

PROJECT RESOURCE



Generational Characteristics



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Generational Characteristics



Generational Characteristics



Some Quick Definitions:

“Generalizations make sense when talking about thousands of people, but not when talking about one person — the person you know. Applying a valid statistical generational characteristic to one person is stereotyping.”

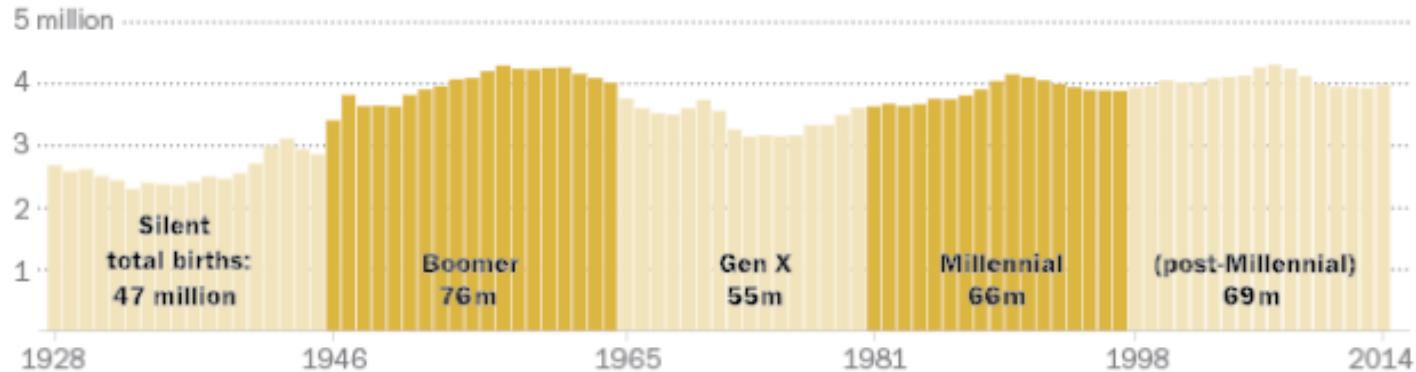
— Haydn Shaw

From Pew Research:



Births Underlying Each Generation

Number of U.S. births by year and generation



Source: U.S. Dept. of Health and Human Services National Center for Health Statistics

PEW RESEARCH CENTER

Generational Characteristics



Ecclesiastes 7:10

- NIV: “ Do not say ‘Why were the old days better than these?’ For it is not wise to ask such questions.”
- NASV: “Do not say ‘Why is it that the former days were better than these?’ for it is not from wisdom that you ask.”

Generational Characteristics



The Effect of Electoral Politics on Giving: The Emerging Data

- Non-Profit Quarterly 2016: “New Form of Donor Motivation: Rage”
- Washington Post, November 2016: “Trump’s election inspired millions in non-profit donations”

Generational Characteristics



Episodic or long-term
shift?



Generational Characteristics



The Challenge: Relevance

- Large institutions which remain non-political face the challenge of connection with donors' values within in a shifting fundraising landscape.
- Social justice/advocacy groups are seeing unprecedented giving.

Generational Characteristics



What have you
experienced?



Generational Characteristics



Fundraising is a Ministry

“From the perspective of the gospel, fundraising is not a response to crisis. Fundraising is first, and foremost, a ministry.”

— *A Spirituality of Fundraising*
Henri Nouwen

Generational Characteristics



Matures/The Greatest Generation

Born before 1930

- Defined by Great Depression, WWII, patriotism.
- Loyal to the Church; strong sense of obedience.
- Trust government and authority.
- Often make the “converted” group.

Generational Characteristics



Subset of TGG: The Silent Generation

Born between 1930-1945

- Defined by Cold War, rising prosperity, a willingness to sacrifice.
- Value loyalty, conformity.
- Married early and set up the Church as we know it.
- **MESSAGE:** Legacy (“You built this!”)
- **STRATEGY:** Most are converted by visit from authority figure.

Generational Characteristics



The Baby Boomer Generation

Born between 1946-1964

- Defined by idealism and freedom of 1960s.
- Highest divorce rate and 2nd marriages in history.
- Reject establishment and routines.
- Self is more important than the group.
- Need information on impact/how gift will be used.
- Need for transparency in light of mistrust of institutions.

