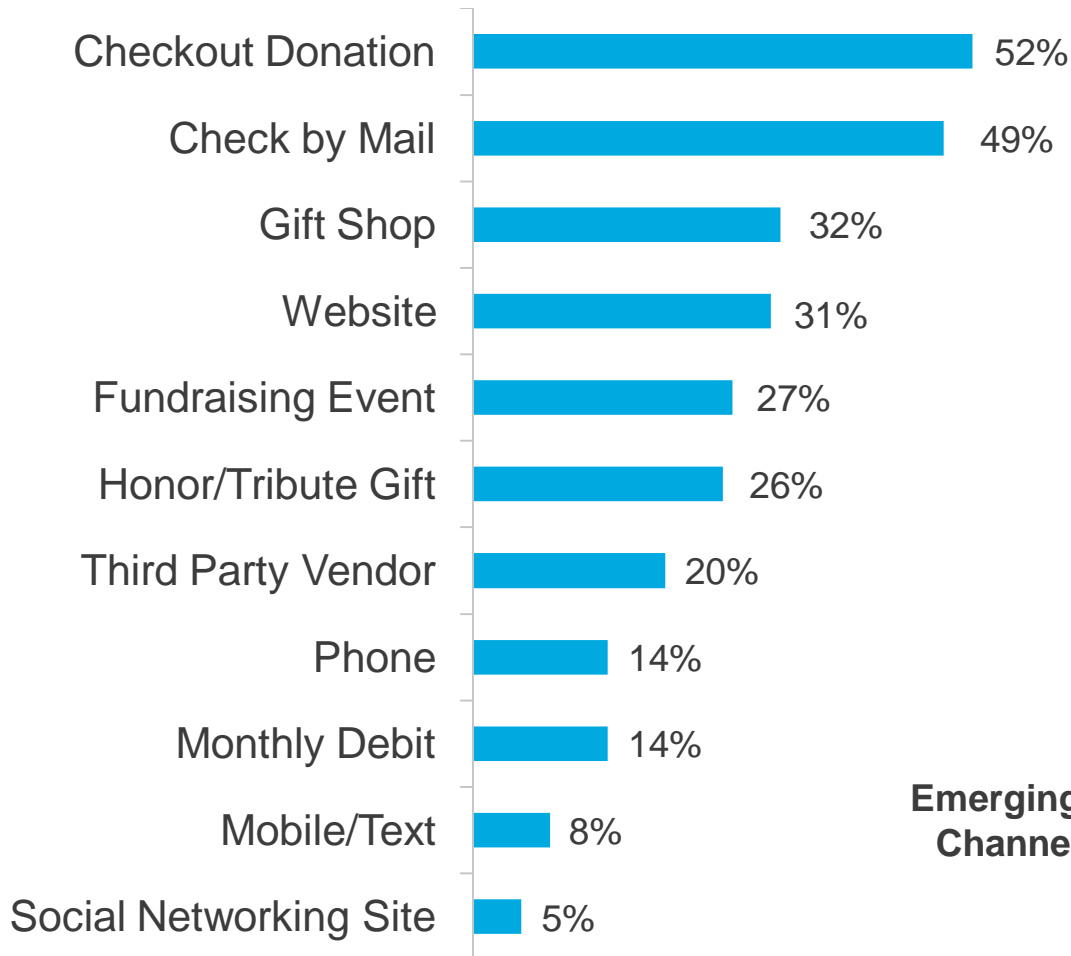
**48%** E-newsletters

**57%** Bank online

**34%** Shop online

# Giving Channels

% donated this way in last 2 years (total)



