



The Next Generation of American Giving

New York Nonprofit Leadership Roundtable | June 2010



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Overview

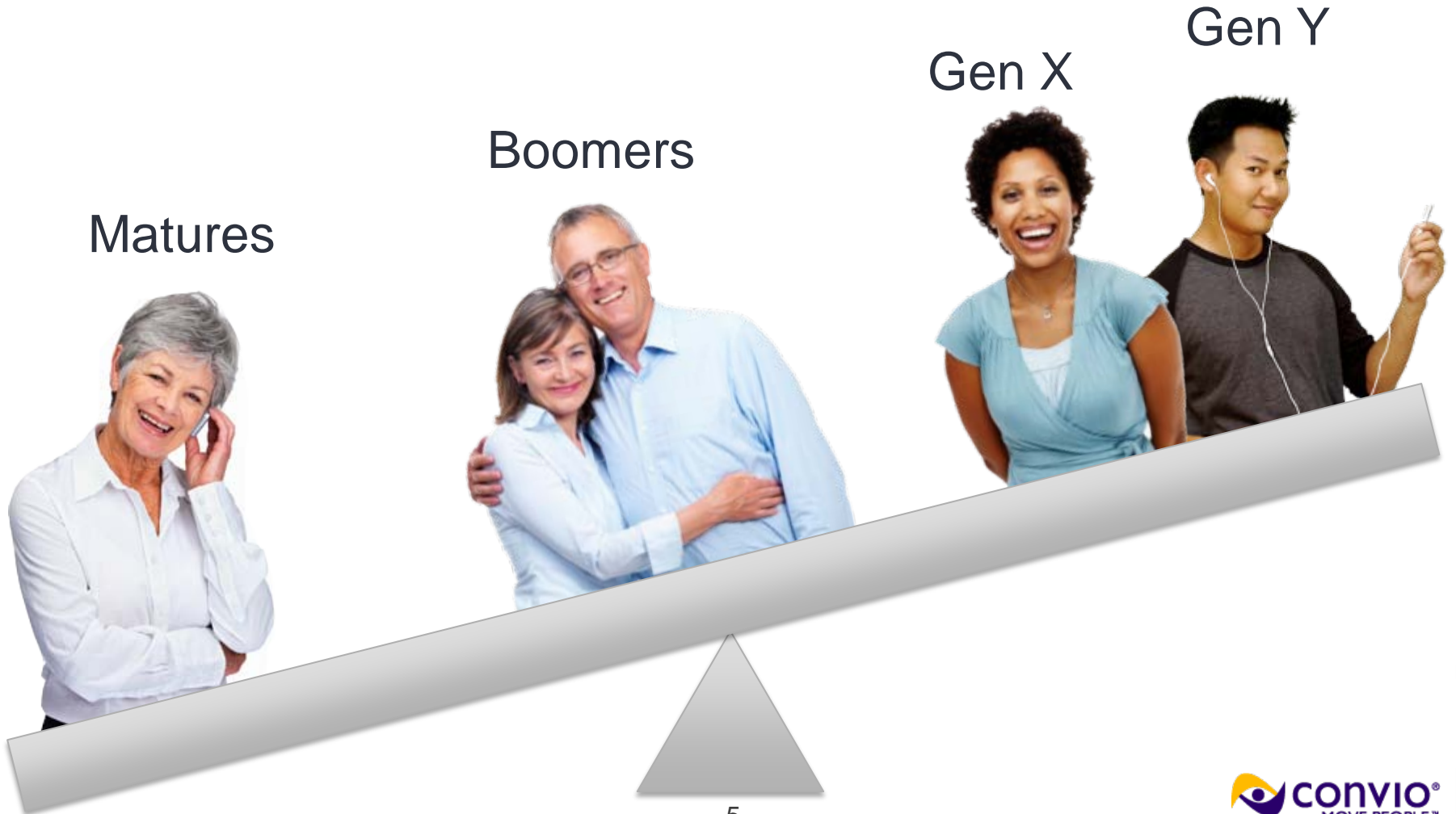


