Data-Backed Strategies to Engage & Inspire Donors of All Ages

A look inside the Generational Giving Report

bloomerang + Qgiv

Put relationships at the heart of your fundraising.

Bring together the best of fundraising, volunteer, and donor relationship management with a unified giving platform! Connect with your donor community to raise more donations and build support for your world-changing work.
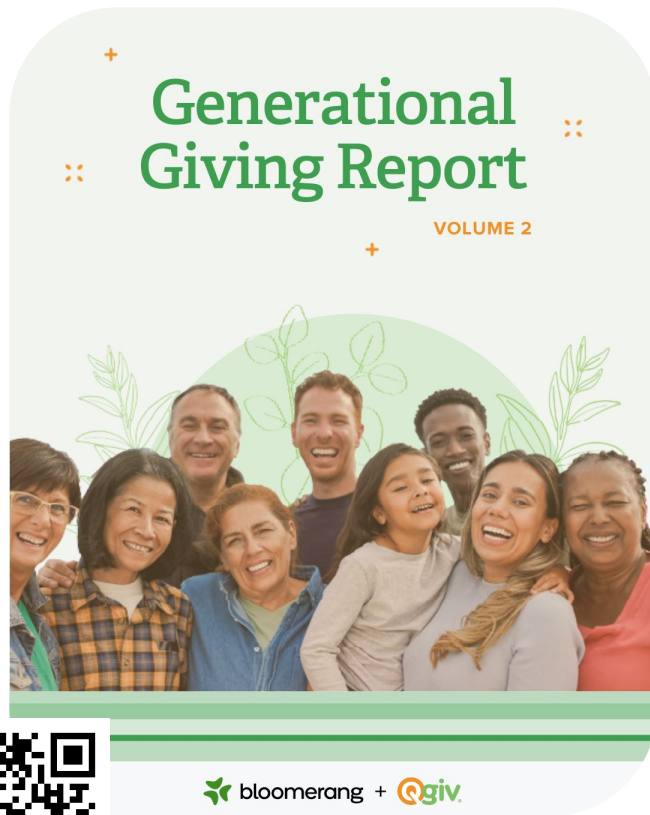
+ Attract new donors to support your cause and leave lasting impressions throughout their giving experience.

+ Level up your fundraising results and unlock future giving potential by unifying your donor data and tools.

+ Build meaningful relationships with deeper donor insights and time saving tools.

Agenda

+ Why do generational giving trends matter?

+ A snapshot of each generation

+ Key omni-generational takeaways:
  - Role of social media
  - Word of mouth referrals
  - Storytelling
  - Non-financial support
  - Using technology to make reaching each generation easier

+ Q&A

Generational Giving Report

VOLUME 2

bloomerang + Qgiv
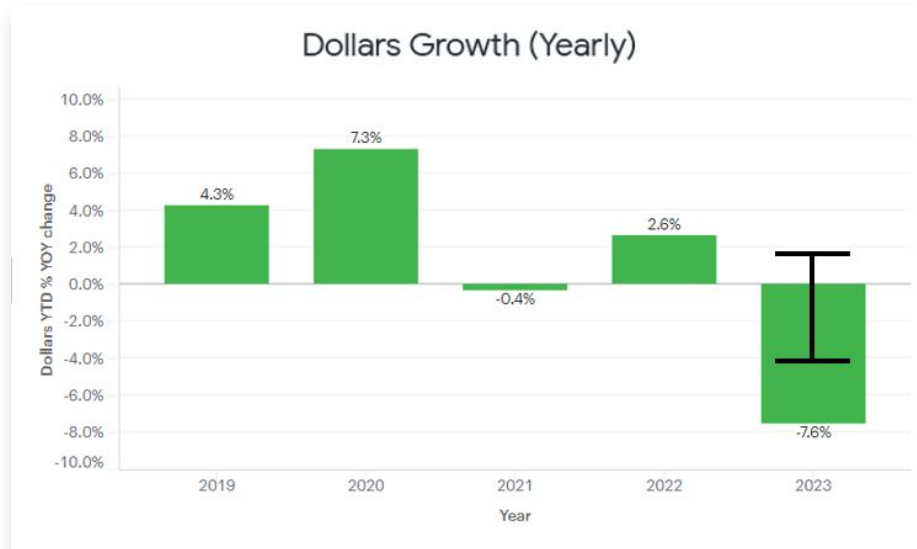
Why Address Generational Giving?

