



ONLINE ELEVATION WORKSHOP

March 2010



Agenda

- Identify key generational differences between donor groups. Assess size of each group.
- Make sense of myriad online tactics available when building and rationalizing a strategic plan – particularly when investing in social media.
- Discuss how to most successfully reach and cultivate younger donors for a lifetime of support.

The Research

- In 2007 Convio, Edge Research and Sea Change Strategies partnered with 20+ nonprofit organizations on “The Wired Wealthy, Using the Internet to Connect with Your Middle and Major Donors”.
- This follow-up study was designed to look at how different generations learn about, engage with, and donate to charitable nonprofit organizations both online and off.
- NGO’s have a lot of experience connecting and raising money with older donors. These findings provide the sector with insights on cultivating the next generation of American donors.
- The study also examines emerging trends in outreach and fundraising strategies – such as peer-to-peer and mobile philanthropy. Several additional reports will be released over the next few months.

What makes them different? The same?



Looking at Generational Personas

- Media, Technology, and Demographics
- Life-Stage Defining Attitudes and Values
- Acquisition and Giving Channel Behaviors

PERSONA INTRODUCTION

Gen Y



My name is Michael or Jessica, I'm 24, and I'm GEN Y.

SOCIAL MEDIA

- I'm very tech savvy, and more likely to **use Facebook, YouTube, MySpace, and Twitter** than any other generation.

MOBILE

- I'm also more likely to **use my mobile phone for everything** – including **the Facebook mobile app, texting, and mobile Internet**. I'm also most likely to **have a mobile phone only**.

INTERNET HABITS

- As a Gen Yer I'm most likely to **download music and video and upload photos and video**.
- I'm most likely to **instant message, blog, listen to podcasts**.

Gen Y



DEMOGRAPHICS

- I'm most likely to **make less than \$50K** a year, **still be a student**.
- More than any generation, I'm most likely to **be single, be a renter, and live with my parents**.
- I'm unattached to traditional institutions – and am more likely than any generation to have **NO political affiliation and am least likely to attend religious services**.

ATTITUDINAL/LIFE STAGE

- I think it's "Time to Give Back"
 - ▶ I'm starting out, don't have a lot time or money to give
 - ▶ At a point in my life where I would like to increase my commitment to charity
- I also want to know "What's In It For Me?"
 - ▶ I like promotional give-aways
 - ▶ I like to support through social events. (i.e. parties, runs, etc)
- Lastly I want "Online Connection"
 - ▶ I promote my interests/causes through social networks
 - ▶ I visit websites prior to supporting

Gen Y



LEARNING ABOUT TOP CHARITY

- Even though **mainstream media** and **word of mouth** is a top prospecting devices across all generations -- I am significantly more likely to learn about charities through **word of mouth, school , and peer to peer events.**

GIVING CHANNELS TO TOP CHARITY

- I'm more likely to give at **fundraising events** and through a **website** than any other generation.

Gen X



My name is Michael or Jennifer, I'm 37, and I'm GEN X.

SOCIAL MEDIA

- As Gen X, my social media habits are in line with other age groups, except that I **use LinkedIn** significantly more.

MOBILE

- My mobile habits are in line with others'.

INTERNET HABITS

- I use the Internet more than other for **web research**, and to **read magazines and newspapers**.
- I also **conduct online banking**, **engage in ecommerce**, and **instant message** significantly more than other age groups.

Gen X



DEMOGRAPHICS

- More than other generations, I'm most likely to have a **post graduate degree** than other generations and have **children under 18 at home**.

ATTITUDINAL/LIFE STAGE

- I want "Online Connection"
 - ▶ I promote my interests/causes through social networks
 - ▶ I visit websites prior to supporting
- I'm motivated by Random, Peer Motivated Support
 - ▶ Most of my charitable giving is random (who asks, emotions)
 - ▶ I'm more likely to support a charity when friends/family ask vs. the charity

Gen X



LEARNING ABOUT TOP CHARITY

- My generation consistently learned about a top charity through the usual channels –**mainstream media** and **word of mouth** – with no standouts from other generations.

GIVING CHANNELS TO TOP CHARITY

- I'm more likely to give through a **website** and through **monthly committed debit** than other generations.

Boomers



My name is Michael or Mary, I'm 55, and I'm a Boomer.