The art and science of fundraising is changing

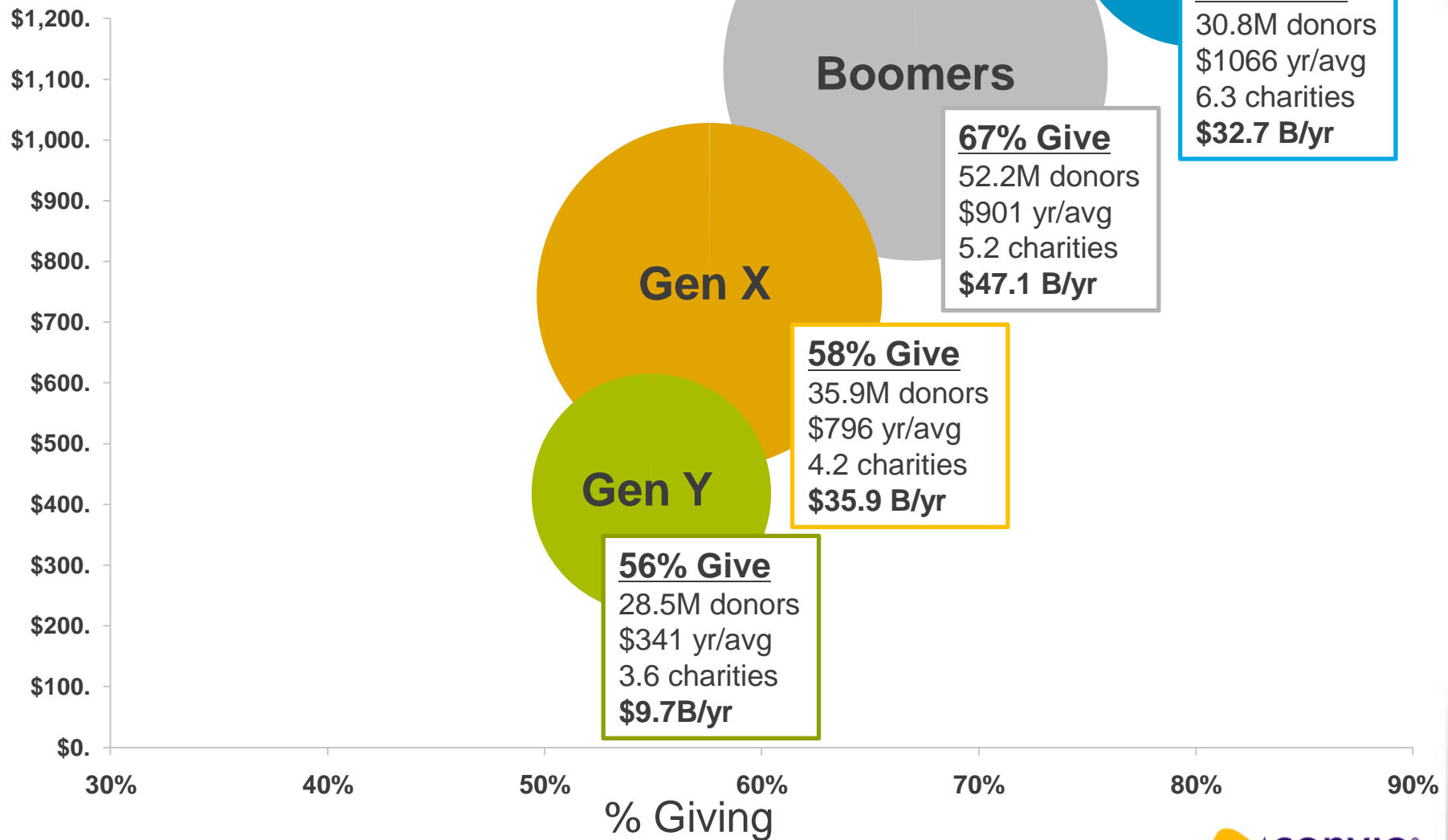
Methodology

- **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