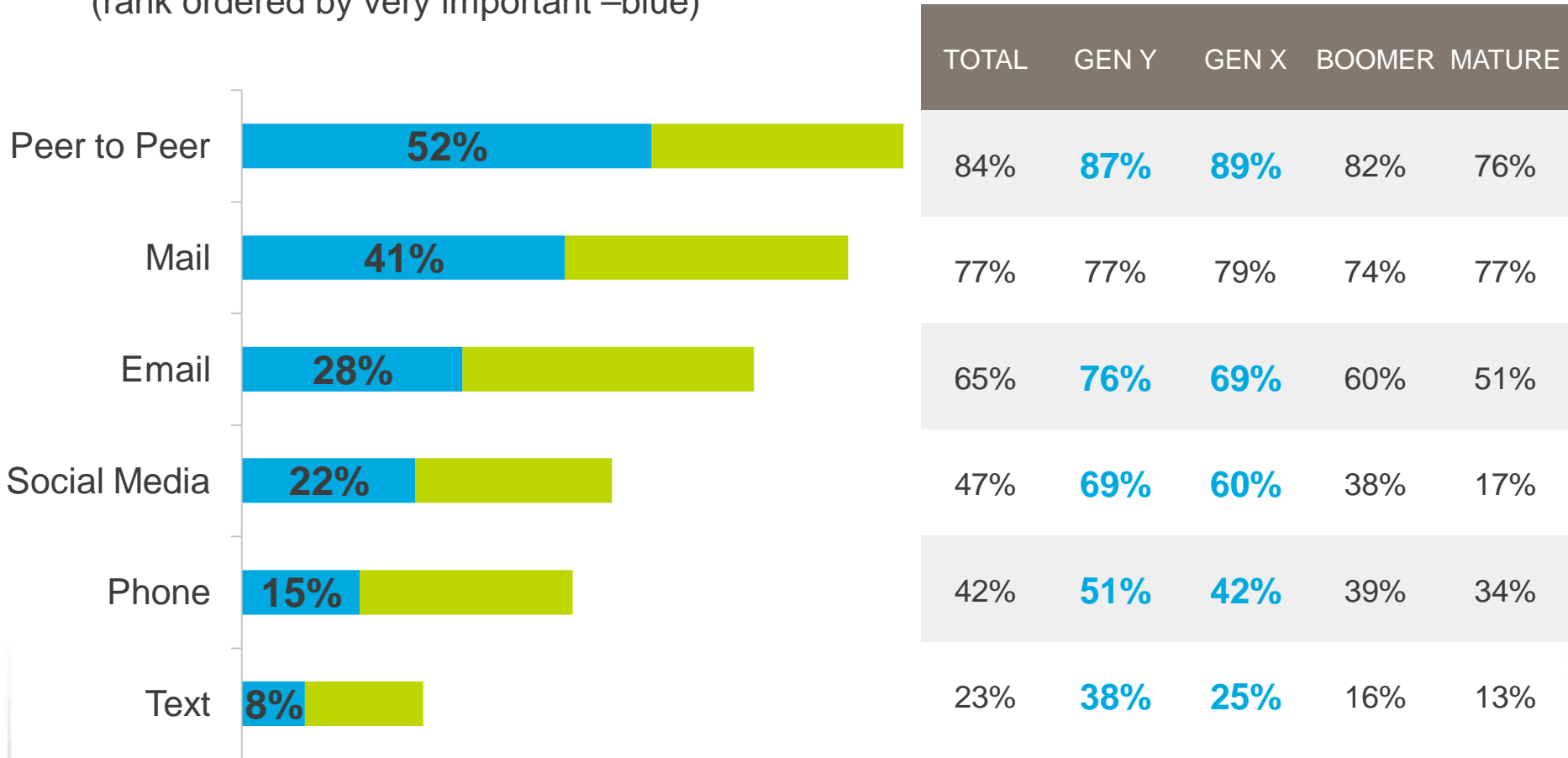
	GEN Y	GEN X	BOOMERS	MATURES
Checkout Donation	48%	<b>57%</b>	<b>52%</b>	48%
Check by Mail	26%	<b>43%</b>	<b>54%</b>	<b>77%</b>
Gift Shop	28%	<b>35%</b>	<b>32%</b>	30%
Website	29%	<b>35%</b>	31%	25%
Fundraising Event	22%	28%	28%	31%
Honor/Tribute Gift	22%	22%	27%	<b>35%</b>
Third Party Vendor	<b>25%</b>	<b>27%</b>	17%	12%
Phone	8%	10%	<b>16%</b>	<b>25%</b>
Monthly Debit	11%	<b>17%</b>	14%	11%
Mobile/Text	<b>14%</b>	<b>13%</b>	4%	2%
Social Networking Site	<b>9%</b>	<b>6%</b>	4%	2%

Emerging Channel

# Solicitation Channel Appropriateness

(From charities/nonprofits with established relationship)