SOCIAL MEDIA AND MOBILE

- My social media and mobile habits are in line with other age groups.

INTERNET HABITS

- I use **subscribe to e-newsletters** significantly more than other generational cohorts, other than that use the Internet like everyone else.

DEMOGRAPHICS

- I'm more likely to be divorced.

Boomers



ATTITUDINAL/LIFE STAGE

- I often consider “Time versus Money” tradeoffs when giving support
 - ▶ Volunteering is a priority for me
 - ▶ Sometimes I can make more of a difference volunteering my time
 - ▶ Sometimes I can make more of a difference giving money
- My giving is also “Pre-meditated” and planned
 - ▶ I have a well-established commitment to charities I care about
 - ▶ I budget for charitable organizations each year
 - ▶ I know which organizations I will support

LEARNING ABOUT TOP CHARITY

- My generation consistently learned about a top charity through **mainstream media – like others** – but we also learned about the organization through mail.

GIVING CHANNELS TO TOP CHARITY

- I’m more likely to give through a **check by mail** significantly more than other generation.

Matures



My name is James or Mary, I'm 65, and I'm a Mature.

SOCIAL MEDIA AND MOBILE

- My social media and mobile habits are significantly lower across the board than any other generation.

INTERNET HABITS

- I also **subscribe to e-newsletters** significantly more than other generational cohorts other than that use the Internet like everyone else.

DEMOGRAPHICS

- I'm more likely to **make over \$100K** and **be married** and **widowed** than other generational groups.
- I'm more likely to **be retired**, **own a home**, and **attend religious services**.

Matures



ATTITUDINAL/LIFE STAGE

- Like my generation, I'm "Guarded" and "Scrutinize" offers I receive blocking out noise.
 - ▶ I won't answer the phone or look at mail from charities I haven't supported
 - ▶ I will not give charities my phone number or email
 - ▶ I'm concerned about what portion going to overhead

LEARNING ABOUT TOP CHARITY

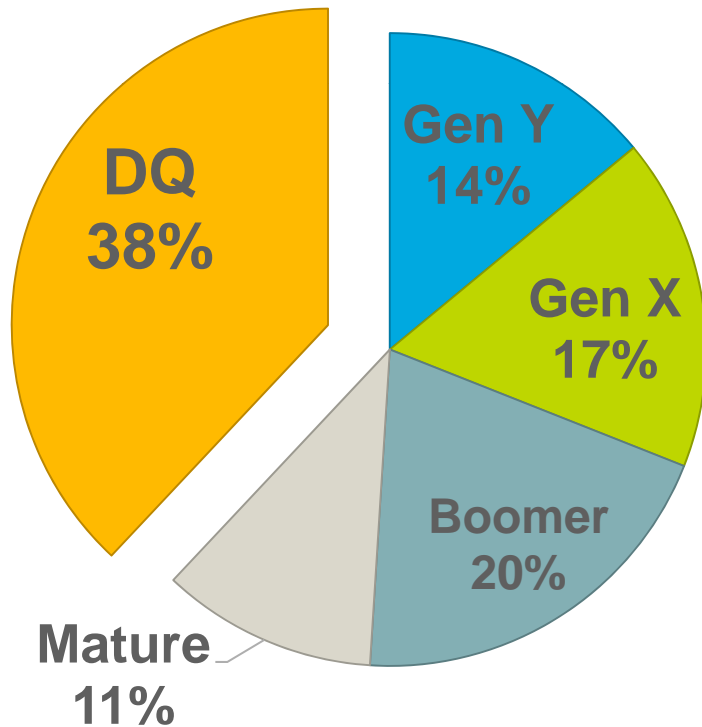
- My generation learned about a top charity through **mail** – more than any other generation.

GIVING CHANNELS TO TOP CHARITY

- I'm more likely to give through a **check by mail** more than other generation.