Generational Characteristics



The Baby Boomer Generation

Born between 1946-1964

- “The American Dream” was promised to them as children and they pursue it.
- **MESSAGE:** Prioritization of charitable giving
- **STRATEGY:** Narrative budget, drop any language of obligation, impactful storytelling. Have ACTUAL recipients of giving speak, Appeal to their idealism. Could your parish be where they spend their “third age?”

Generational Characteristics



How would your invitation to a Greatest Generation/Mature potential donor look different from that of a Baby Boomer?

Generational Characteristics



Generation X

Born between 1965-1978

- Defined by Individualism, Single parent households, seeker generation, Watergate, energy crisis, dual income families and single parents, first generation of latchkey kids, Y2K, activism, corporate downsizing, end of Cold War, mom's work.
- Coupled later, entrepreneurial, cynical of authority.
- The first generation NOT to do as well financially as their parents did.

Generational Characteristics



Generation X

Born between 1965-1978

- Will move or transition jobs 5+ times.
- Wish to “experience” church, though may not attend regularly.
- Experience tied to giving.

Generational Characteristics



Generation X

Born between 1965-1978

- **MESSAGE:** We are a people/community who care about each other. Put individuals in front of ministries.
- **STRATEGY:** Year-round thinking on giving. Don't just focus on the fall. Allow them to work independently for your agency and on their own terms.

Generational Characteristics



How would your invitation to a Generation X potential donor look different from that of a Baby Boomer?

Generational Characteristics



The Millennial Generation

Born between 1979/80-2000

- Children of divorce, they celebrate diversity, socially conscious, digital media, child focused world, school shootings, terrorist attacks, AIDS, 9/11.
- Parents are advocates and friends.
- Givens: DEBT! And technology.
- Pew Research claims giving characteristics are similar to Greatest Generation.

Generational Characteristics



The Millennial Generation

Born between 1979/80-2000

- First generation of “scheduled” children.
- Mentorships/relationships affirm their decisions.
- **MESSAGE:** Your gift is important and will impact lives. Now, how can we get to know you?

Generational Characteristics



The Millennial Generation

Born between 1979/80-2000

- 83% own a smartphone and the majority prefer mobile-friendly websites.
- 59% prefer news or action-oriented websites with quick informational links.
- 49% are more likely to give when they know how their gift will make an impact.
- 57% like emails that contain a calendar of upcoming events.

Generational Characteristics



The Millennial Generation

Born between 1979/80-2000

- **STRATEGY:**

- Immediate gratification of giving.
- Online community presence.
- Online stories of impact.
- Use them for focus groups, ask their opinions.
- Put them in charge of using technologies for appeals. No long appeal letters.
- Utilize their networks. Have them plan events that interest them.

* “Mid Century Modern” is cool again.

Generational Characteristics



What's Next: Generation Z/Boomlets

Born after 2001

- In 2006 there were a record number of births in the US, and 49% of those born were Hispanic. This will change US demographics in terms of behavior and culture.
- The number of births in 2006 far outnumbered the start of the baby boom generation, and they will easily be a larger generation.
- Since the early 1700s, “Smith” was the most common last name in the US. Now it is “Rodriguez.”

Generational Characteristics



Targeted Formation

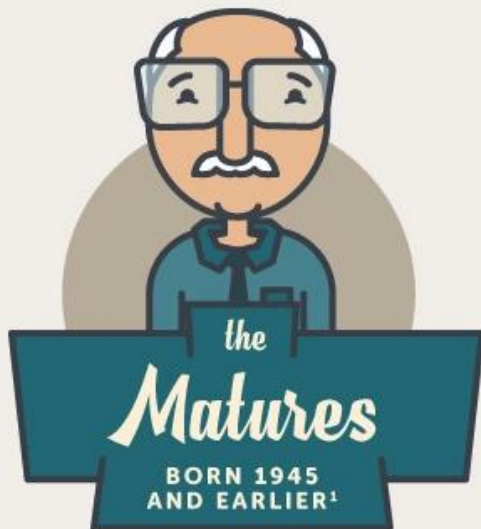
- Lose the 100% mentality.
- Identify growth potential.
- Determine the “committed” in your parish.