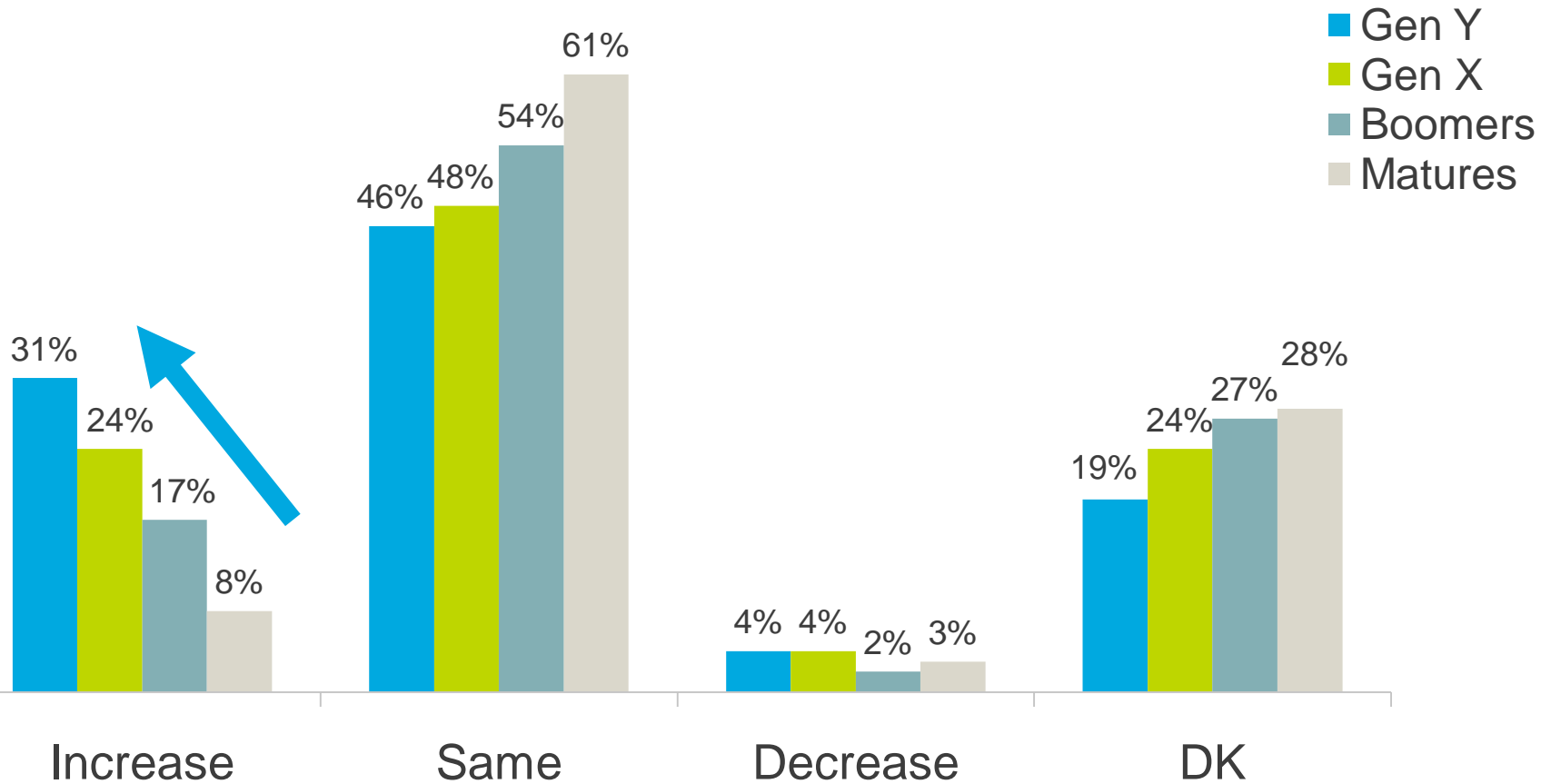


Generational Giving



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%

YouTube

25%

myspace
a place for everyone