The Donor Universe

Survey Context: Donated to Nonprofit/Charitable Cause within Year (US Adult Population: 227.7 million)



Survey qualifications: Must donate to at least 1 charitable org/nonprofit and at least \$1 within last 12 months (excluding school and place of worship)
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THE GENERATIONS



Gen Y (b. 1981-1991)
31.06M Americans;
54% give



Gen X (b. 1965-1980)
39.53M Americans;
52% give



Boomers (b. 1946-1964)
45.17M Americans;
66% give



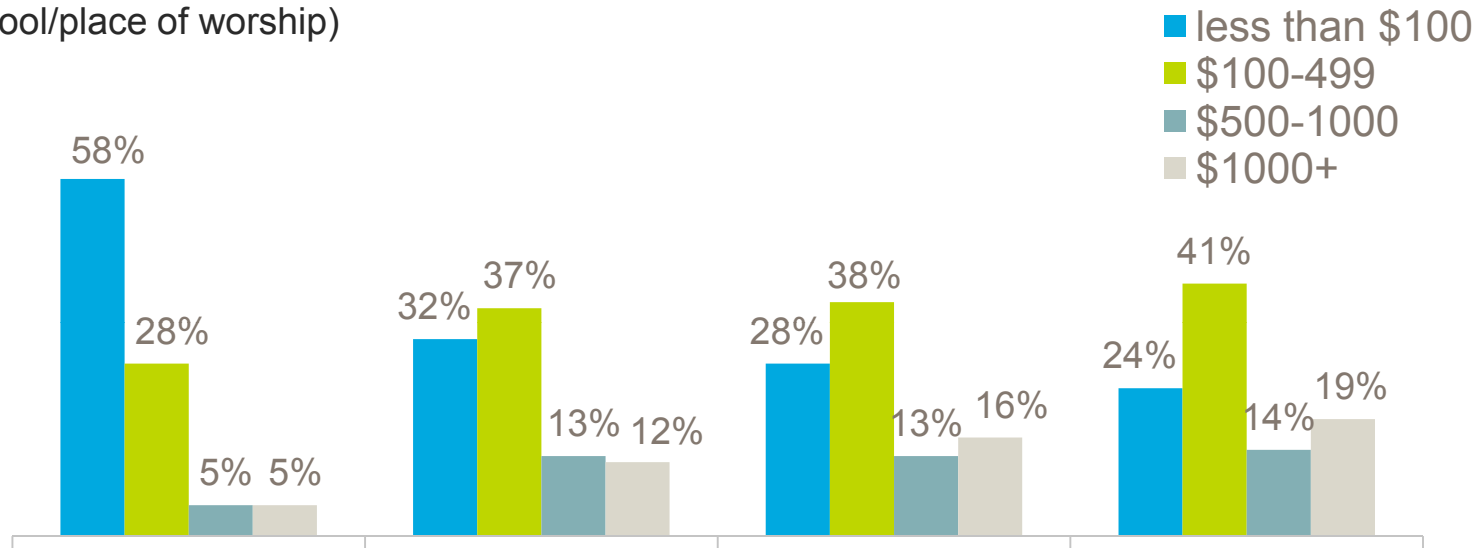
Matures (b. 1945 or earlier)
25.41M Americans;
77% give

62% qualified
141 million donors



Giving Amounts

Approximate amount gave to all charities, 12 months
(excluding school/place of worship)