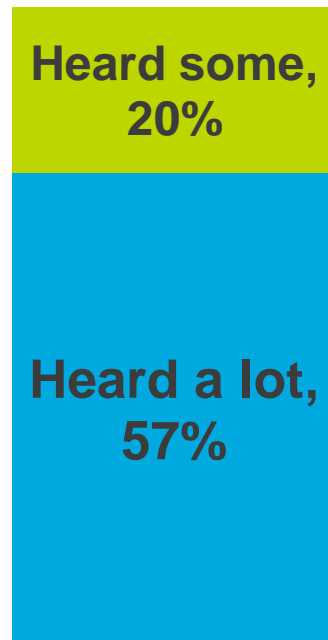
% say appropriate solicitation channel  
(rank ordered by very important –blue)



# Awareness of Haiti Text-to-Donate

Seen/heard anything recently about making a donation via text for earthquake relief in Haiti?

77% total



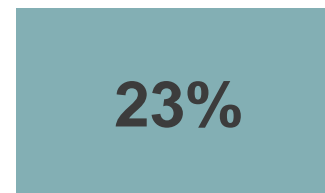
## Heard a lot

Gen Y: 60%

Gen X: 64%

Boomers: 52%

Matures: 50%



Yes

No

# Awareness (top charity)



## Gen Y

Mainstream media	27%
Word of mouth	<b>22%</b>
School	<b>18%</b>
Peer to peer event	<b>14%</b>

**52% first learned childhood**  
**Average time support: 4 yrs**



## Boomers

Mainstream media	28%
Mail	<b>19%</b>
Word of mouth	16%
Work/job	11%

**55% first learned 30's+**  
**24% childhood, 21% y adult**  
**Average time support: 13 yrs**



## Gen X

Mainstream media	24%
Word of mouth	18%
Mail	16%
Peer to peer event	11%
Work/job	11%
Product purchase	11%

**32% first learned childhood**  
**Average time support: 7 yrs**



## Matures

Mail	<b>35%</b>
Mainstream media	24%
Word of mouth	18%

**68% first learned 30's+**  
**Average time support: 15 yrs**

# First Engagement



Gen Y

Direct donation	42%	Attended event	<b>19%</b>
Visited website	<b>27%</b>	Promoted to others	<b>15%</b>
Donated goods	23%	Volunteered	<b>15%</b>



Gen X

Direct donation	51%	Attended event	18%
Donated good	28%	Volunteered	<b>16%</b>
Visited website	<b>19%</b>		



