



THE NEXT GENERATION OF AMERICAN GIVING

Multi-channel preferences and charitable habits
across generations

Session 1 – Understanding the research & its implications

Session 2 – Putting the research into practice with a multi-
channel approach



About Us



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- Leads the Convio Strategic Services Practice
- Experience in internet strategy and technology, account management and advertising since 1995



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- Eight years online marketing experience, with over six years on the Convio Strategic Services team
- Expertise in campaign management, analysis, and strategic planning

Today's Agenda

- Identify key generational differences between donor groups, based on research. Assess size of each group. Understand implications from the research.
- 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.

Session 2 Agenda

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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.
- Nonprofits 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

Meet the Matures

My name is James, 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.



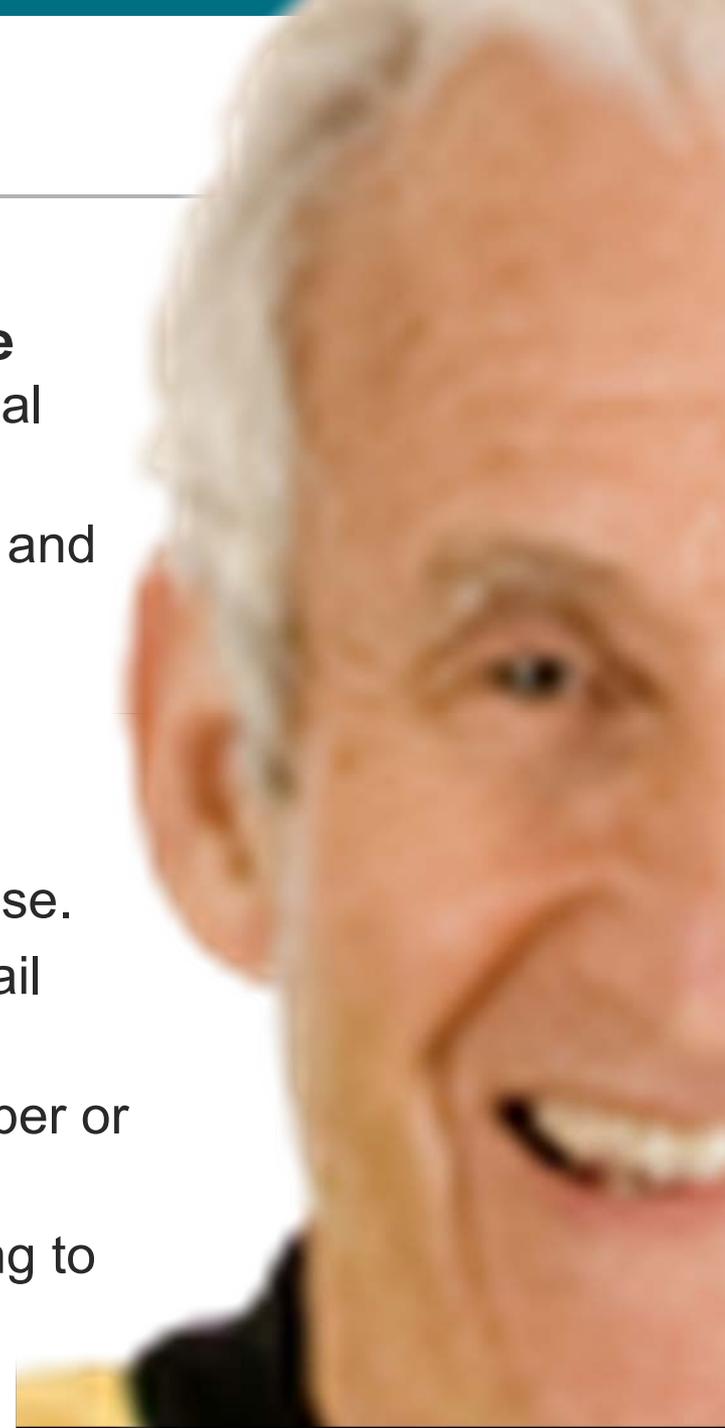
Meet the Matures

DEMOGRAPHICS

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

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



Meet the Matures

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 by **mailing a check**.



Meet the Boomers

My name is David, 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 **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.



Meet the 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



Meet the Boomers

LEARNING ABOUT TOP CHARITY

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

GIVING CHANNELS TO TOP CHARITY

- I'm significantly more likely to give by **mailing a check**.



Meet Gen X

My name is 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'.



Meet Gen X



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.

DEMOGRAPHICS

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

Meet Gen X



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

Meet 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.



Meet Gen Y

My name is Michael, 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**.