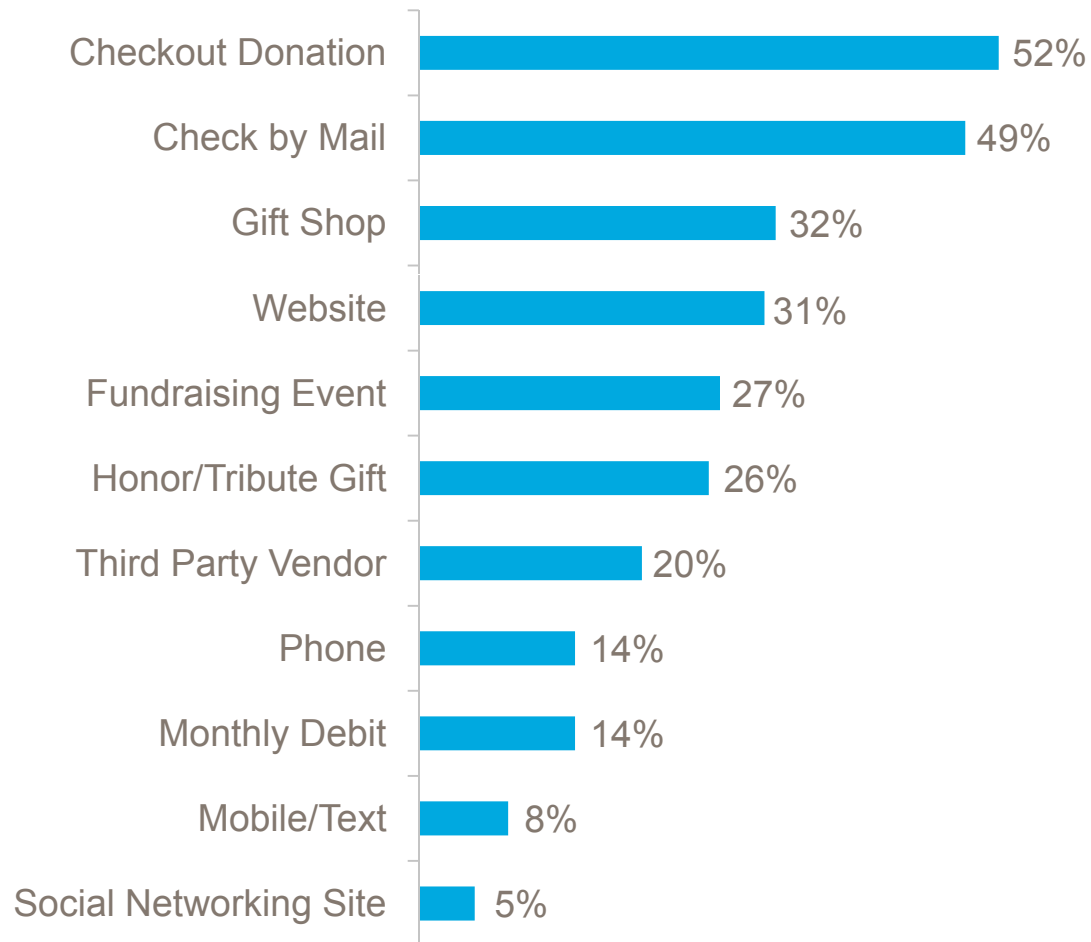
	Gen Y	Gen X	Boomers	Matures
Avg \$ (est)	\$420	\$796	\$901	\$1,182
Avg \$ top charity	\$161	\$272	\$211	\$280
Avg # charities	3.6	4.2	5.2	6.3

Q4. Approximately how many nonprofit organizations and charitable causes have you donated to in the past 12 months?
Q6. Approximately how much do you give in **total** each year to **all** charitable or cause-oriented organizations, excluding your school and place of worship? Blue numbering in the table on the right indicates significance at the 95% confidence level



Giving Amounts

% who say have donated in this way in last 2 years (total)