We're in a unique time

Understanding our donors is of critical importance! Our donor bases are changing and our sector faces considerable challenges.

New donors fell 21% from 2022 to 2023 and donor retention rates fell 15%.

~ $84 trillion will be passed from Baby Boomers to Millennials & Gen X in the next 30 years.

Dollars Growth (Yearly)

Year	Dollars YTD % YOY change
2019	4.3%
2020	7.3%
2021	-0.4%
2022	2.6%
2023	-7.6%

Source: Q4 2023 Quarterly Fundraising Report published by the Fundraising Effectiveness Project

Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions

Understanding what donors want is valuable

Each generation has unique preferences. Understanding these nuances is crucial to successfully engage your donors today and tomorrow!

Understanding donor preferences can help us:

+ Communicate with our donors about what they care about
+ Prioritize the right communication channels
+ Ensure we're being inclusive
+ Identify the causes our donors care most about

Generational Takeaways

Gen Z

Born between 1997 - 2012. The age range of respondents was between 18 and 27 years old.

+ Cares the *least* about organizational overhead.
+ An up-to-date social media presence is important to this generation.
+ Gen Z enjoy fundraising events *more* than any other generation, specifically in-person.
+ Almost half (44%) of this generation has volunteered their time, outpacing Millennials and Baby Boomers.

Gen Z Takeaways

Strategies nonprofits can take to best engage with their Gen Z audience

+ Provide opportunities for Gen Z to amplify t... impact through volunteering and peer-to-pe... opportunities.

+ Gen Z is excited to gather in person and support nonprofits. Invite them to your fundraising events.

+ Encourage Gen Z to subscribe to your organization's newsletter.

Millennials

Born between 1981 - 1996. The age range of respondents was between 28 and 43 years old.

+ After Gen X, Millennials are the next most likely generation to enroll in recurring giving.
+ To learn more about a nonprofit before donating, almost 90% of Millennials will go to a nonprofit's website.
+ Millennials place *more* importance on client testimonials and an active social media presence how much a nonprofit spends on overhead costs.

Millennial Takeaways

Strategies nonprofits can take to best engage with their Millennial audience

+ Amplify social media and online presence to appeal to millennials.

+ Ensure that enrolling in recurring giving or monthly giving plans is easy.

+ Highlight the impact that donors and volunteers have on a monthly basis.

Gen X

Born between 1965 - 1980. The age range of respondents was between 44 and 59 years old.

- + After Gen Z, this is the generation is the next most likely to donate with a digital wallet.
- + Members of Gen X are the *most likely* generation to serve on a board or committee.
- + Gen X is the generation that volunteers the most with nonprofits.
- + Members of this generation are the most willing to fundraise on behalf of your organization.

Gen X Takeaways

Strategies nonprofits can take to best engage with their Gen X audience

+ Gen X'ers make great peer-to-peer fundraisers.

+ Recruit Gen X to serve on committees and boards.

+ Make donating through a digital wallet easy

+ Gen X will react to an urgent need.

Baby Boomers

Born between 1946 - 1964. The age range of respondents was between 60 and 78 years old.

+ Low organizational overhead is the most important to this generation.

+ Baby Boomers care the least about an organization's social media presence.

+ While weighing the decision to donate, members of this generation care the most about where a nonprofit spends their funds.

+ Baby Boomers preferred method to donate is credit or debit card.

Baby Boomers Takeaways

Strategies nonprofits can take to best engage with their Baby Boomer and beyond audience

+ Communicate regularly and often to retain Baby Boomer's support.

+ Transparency with financial information.

+ Baby Boomers are excited to hear about client stories and program updates.

+ Being active on social media is a great way to engage all generations, including Baby Boomers!

Omni-Generational Takeaways

1. Donors want monthly updates

Donors of all ages want to regularly hearse from you! Donors of all ages prefer to hear about *non-fundraising* related updates on a monthly basis.