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

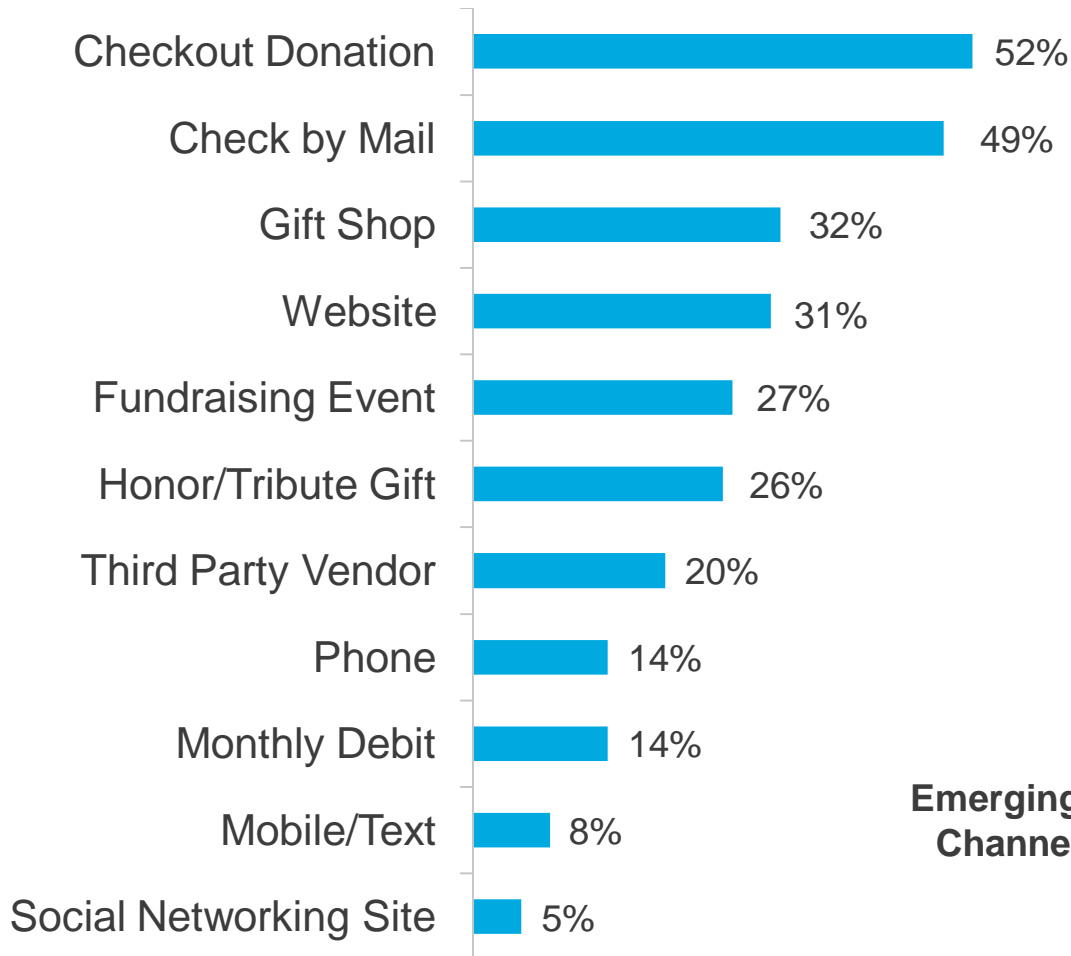
48% E-newsletters

57% Bank online

34% Shop online

Giving Channels

% donated this way in last 2 years (total)