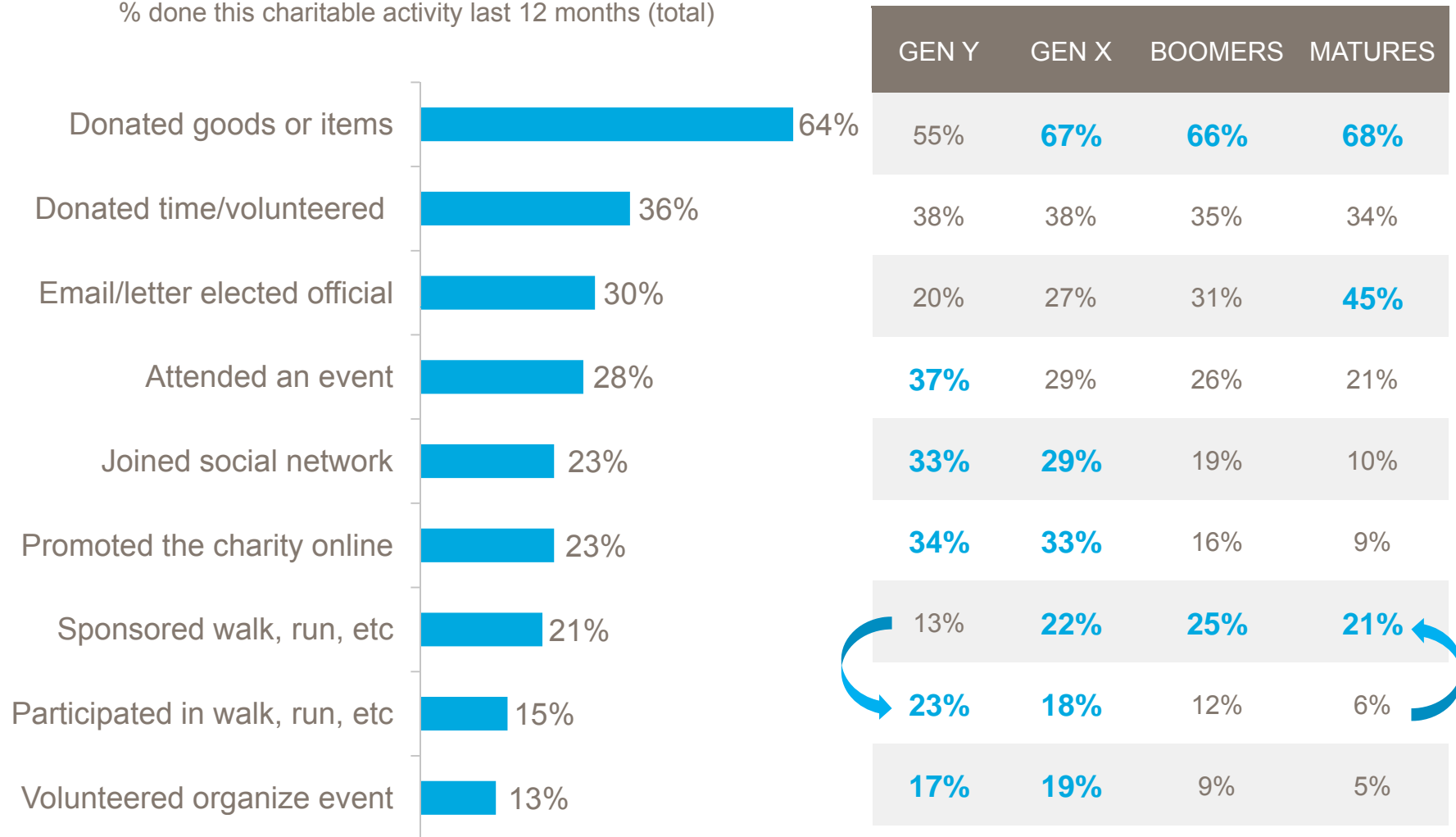
	GEN Y	GEN X	BOOMERS	MATURES
Checkout Donation	48%	57%	52%	48%
Check by Mail	26%	43%	54%	77%
Gift Shop	28%	35%	32%	30%
Website	29%	35%	31%	25%
Fundraising Event	22%	28%	28%	31%
Honor/Tribute Gift	22%	22%	27%	35%
Third Party Vendor	25%	27%	17%	12%
Phone	8%	10%	16%	25%
Monthly Debit	11%	17%	14%	11%
Mobile/Text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

Q7: Which of the following giving methods have you used in the past 2 years (select all that apply).
 Bold numbering in the table on the right indicates significance at the 95% confidence level



Other Forms of Support

% done this charitable activity last 12 months (total)



Q3: In the last 12 months, in which of the following ways have you supported nonprofit organizations/charitable causes?
 Bold numbering in the table on the right indicates significance at the 95% confidence level



Life-stage Defining Attitudes and Values

Time to Give Back

Just starting out, don't have a lot of time or money to give

At point in life where would like to increase my \$/time commitment to charity

What's In It For Me?

Like promotional give-aways

Like to support through social events. (i.e. parties, runs, etc)

Online Connection

Promote through social networks

Visit a website prior to supporting

Random, Peer Motivated Support

Most of the charitable giving is random (who asks, emotions)

More likely to support a charity when friends/family ask vs. the charity

Time vs. Money

Volunteering is a priority for me

Can make more of a difference volunteering my time

Can make more of a difference giving money

Pre-meditated Giving

Have a well-established commitment to charities I care about

Budget for charitable organizations each year

Know which organizations I will give to

Guarded, Scrutiny

Don't answer phone/look at mail from charities haven't supported

Will not give charities phone number/ email

Concerned about what portion going to overhead

Gen Y

Gen X

Boomers

Matures

Q35: Statement describes your current situation "perfectly" – Median age calculated for each statement.



BREAK

Findings Review: Generational Focus

- Marketing programs should be optimized beyond seniors alone. Donor acquisition rates have been declining for several years for good reason.
- In the near term, Boomers are your next prime audience, but we can't ignore Gen X and Y.
- The economic value of Gen X and Y goes beyond current giving capacity. They have a lifetime of giving ahead of them, plus demonstrate the willingness to promote their favorite causes online.
- No generation is as loyal as Matures – retaining Boomers, X and Ys will require constant re-inspiration.