Email is the preferred channel for donors of all ages to receive updates.

Donors are most excited to hear about **program updates**, then **client stories**.

1. Donors want monthly updates

Regular communication to donors is worth the effort! How you communicate with donors is something you can control to prevent loosing supporters. A study by Adrian Sargeant found the following reasons why donors stop supporting nonprofit organizations:

5%
thought charity did not need them

9%
no memory of supporting

16%
death

36%
others more deserving

8%
no info on how monies were used

13%
never got thanked for donating

18%
poor service or communication

54%
could no longer afford

1. Donors want monthly updates

Regular communication to donors is worth the effort! In your regular updates you can mention:

- **Employee & volunteer spotlights**
- **Information on any seasonal offerings/programs**
- **Updates on community partnerships**
- **Messages of appreciation**
  - Thank donors for giving to a specific campaign
  - Spotlight a donor!
- **Stories about those impacted by donations**. These can be:
  - Animals in your shelter
  - Patients in your care
  - Testimonials from parents with youth in your programs
  - Testimonials from volunteers on their experiences with your clients
  - Families fed or housed

- **Details about what donations have provided**
- **Upcoming events**
- **Volunteer opportunities**
- **Messages from leadership** (your president or board members)

Nonprofit Newsletter Worksheet

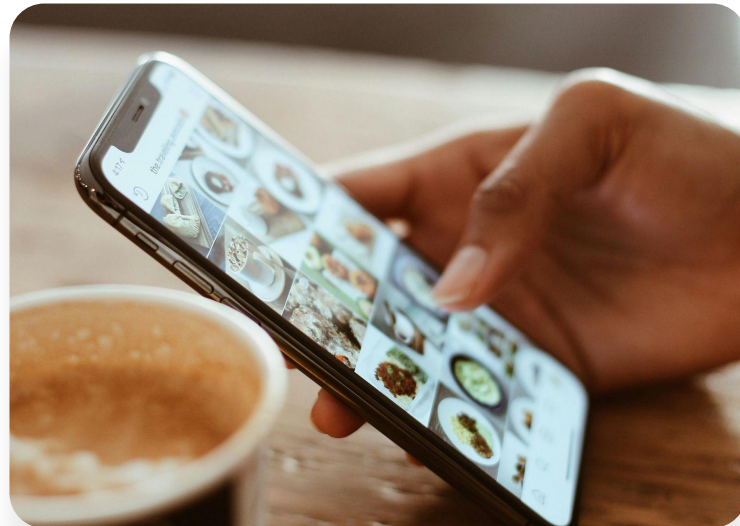# 2. Social media isn't just for younger generations!

After making a donation, most donors (regardless of their generation) **prefer to receive updates** about the organization they gave to **via email and social media**.

One of the reasons donors stop giving is because they no longer **feel connected** to your cause.

Donors of all generations are most excited to hear client **impact stories**.

2. Social media isn't just for younger generations!

1 - Find Your Story	2 - Filter Story Contents	3 - Write!	4 - Disperse

Interview scholarship recipients, parents of youth in your programs, people receiving your services, volunteers, frontline staff, etc.

Collect material monthly to **learn what your NPO's needs are and what your impact is**.

Save needs for fundraising appeals. Locate quotes/stories about impact and **pull next month's e-newsletter and social content from those stories**.

Quotes, images, even iphone videos that provide an update work!

Use your "impact content" in longer content like thank you cards or your e-newsletter, then **ask ChatGPT to write social media posts summarizing your work**. You can even use ChatGPT to shape your quotes/content into an email!

Schedule your social media posts and e-newsletter (or direct email thank you to donors) that contain impact stories–no fundraising asks.

You can even link to a blog on your website that goes into more detail so your supporters can "read more"!

Rinse and repeat.

3. Word of mouth referrals help you get discovered

The #1 way people across *all* generations learn about a nonprofit is through their social network, including their family, friends, peers, coworkers, etc.

Donors also learn about nonprofits through a **connection** w/a nonprofit staff member.

Our personal connections are powerful.