Meet Gen Y

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**.

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**.



Meet Gen Y



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

Meet Gen Y



LEARNING ABOUT TOP CHARITY

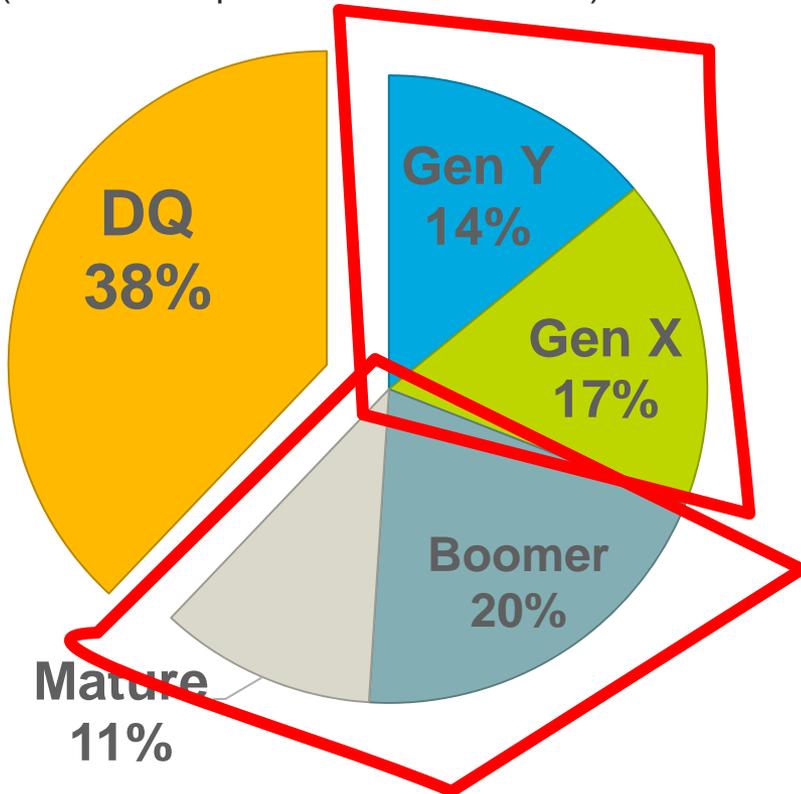
- Even though **mainstream media** and **word of mouth** is a top prospecting devices across all generations...
- I am significantly more likely to learn about charities through **word of mouth, school, and peer to peer events.**