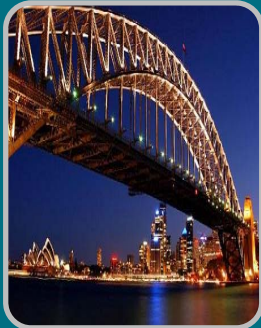
Findings Review: Channels

- No channel will dominate for the foreseeable future; all generations are showing multi-channel tendencies.
- The Internet in general has caught up with – or surpassed – direct mail as a core fundraising channel for the youngest segments.
- Word of mouth/peer to peer remains critically important – sometime it's important to be mindful of all the communications channels but let your supporters pick which to use.
- Social media is an important supporting channel for Boomers, X and Y – but not perhaps as important as some say.
- Mobile giving is where online giving was in 1999.

Applying Generational & Channel Learnings



Audit **online strategy** and tactics to determine how we're meeting generational needs.



Create **connections** between the online and offline worlds to support generation "migration" and giving channel preference.

COMPLETE TACTICS ASSESSMENT

How are we meeting Generational Needs?

Genera tion	Matures	Boomers	Gen X	Gen Y
Attitudes/ Values	Guarded Scrutinize	Time vs Money Premeditated Giving	Online Connection Random, Peer Motivated	Time to Give Back What's In It For Me?
Tactics + Strategies				

Assessment: How do we reach Matures?

Guarded

Scrutinize

- Annual Tax Receipts
- Guidestar/BBB/Charity Navigator Insignia
- Fundraising Expenditure Disclosure
- E-Newsletters

THE WILDERNESS SOCIETY

Other Ways to Give

- Donate Online
- Renew Membership
- Become an Advocate for Wilderness
- Give a Gift Membership
- Give at Work
- Make an Honor or Memorial Gift

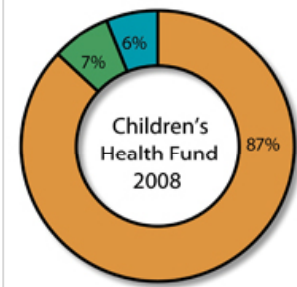


Wilderness Society Banking Products
Having an affiliated checking or credit card can bring benefits to you and The Wilderness Society. Find out more about these cards.

- Give a Gift of Stock and Estate Planning
- Read our Annual Report
- Contact Us

FINANCIALS

\$0.87 of every dollar donated goes directly to Children's Health Fund Programs.



- Clinical & Public Health Programs, Policy & Education*
- Fundraising
- Management & General

Assessment: How do we reach Boomers?

Pre-meditated Giving

Time vs. Money

- Renewal Appeals and Notices
- Event Fundraising Donation (vs Participation)
- Basic Donation Forms
- Volunteer Opportunities
- Data Mining Planned Giving

The screenshot shows the Human Rights Campaign (HRC) website. The navigation bar includes links for ABOUT US, YOUR COMMUNITY, ISSUES, GET INVOLVED (highlighted), LAWS & ELECTIONS, SHOP, and DONATE. The breadcrumb trail reads: Home > Get Involved > Ways to Support HRC > Volunteer. The main heading is 'VOLUNTEER' with a sub-headline 'It's your community. The time is now.' and a large 'Get Involved' button. A sidebar menu lists options: Donate, Ways to Give, Ways to Support HRC, Volunteer (highlighted), National Corporate Partners, HRC Visa® Card, Host an HRC House Party, Wedding & Commitment Ceremonies, Equality Checks and Address Labels, Take Action, and Membership Center. The main content area features the text: 'It's your community. The time is now. Volunteering with HRC empowers you to create the change we envision for our country. Join a vibrant, energetic group of leaders in your community. HRC events and activities are about educating the public, engaging LGBT people and our allies, and supporting the important work of HRC statewide and nationwide. Be a part of the change, be engaged, get involved! Sign up now to volunteer.' Below this, it lists 'When you volunteer with HRC, you help:' followed by a bulleted list: educate the public about critical issues, mobilize your community to take action, expand the voice and visibility of the LGBT community, help to change hearts and minds, and bolster a nationwide effort to end hate and discrimination. At the bottom, there is a photo of a group of people at an event.

Assessment: How do we reach Gen X?