The average **peer-to-peer fundraising** campaign in Qgiv acquires 300 donors!

3. Word of mouth referrals help you get discovered

Making talking about your organization, **and fundraising** on behalf of your organization, **easy!**

+ Make advocacy templates for your engaged supporters and employees to share on social media.
+ Run a peer-to-peer campaign encouraging your supporters to raise funds on your behalf. This campaign can be…

  • Entirely DIY

  • A board fundraising campaign

  • A race or walk event

ULTIMATE GUIDE TO
Peer-to-Peer Fundraising

3. Word of mouth referrals help you get discovered

A peer-to-peer fundraising campaign example:

+ Madina Academy set **a goal to raise $4,000** to support Islamic Relief USA and their relief efforts in Turkey in Syria.
+ They **raised over $45,000!**

> "A lot of students took it as a challenge, because they wanted to be in the top five..."

4. Review how you promote matching gifts

Less than 20% of donors have had their donation matched by their employer!

65% of Fortune 500 companies offer matching gift programs**.**

Between **$4 and $7 billion** of matching gifts go **unclaimed each year**.

See if your employer will match your donation!

Q Search for

Let's Check

All information provided by
Double the Donation

4. Review and optimize matching gift opportunities

+ Add a matching gift tool to your website's donation form. **Use tools like Double the Donation** to make the process easy for donors!

+ Running a direct mail campaign? Include a **QR code or link to your matching gift landing page** or search bar in your direct mail.

Additional Details
Just a few more questions!

Your gift could be worth more!

Find out if you're eligible for a matching gift from your employer:

Employer   Optional

🏢 Check if I'm Eligible

We are so grateful for your support! How did you hear about us?   Optional ⌄

Memo   Optional

Misc Info   Optional

Continue

4. Review and optimize matching gift opportunities

DOUBLE YOUR DOLLARS!

Florida Institute of Technology

HAVE YOUR GIFT TO FIT MATCHED!

With matching gifts, it is possible to **double** or even **triple** your gift! Many employers sponsor matching gift programs and will match most charitable contributions made by their employees. Some companies even match gifts made by retirees and spouses or award money to Florida Tech for your volunteer hours!

- For assistance, contact Lisa M. Onorato at *lonorato@fit.edu* or (321) 674-6076.
  OR
- To find out if your company has a matching gift policy, visit *give.fit.edu/matchinggifts* and enter your employer's name in the search box Most of the time, it's easy as filling out a form online.

Florida Institute of Technology

Non-profit Org, US Postage **PAID** Melbourne FL Permit No. 55.

Office of Development, Annual Giving 150W. University Blvd Melbourne, FL. 32901

John Q. Sample
123 Any Street
AnyCity, US 12345

MATCHING GIFTS:
make your university donation go farther

Last year we raised $145,000 all from matching gifts, or donations made by businesses to match those made by their employees. With very little extra effort, many of our donors were able to double their original contributions because their employers had matching gift programs in place.

In a few steps, you can discover if your company will match your gift. Check out our matching gift page on our website to learn more!

atlantauniversity.edu/matching-gifts/

ATLANTA BOTANICAL GARDEN

have more impact

MATCHING GIFTS increase your support of the Garden!

Many corporations offer programs that will match employee donations to the Atlanta Botanical Garden. The tax-deductible portion of your membership contribution is often eligible to be matched as well.*

If you volunteer at the Garden, your company may also offer a volunteer grant program.

Matching gifts and volunteer grants are an important source of revenue for the on-going operation of the Garden and community programs.

Visit the "Get Involved" section of atlantabotanicalgarden.org to find out if your company will match your gift.

*Funds from matching gifts cannot be used to upgrade your membership.

atlantabotanicalgarden.org

5. Don't forget non-financial support!

Close to 70% of all nonprofit supporters give in other ways aside from financial.

Donors who participate in at least one volunteer activity **increase their donor retention rate 2.5x.**

Volunteers are **80% more likely to donate** and make larger gifts than those who don't volunteer.

5. Don't forget non-financial support!

Put in place an impactful donor journey that starts with in-kind support or volunteering.