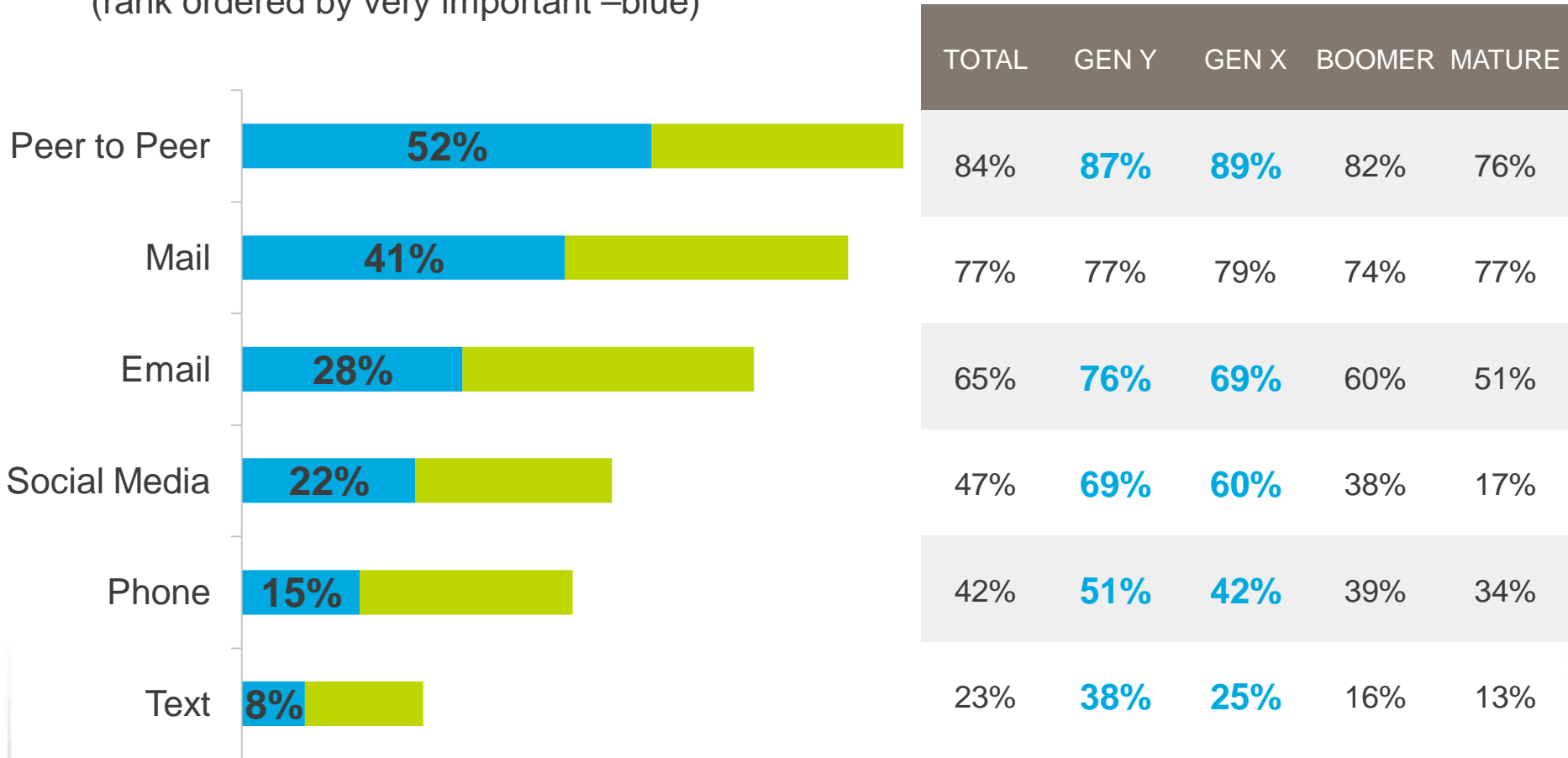
	GEN Y	GEN X	BOOMERS	MATURES
Checkout Donation	48%	57%	52%	48%
Check by Mail	26%	43%	54%	77%
Gift Shop	28%	35%	32%	30%
Website	29%	35%	31%	25%
Fundraising Event	22%	28%	28%	31%
Honor/Tribute Gift	22%	22%	27%	35%
Third Party Vendor	25%	27%	17%	12%
Phone	8%	10%	16%	25%
Monthly Debit	11%	17%	14%	11%
Mobile/Text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