Random, peer motivated

Online connection

- Create/Donate to a Tribute Fund
- Make a Sustained/Committed Gift
- Sign a Pledge
- Event Attendance
- Mobile Site Optimization

AT&T 11:14 AM 83%

Earthquake Strikes Haiti

CARE is deploying additional emergency team members and lifesaving aid to Port-au-Prince in Haiti, where 200 years destroyed houses infrastructure. While the exact magnitude quake is not yet catastrophic. Up to one-third nation's population has been

CARE is rushing aid to Haiti today to help in the relief save lives.

Gift Amount
\$25.00

Credit Card Number:
[Input Field]

Expiration Date:
[Dropdown] [Dropdown]

Credit Cards Accepted:
VISA MasterCard DISCOVER AMERICAN EXPRESS

Your Information
Title: [Dropdown] First Name: [Input Field]
Last Name: [Input Field]
Address 1: [Input Field]

jumpstart

Help us ensure every child in America is Ready for School & Ready for Life.

MAKE YOUR GIFT TODAY

WHAT'S HAPPENING

Jumpstart for Africa's TOMMY October 8, 2009 Celebrate the Jumpstart's first for the Record. Watch the video.

Jumpstart is BY Stock Exchange October 7, 2009 Jumpstart, the Care & partners areg. Closing the door. Get more.

More Happenings

JOIN US NOW

Get the latest updates about how you can make a difference in a child's life!

Assessment: How do we reach Gen Y?

Time to give back

What's in it for me?

- Premiums/Contests
- Event Fundraising Participation (vs Donation)
- Social Media
- Mobile Outreach



How should we respond to new technologies?

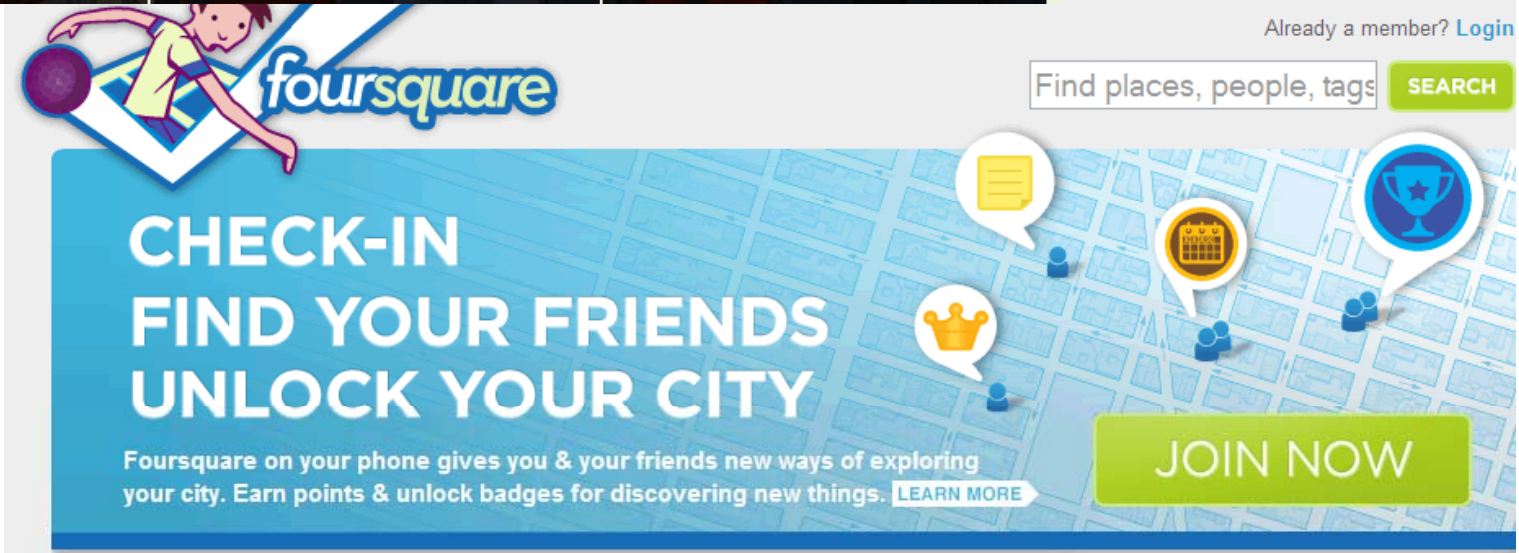


Gowalla Welcome Spots Trips Friends Blog Download Sign In

The **easiest way** to share places you go with friends. **SIGN UP!**

Check in Share with Friends Enjoy Rewards

The Gowalla banner features a dark green header with the brand name and navigation links. Below is a light green section with a headline and a prominent orange 'SIGN UP!' button. The main visual is a three-panel illustration: a woman checking in with a phone, a man sharing a location, and a waitress enjoying a reward.