Gave in-kind gift OR volunteered

Donation Received!
Day 0

Thank You Phone Call
Day 2
Research shows that retention rates improve if you call a new donor within 48 hours.

Send a signed thank you letter from the **CEO** or **ED**. (Bonus if it's handwritten)
Thank You Note by Mail
Day 5

Survey
Day 10
Get to know your donor while giving them a chance to offer feedback.

1st Email Newsletter

Assuming you send a monthly newsletter, they should receive 2-3 in the first 90 days.

Tour Invitation
Day 25
Give your donor an opportunity to see your operations firsthand and you give yourself an opportunity to talk to them more about your mission.

2nd Email Newsletter

Stewardship Mail Piece
Day 50
Send your donor mail informing them just how their gift was used; make it personal and share a story from your organization!

3rd Email Newsletter

Stewardship Phone Call
Day 70
Have a **staff member** or **volunteer** reach out to your donor and let them know what a difference they are making to you.

The end of the first 90 days is your last, best chance to acquire a larger second gift.
2nd Gift Appeal
Day 85

Qgiv

6. Make sure your storytelling is strong

Members of all generations rank client stories as the highest, or second highest, communication they want to receive from a nonprofit.

Included in Top 10 Reasons Donors Continue to Give:

- Donor feels like they're part of an important cause
- Donor receives info showing who is helped
- Donor perceives an organization to be effective

6. Make sure your storytelling is strong

Stories of those you impact are important to your donors! Here are the key elements of an impactful story:

1. **Character**: Who is the story about?

2. **Conflict**: What is your character struggling with?

3. **Goal**: What are they working toward and why?

4. **Change Over Time**: What is the result?

6. Make sure your storytelling is strong

1 - Find Your Story	2 - Filter Story Contents	3 - Write!	4 - Disperse

Interview scholarship recipients, parents of youth in your programs, people receiving your services, volunteers, frontline staff, etc.

Collect material monthly to **learn what your NPO's needs are and what your impact is**.

Save needs for fundraising appeals. Locate quotes/stories about impact and **pull next month's e-newsletter and social content from those stories**.

Quotes, images, even iphone videos that provide an update work!

Use your "impact content" in longer content like thank you cards or your e-newsletter, then **ask ChatGPT to write social media posts summarizing your work**. You can even use ChatGPT to shape your quotes/content into an email!

Schedule your social media posts and e-newsletter (or direct email thank you to donors) that contain impact stories–no fundraising asks.
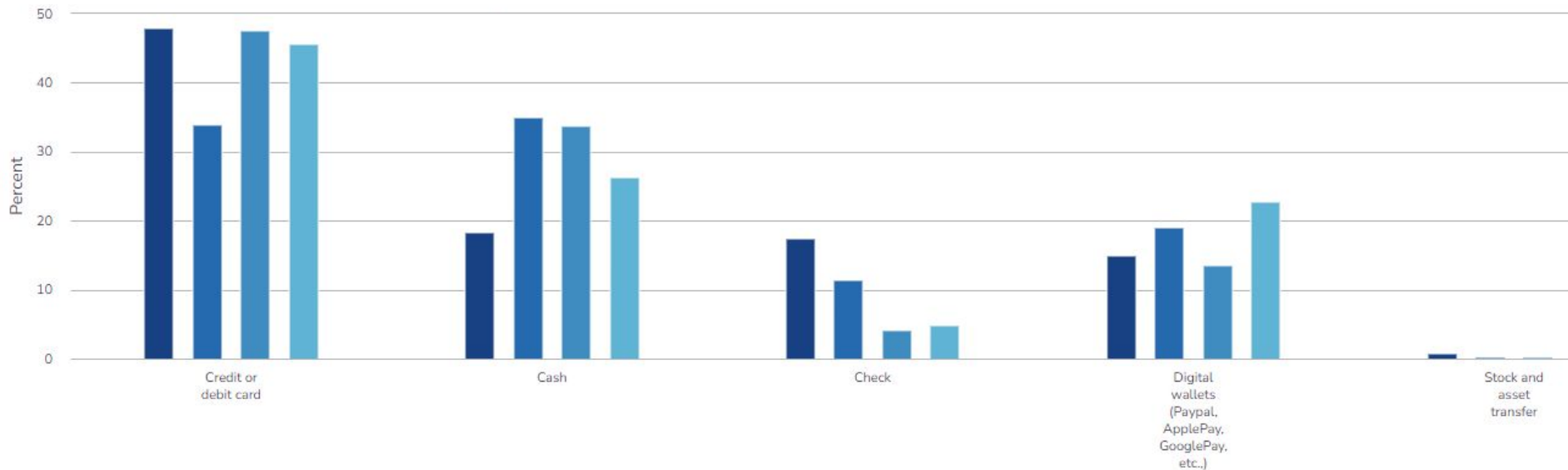
You can even link to a blog on your website that goes into more detail so your supporters can "read more"!