Emerging Channel

Solicitation Channel Appropriateness

(From charities/nonprofits with established relationship)

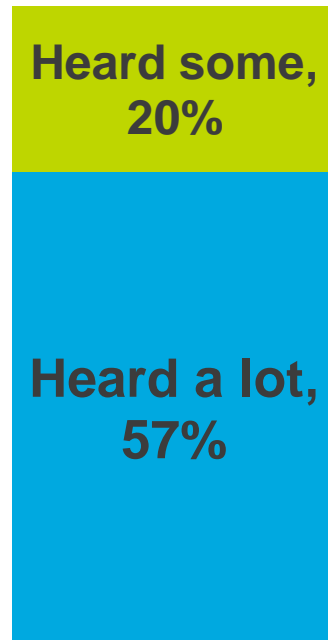
% say appropriate solicitation channel
(rank ordered by very important –blue)



Awareness of Haiti Text-to-Donate

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

77% total



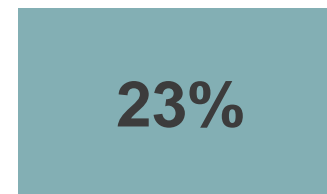
Heard a lot

Gen Y: 60%

Gen X: 64%

Boomers: 52%

Matures: 50%



Yes

No

Awareness (top charity)



Gen Y

Mainstream media	27%
Word of mouth	22%
School	18%
Peer to peer event	14%

52% first learned childhood
Average time support: 4 yrs



Boomers

Mainstream media	28%
Mail	19%
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	35%
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	19%
Visited website	27%	Promoted to others	15%
Donated goods	23%	Volunteered	15%



Gen X

Direct donation	51%	Attended event	18%
Donated good	28%	Volunteered	16%
Visited website	19%		