GIVING CHANNELS TO TOP CHARITY

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

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

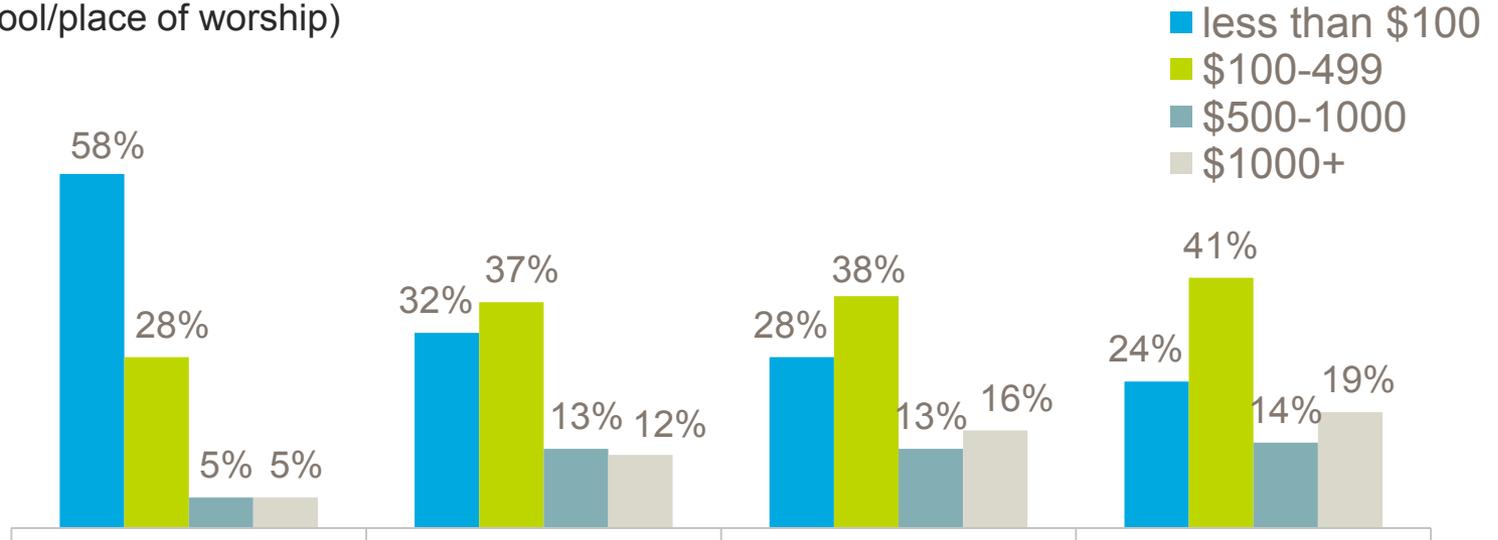


Matures (b. 1945 or earlier)
25.41M Americans;
77% give

62% qualified
141 million donors

Giving Amounts

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

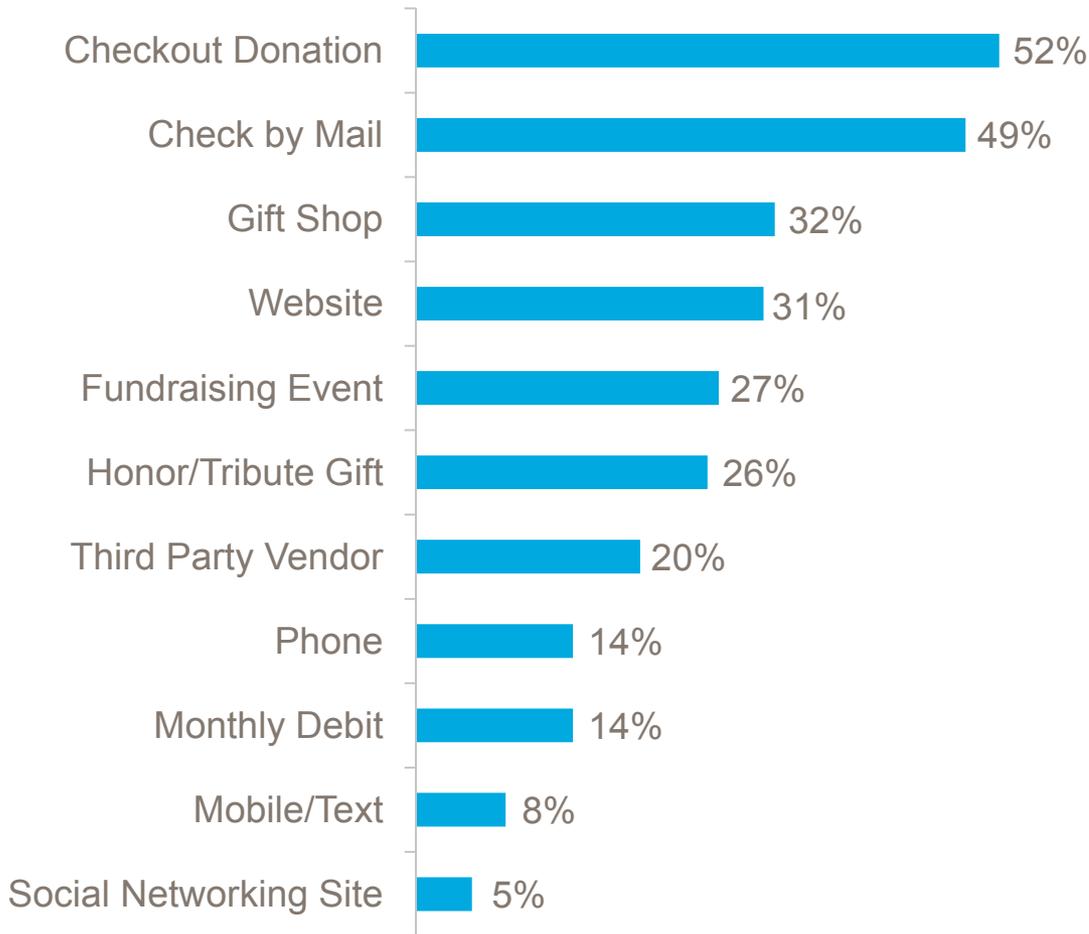


	Gen Y	Gen X	Boomers	Matures
Avg \$ (est)	\$420	\$796	\$901	\$1,182
Avg \$ top charity	\$161	\$272	\$211	\$280
Avg # charities	3.6	4.2	5.2	6.3

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)