Boomers

Direct donation	<b>61%</b>
Donated goods	25%
Attended an event	13%

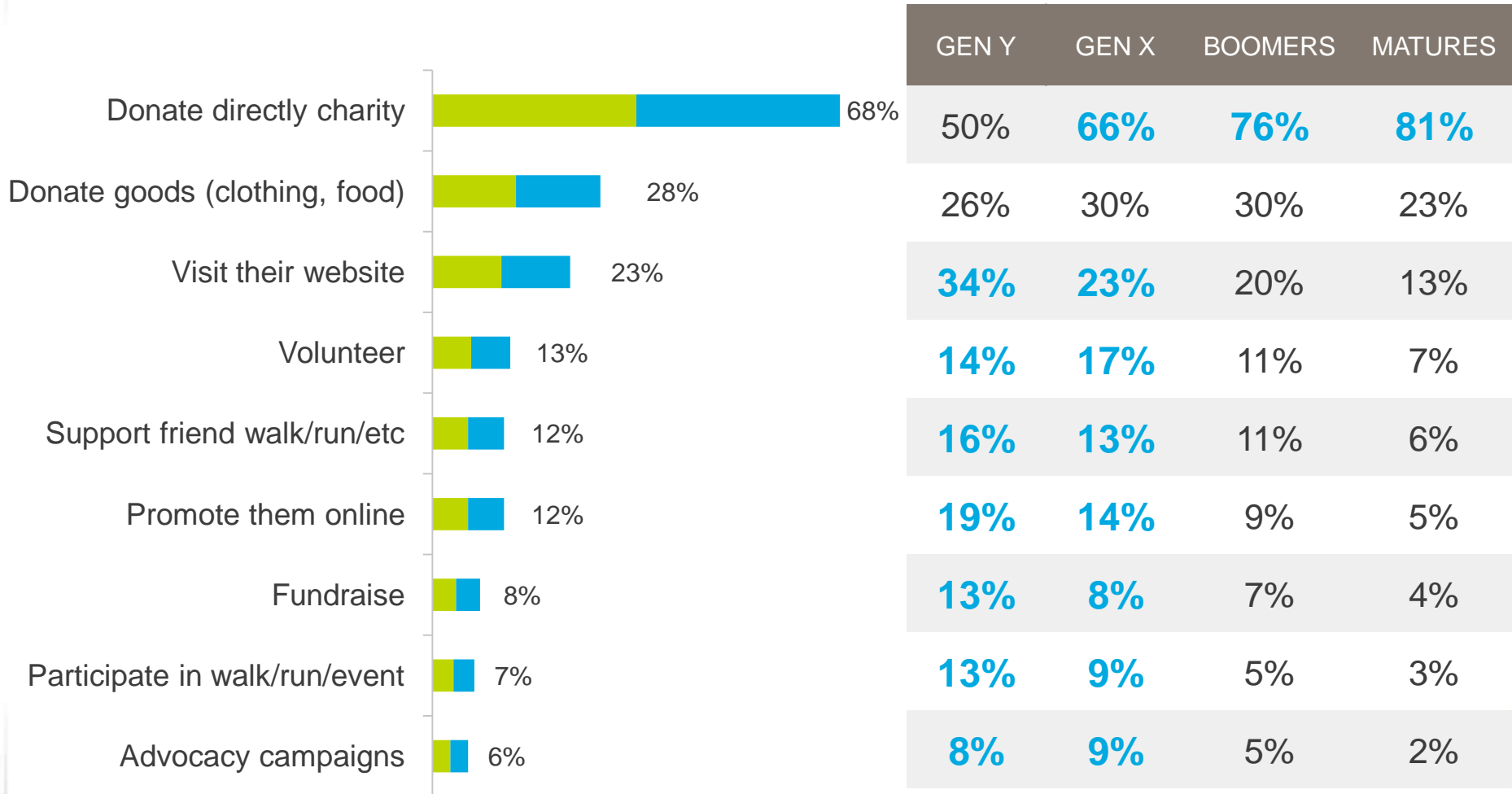


Matures

Direct donation	<b>71%</b>
Donated goods	26%
Attended an event	13%

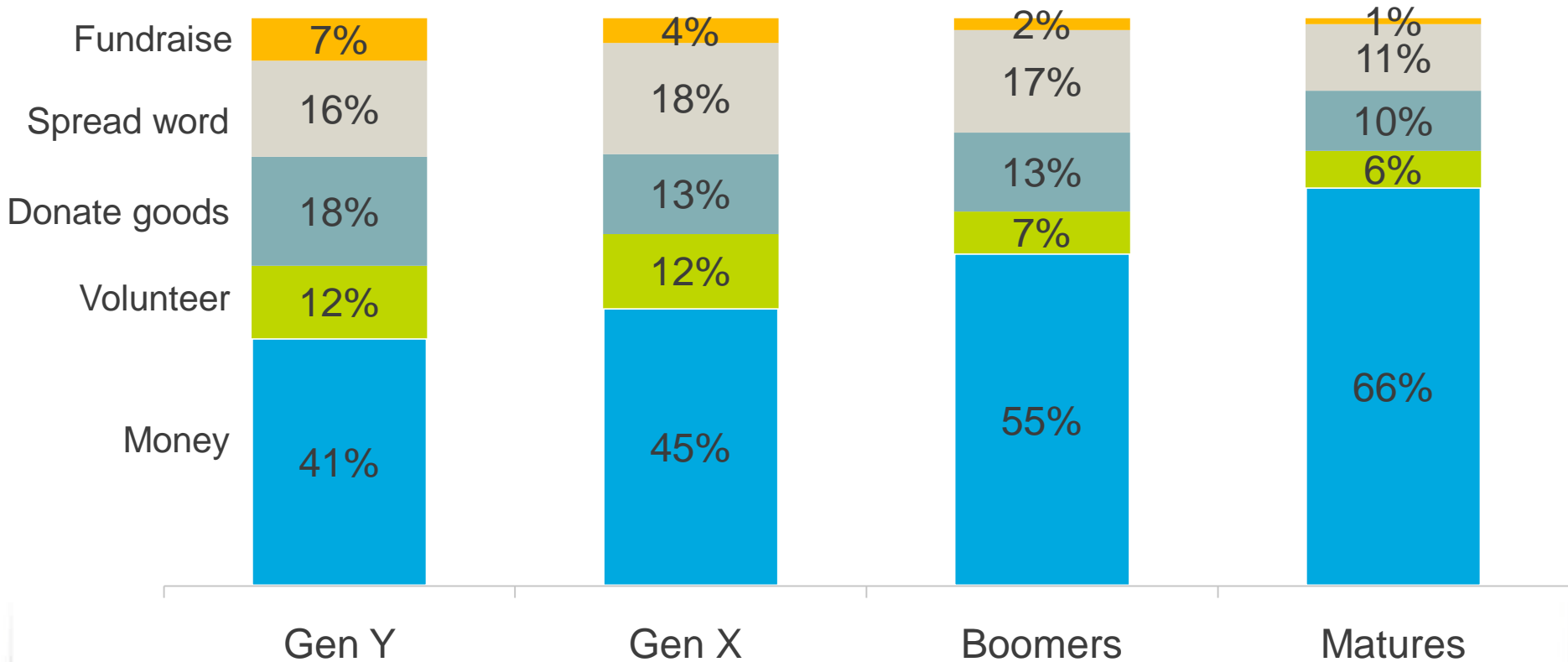


# Engagement Today



# “Making a Difference”

Where do you think you can make the most difference with (top charity)?



# What Does this all mean?



# Fundraising is profoundly multichannel



# Causation might be impossible to track



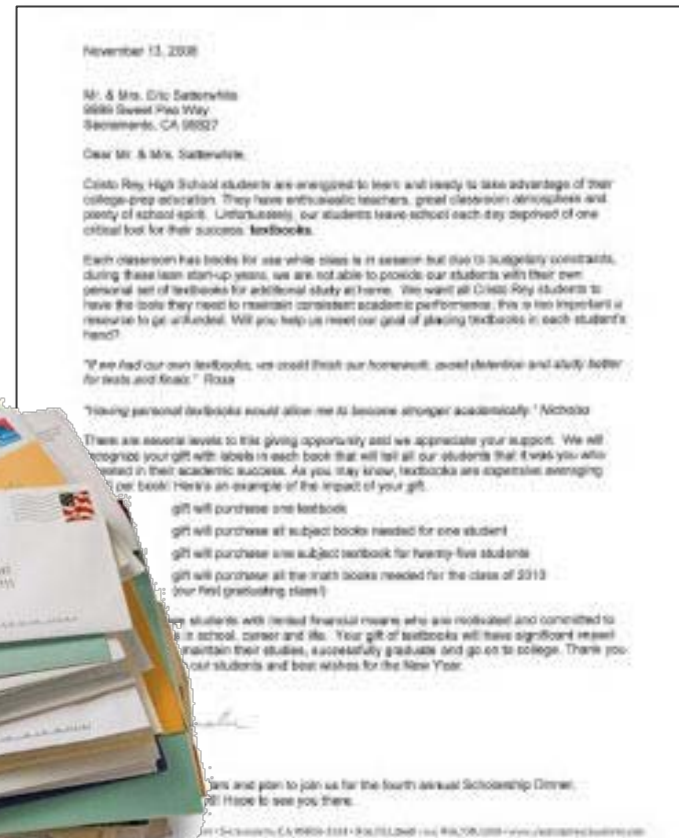
# Traditional donor databases are dinosaurs



# Remove the silos within your organization



# Direct mail and telemarketing need to evolve







**Word of  
mouth is  
critical**

# Social networks are important and still evolving



# Boomers and Gen X hold significant value



AT&T 11:14 AM 83%

## Earthquake Strikes Haiti

CARE is deploying additional emergency team members and lifesaving aid to the devastated city of Port-au-Prince in Haiti, where the worst earthquake in 200 years destroyed houses, hospitals and critical infrastructure. While the exact death toll from the 7.0-magnitude quake is not yet known, it is expected to be catastrophic. Up to one-third of the impoverished nation's population has been affected by this tragedy.

**CARE is rushing aid to Haiti right now. Donate today to help in the relief effort. Your gift will help save lives.**

**Gift Amount**

\$25.00

Credit Card Number:  CVV Number:

Expiration Date:

**Credit Cards Accepted:**

VISA   

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**Your Information**

Title:  First Name:

Last Name:

Address 1:



# Mobile's time is coming

# Content is king



# Questions?



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