A collage of various electronic and communication devices and symbols. At the top left is a laptop. Next to it is a boombox with a yellow stick figure running. To the right is a video game console and a Polaroid camera. Further right is a speech bubble containing the text "Hi, This is Mom. Just wanted to say 'hello!'" and a timestamp "Read 6:32pm". Next to the speech bubble is a red square with the white letters "Ce". Below the laptop is a green television. To the right of the TV is a smartphone displaying a winking face with its tongue out. Below the phone is a circular badge with the text "ALL THE WAY WITH LBJ". At the bottom left is a Wi-Fi symbol and a floppy disk. At the bottom right is a brown speaker or radio. The central text "Generational GIVING" is written in a large, white, cursive font for "Generational" and a bold, white, sans-serif font for "GIVING".

Generational GIVING

Each generation has unique characteristics that make its members more likely to support different causes. When you understand the behaviors of each generation, you can communicate in a way that resonates and secures their support.

Generational Giving



AKA
"Greatest Generation"



THIS
GENERATION
HAS A
24%
VOLUNTEER
RATE³



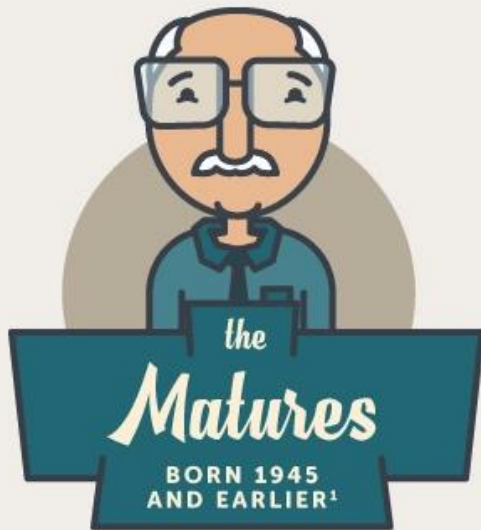
11%
DONATE TO
HUMAN RIGHTS
CAUSES⁴

RELIGIOUS &
SPIRITUAL CAUSES

60%
DONATE
51%
VOLUNTEER⁵



Generational Giving



AKA

"Greatest Generation"

Top Supporters of



EMERGENCY
RELIEF



TROOPS &
VETERANS



THE ARTS



ADVOCACY &
ELECTION
CAMPAIGNS

Generational Giving



THIS
GENERATION
HAS A
27.2%
VOLUNTEER
RATE⁹



49% WANT TO KNOW
ABOUT A NONPROFIT'S
FINANCES BEFORE THEY
DONATE¹⁰

Generational Giving



RELIGIOUS &
SPIRITUAL CAUSES

48%
DONATE
48%
VOLUNTEER¹³



Generational Giving



Top Supporters of



**FIRST RESPONDER
ORGANIZATIONS¹¹**

Generational Giving



Generation X + Millennials

WILL INHERIT OVER

\$40 TRILLION¹⁵



RELIGIOUS &
SPIRITUAL CAUSES

38%
DONATE

30%
VOLUNTEER¹⁹



Generational Giving



Top Supporters of



**HEALTH
SERVICES**



**ANIMAL RIGHTS
& WELFARE**



**ENVIRONMENTAL
PROTECTION²⁰**

Generational Giving



Generational Giving



REPRESENT OVER A



1/4

OF THE US
POPULATION²²

(AND NOW
SURPASS BABY
BOOMERS IN
SIZE)

84%



OF MILLENNIAL EMPLOYEES
DONATED TO A NONPROFIT IN 2014²⁷

Generational Giving



Top Supporters of



HUMAN RIGHTS &
INTERNATIONAL
DEVELOPMENT



CHILD
DEVELOPMENT



VICTIMS OF
CRIME/ABUSE²⁸

Generational Giving



AKA
"Philanthrokids"



THEY'LL
MAKE UP **40%**
OF ALL CUSTOMERS³⁰



26%
OF THOSE
AGED 16-19
VOLUNTEER³¹



60%
WANT THEIR
WORK TO MAKE
A DIFFERENCE³²



76%
ARE
WORRIED
ABOUT THE
PLANET³³

Sources



¹ The Center for Generational Kinetics, "Generational Breakdown: Info About All of the Generations."

² Blackbaud, "The Next Generation of American Giving."

³ Corporation for National & Community Service, "Volunteering and Civic Engagement among Older Adults."

⁴ Merrill Lynch, "Giving in Retirement: America's Longevity Bonus."

⁵ Ibid.

⁶ Blackbaud, "The Next Generation of American Giving: The Charitable Habits of Generations Y, X, Baby Boomers, and Matures."

⁷ The Center for Generational Kinetics, "Generational Breakdown: Info About All of the Generations."