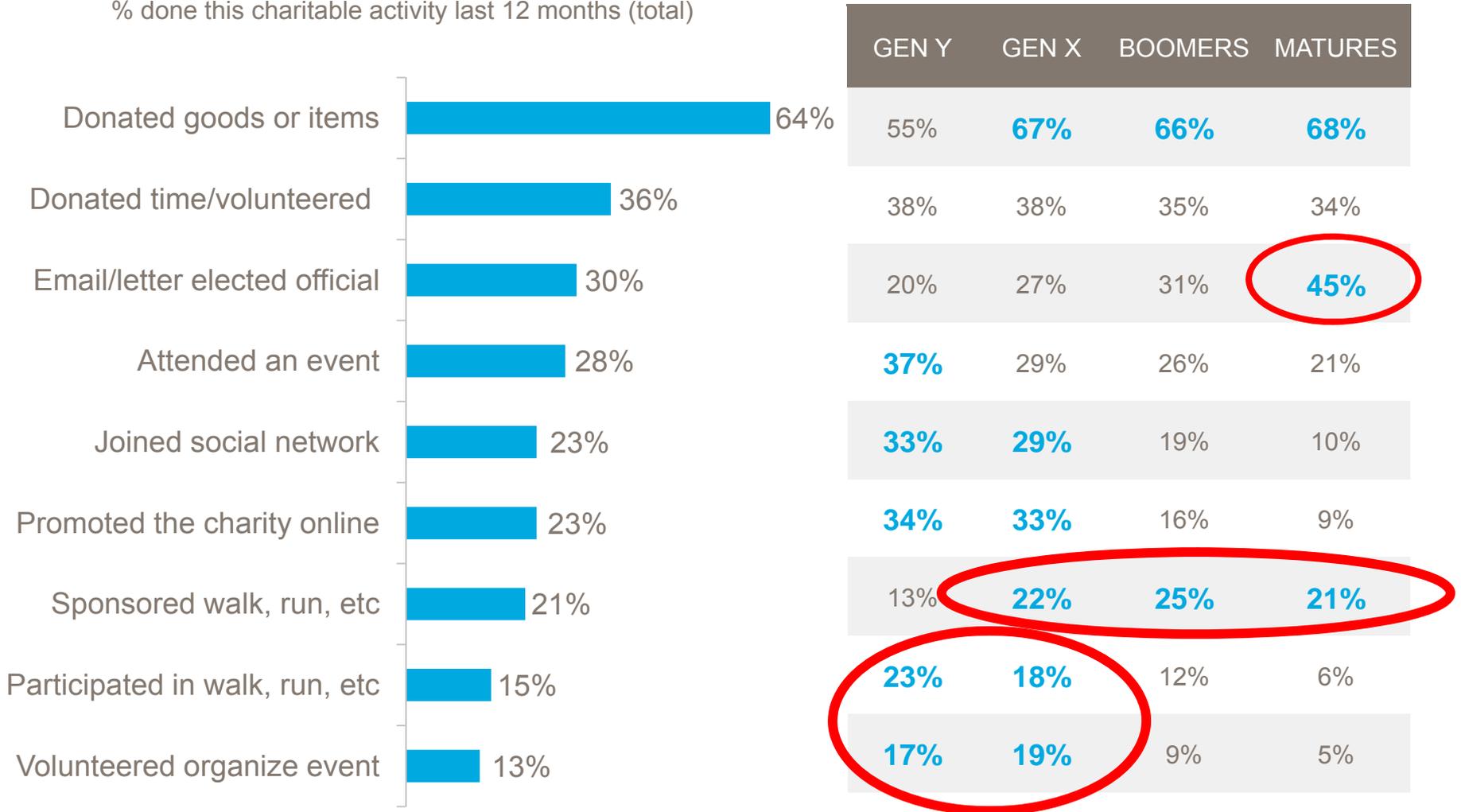


	GEN Y	GEN X	BOOMERS	MATURES
Checkout Donation	48%	57%	52%	48%
Check by Mail	26%	43%	54%	77%
Gift Shop	28%	35%	32%	30%
Website	29%	35%	31%	25%
Fundraising Event	22%	28%	28%	31%
Honor/Tribute Gift	22%	22%	27%	35%
Third Party Vendor	25%	27%	17%	12%
Phone	8%	10%	16%	25%
Monthly Debit	11%	17%	14%	11%
Mobile/Text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

<i>Time to Give Back</i>	<i>Online Connection</i>	<i>Time vs. Money</i>	<i>Guarded</i>
<i>What's In It For Me?</i>	<i>Random, Peer Motivated Support</i>	<i>Pre-meditated Giving</i>	<i>Scrutiny</i>
GEN Y	GEN X	BOOMERS	MATURES



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.



Thank you!

We'll email links to presentation slides and research paper. Look for an invite to our next session soon!

Session 2: Putting the research into practice with a multi-channel approach