Boomers

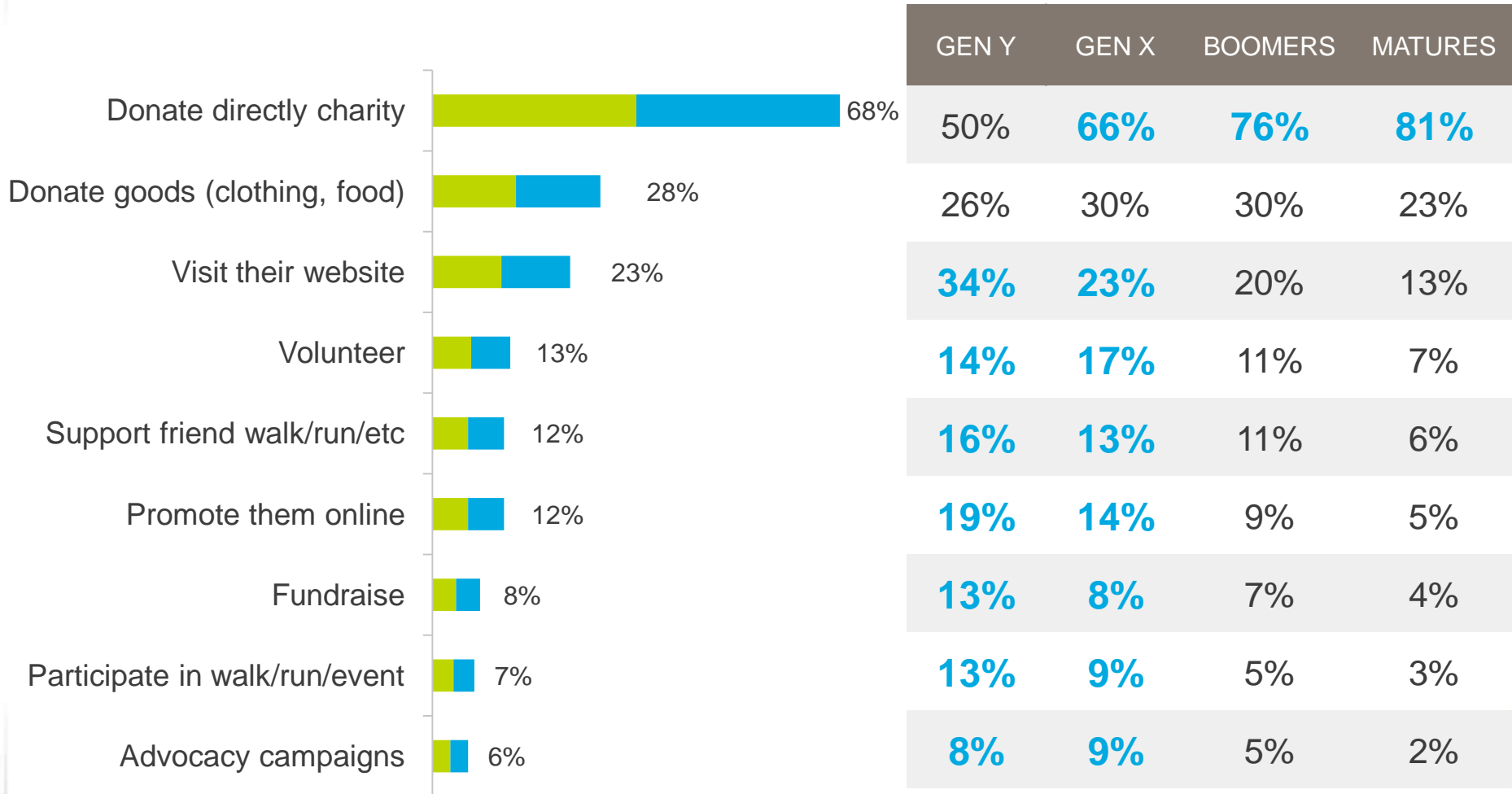
Direct donation	61%
Donated goods	25%
Attended an event	13%