⁸ Blackbaud, "The Next Generation of American Giving."

⁹ Corporation for National & Community Service, "Volunteering and Civic Engagement among Baby Boomers."

¹⁰ Merrill Lynch, "Giving in Retirement: America's Longevity Bonus."

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¹² Merrill Lynch, "Giving in Retirement: America's Longevity Bonus."

¹³ Ibid.

¹⁴ The Center for Generational Kinetics, "Generational Breakdown: Info About All of the Generations."

¹⁵ ACBP, "#NextGenDonors."

¹⁶ Blackbaud, "The Next Generation of American Giving."

¹⁷ Corporation for National & Community Service, "Volunteering and Civic Life in America 2015."

¹⁸ Merrill Lynch, "Giving in Retirement: America's Longevity Bonus."

¹⁹ Ibid.

²⁰ Blackbaud, "The Next Generation of American Giving: The Charitable Habits of Generations Y, X, Baby Boomers, and Matures."

²¹ The Center for Generational Kinetics, "Generational Breakdown: Info About All of the Generations."

²² US Census Bureau, "Millennials Outnumber Baby Boomers and Are Far More Diverse, Census Bureau Reports."

²³ Blackbaud, "The Next Generation of American Giving."

²⁴ Corporation for National & Community Service, "Volunteering and Civic Life in America 2015."

²⁵ Merrill Lynch, "Giving in Retirement: America's Longevity Bonus."

²⁶ Ibid.

²⁷ The Millennial Impact, "Cause, Influence & The Next Generation Workforce: The 2015 Millennial Impact Report."

²⁸ Blackbaud, "The Next Generation of American Giving: The Charitable Habits of Generations Y, X, Baby Boomers, and Matures."

²⁹ The Center for Generational Kinetics, "Generational Breakdown: Info About All of the Generations."

³⁰ FastCoExist, "What Is Generation Z, And What Does It Want?"

³¹ Mashable, "Beyond Millennials: How to Reach Generation Z."

³² Ibid.

³³ Ibid.

Generational Giving



Common Value: The Good News!

“What finally brought me back, after years of running away, wasn’t lattes or skinny jeans; it was the sacraments. Baptism, confession, Communion, preaching the Word, anointing the sick — you know, those strange rituals and traditions Christians have been practicing for the past 2,000 years. The sacraments are what make the church relevant, no matter the culture or era. They don’t need to be repackaged or rebranded; they just need to be practiced, offered and explained in the context of a loving, authentic and inclusive community. “

— Rachel Held Evans

Generational Giving



Questions

- Why won't younger people give to Episcopal faith communities?
- Is that the question?
- If not....what should we be asking of ourselves?

Generational Giving



Cross-Generational Giving

- Are there strategies that work...with a different audience?

Generational Giving: One Letter for all



Thank you for your 2017 pledge of \$_____

Will you *Feed Our Faith* with a pledge for 2018?

If you pledged last year will you consider an 11% increase?

Dear _____

As we write this year's stewardship letter we are aware of the suffering and confusion we have witnessed together this year, both within our own community and across the globe. And yet St. John's continues to hold steadfast in its abundant outpouring of God's love and hope.

During these turbulent times it is more important than ever to *Feed Our Faith*, to nourish the body of Christ, so we can move forth in a troubled world with God's strength and peace. Last year we closed the endowment gap which has firmed our foundation. This summer our leadership took an inventory of what would sustain and build up our ministries so we may be a welcoming community fully engaged in God's service. The result is an ambitious aspirational budget – a clear signal of St. John's enduring spirit of optimism and courage.

Generational Giving: One Letter for all



Our goal is to collect 200 pledges for 2018 totaling \$640,000, a \$64,000 or 11% increase over last year. Achieving this goal will allow us to:

Feed the Faith of our Existing Community – by providing volunteers and programs more support through increased and well developed staff, providing health benefits to staff in need, purchasing new formation materials and vestments.

Feed the Faith of our Extended Community – by bringing them to church through a new website, helping them get connected through a staff person dedicated to growth and engagement, not letting them go away hungry!

As our own Emily Johnson stated “In order to grow, we must invest up front” and we couldn’t agree more, before the feast we must set the table. Therefore, we invite you to bring what you can and help us set the table for our future ministry together.

Yours in Christ,

Generational Giving: Your Letter for all



- Who are in your pews?
- Based on your data, what messages need to be heard?
- What would a letter look like from your parish?