Already a member? [Login](#)

Find places, people, tags **SEARCH**

foursquare

**CHECK-IN
FIND YOUR FRIENDS
UNLOCK YOUR CITY**

Foursquare on your phone gives you & your friends new ways of exploring your city. Earn points & unlock badges for discovering new things. [LEARN MORE](#)

JOIN NOW

The Foursquare banner has a light blue background with a map grid. It includes the Foursquare logo, a search bar, and a large green 'JOIN NOW' button. The text is bold and white, with a 'LEARN MORE' link at the bottom.

How should we respond to new technologies?

- Determine gaps in existing strategy that new technology might fill. Is our strategy balanced for each generation?
- Set realistic goals for the type of response and constituents that technology will drive as part of investment strategy.
 - ▶ Is donor conversion a realistic goal for Twitter?
 - ▶ Should Facebook be used to drive awareness and outreach through peer-to-peer sharing and gift giving
 - ▶ Would we drive visitation to a museum through Gowalla “check ins”?
- Ensure that constituents, particularly Gen X and Y, have the ability to respond in a channel of preference.

Create Online + Offline Connection

- Research tells us that a multi-channel approach is the only option for reaching across generational constituencies and for planning for the next generation.
- Key tactics will ease the migration to incorporate digital channels as Boomers come on line and younger generations make more significant financial impact.
 - ▶ Online feeder acquisition
 - ▶ Multi-channel campaign methodology
 - ▶ Segmentation methodology
 - ▶ Donor management database

Online Feeder Acquisition

- In the multi-channel world the goals of any online fundraising manager should extend beyond revenue raised online, but the ability to influence the overall relationship through online campaign.
- Online must serve as a list acquisition channel for offline campaigning, similar to capturing an email address in offline channels.

The screenshot displays the website for St. Joseph's Indian School, Chamberlain, SD 57326. The main navigation bar includes links for Home, About St. Joseph's, Our Children, Our Programs, The Lakota Culture, and How You Can Help. A search bar and text size options are also present.

The page features several key sections:

- eClub Signup:** A form to sign up for monthly email updates, including fields for email address and zip code, and a "Sign Up" button. A promotional image of a dreamcatcher is shown.
- Make a difference for Lakota children:** A central banner with the text "Limited time! Your gift in any amount will be DOUBLED!" and an image of two children. Below this is the "Our Vision & Mission" section, which states the school's mission since 1927.
- Donate Today:** A section encouraging donations to help Lakota children, with a "Donate Now" button.
- Member Log In:** A section for registered members to access special content.

Two smaller versions of the eClub Signup form are shown on the right side of the page, each with a different promotional image (a cross and a bird). The text "Test eClub Signup: Image and Premium" is visible below these forms.

Multi Channel Campaign Methodology

- Take a multi channel campaign approach by following an integrated fundraising calendar.
- Allow constituents to respond in the channel of choice, regardless of solicitation channel – and expect response to cross channels.
- Respect previous giving behaviors and promote offers with consistency.
- Don't overlook a customized homepage experience (in addition to email and direct mail) for delivering your integrated appeal.
- Expect to measure response on an aggregate basis. Ease tracking by using shortcut URLs in direct mail.

Segmentation Methodology

- Is it time to begin capturing birth year data and segment based on generational characteristics and assumptions?
- Does the offer and primary action change based on what we know about constituents?

Veteran's Organization Memorial Day Campaign				
Generation	Mature	Boomer	Gen X	Gen Y
Call to Action	Give to all Veterans	Give to a Veteran Tribute Fund	Give to a Veteran Tribute Fund	Create a Tribute for a Veteran

New Approach to Donor Management

- Open, flexible infrastructure necessary for managing the next generation of donors
- Database should support tracking and visibility into multichannel interactions
- Ability to “hook” into other data sources
- 360° view of constituents
- Access “on-the-go”