Matures

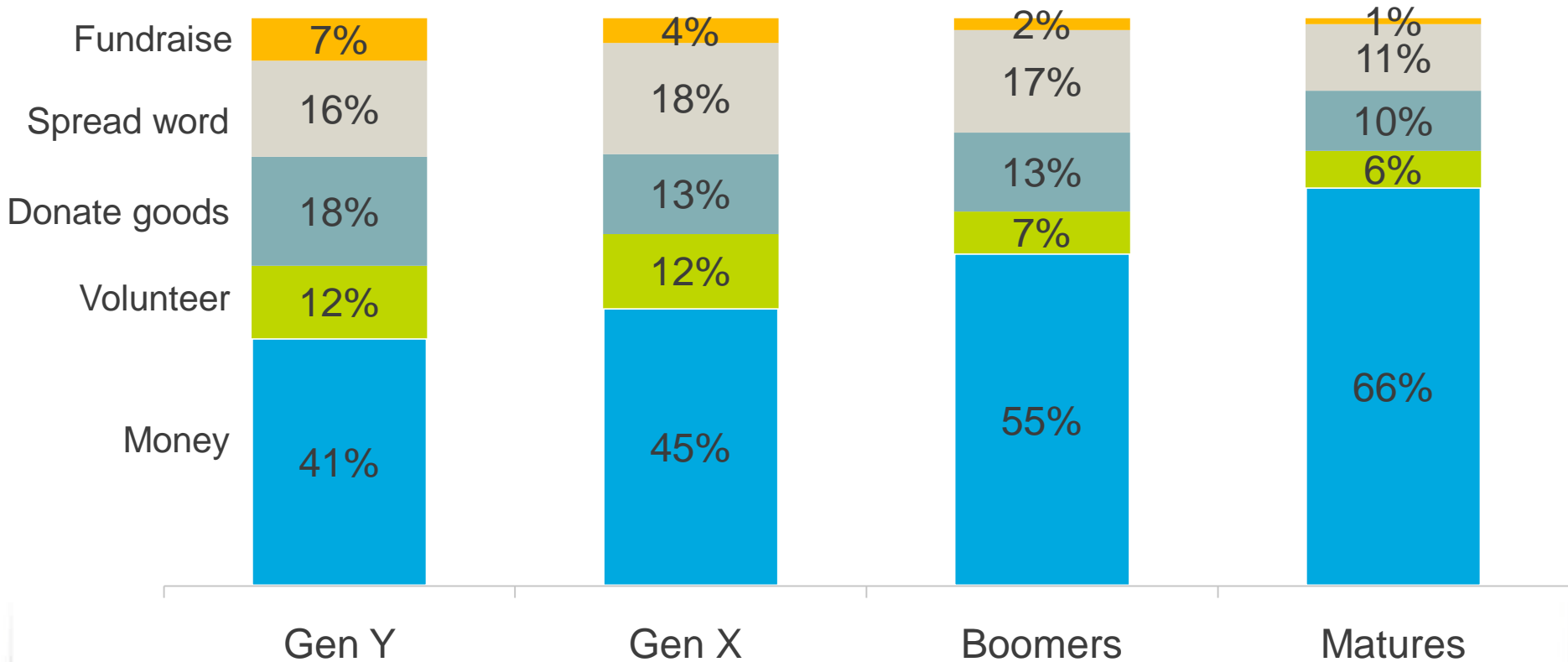
Direct donation	71%
Donated goods	26%
Attended an event	13%

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



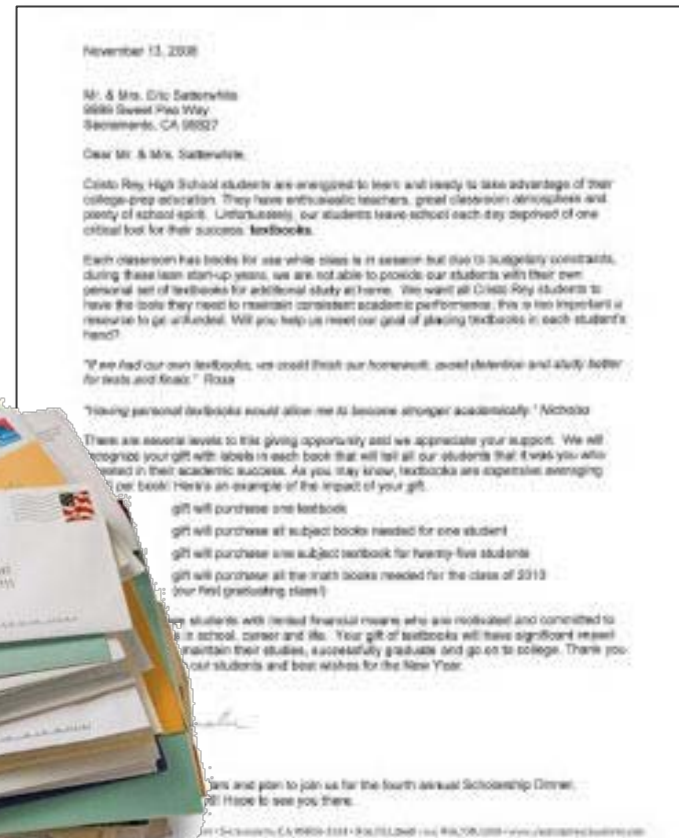
Traditional donor databases are dinosaurs



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   

Your Information

Title: First Name:

Last Name:

Address 1:



Mobile's time is coming

Content is king



Questions?



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