Rinse and repeat.

7. Use technology to engage different generations

Digital giving methods are important! 48% of Baby Boomers and members of the Silent Generation (60+) prefer to give via credit or debit card.

7. Use technology to engage different generations

Cater to your donor's preferences with the help of technology. **You can use a giving platform or donor management tool to:**

- Include QR codes on your appeals that go to your online donation form.
- Provide your supporters with tools to build their own peer-to-peer or DIY fundraisers.
- Accept payments and donations via digital wallet.
- Segment your donors into lists based on their interests.

Choose Your Gift

One Time	🗓 Ongoing

$50	$100	$250	$500

Other

❋ Multiply your impact. Make it Monthly!

☑ A little bit goes a LONG way -- Help Wanderlust Foundation by adding a little extra to help offset our processing fees: **($2.50)** ⓘ

 Pay

PayPal

venmo

8. Surpass donor expectations with a personalized thank you!

Over 60% of donors responded to our survey and said they *do not* expect a personalized thank you after making a donation. Show gratitude by:

- Sending out handwritten thank you notes to bridge the gap between donor and beneficiary.
- Including video thank you messages.
- Getting your board members and organization leadership involved with stewardship efforts.
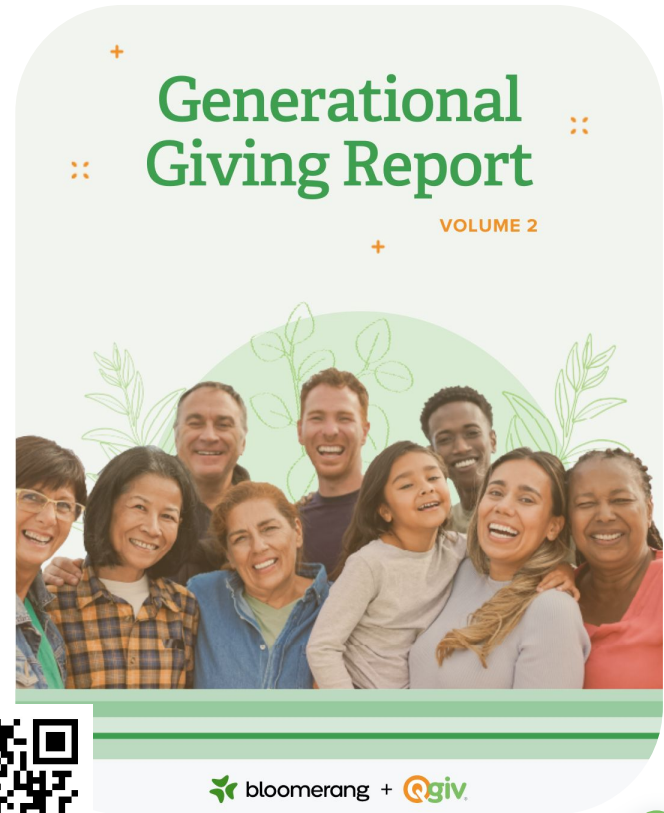
In Conclusion…

Conclusion

+ Donors of all generations want to hear from your regularly

+ Organizational overhead is rated less and less important to younger generations

+ Find ways to reuse impactful stories and disperse those through the channels that matter most to your donors.

+ Always look at the data you have on your donors and their interests!

Generational Giving Report

VOLUME 2

bloomerang + Qgiv