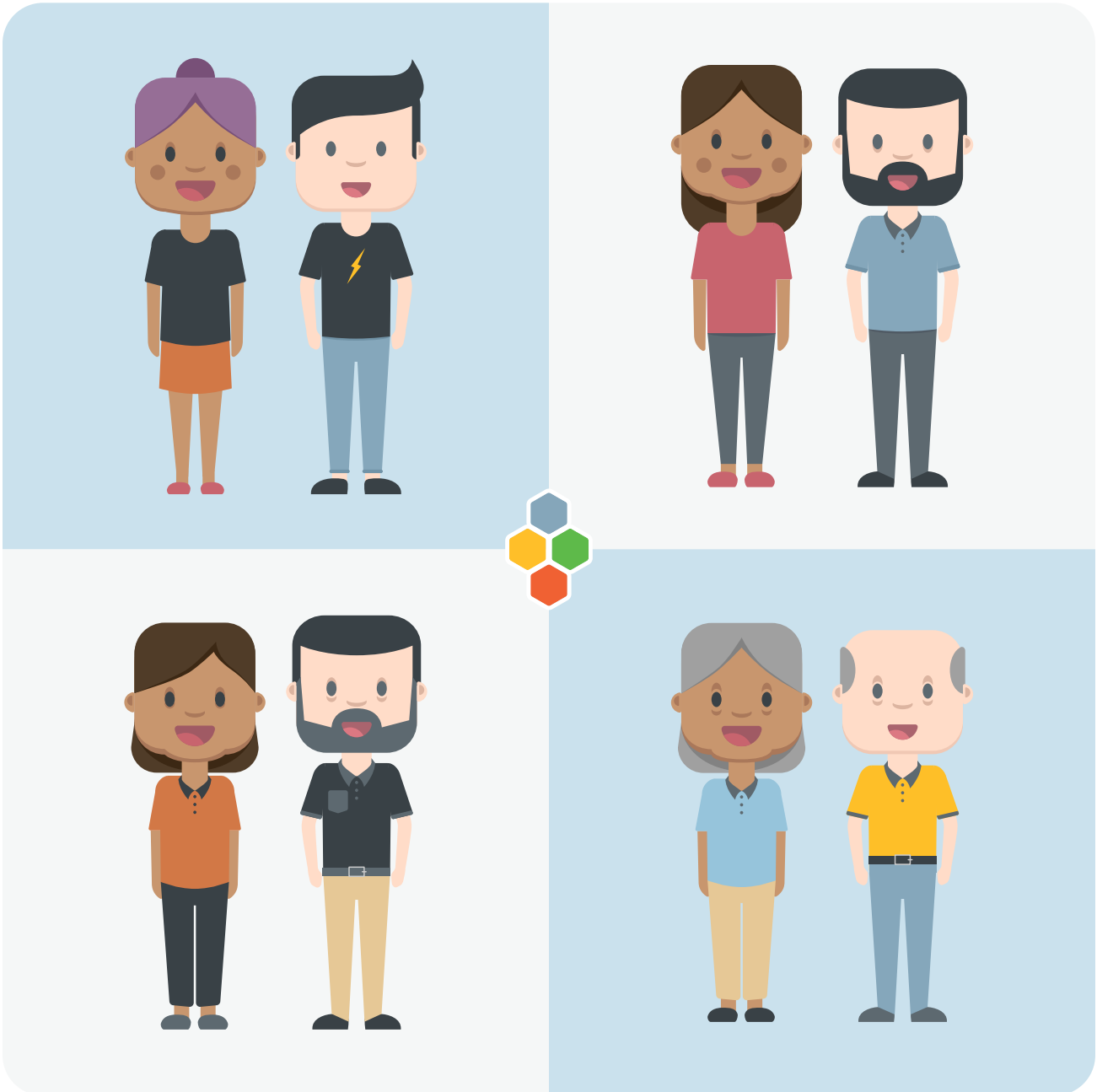




Generational Giving Report





Donation Forms



Peer-to-Peer



Text Fundraising



Events



Auctions



Kiosks

Qgiv includes all the tools you need to connect with donors from all generations. Whether you're looking for email receipts that your Baby Boomer donors will love, text messaging tools to mobilize Generation Z, or social sharing tools that will inspire Generation X and Millennials, we've got you covered. Use Qgiv to inspire your donors wherever they are, whatever the age, and start building donor relationships that will last generations.

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Society is going through a period of rapid transformation. And so is the nonprofit industry! As the Greatest Generation's numbers dwindle, the Baby Boomer generation has become the #1 source of revenue for charitable organizations. But the transfer of wealth from the Boomers to Gen X and Millennial donors has already begun, and nonprofits are starting to examine what those generations want from the charities they support. Despite their young age, Generation Z has already proven that they're going to be an important part of nonprofits' donor bases sooner rather than later.

This diverse and shifting landscape can mean extra work for nonprofits. Each generation has slightly different expectations. They're each passionate about different causes, want to interact with nonprofits differently, and have different ideas about how they want to make an impact.

How can you appeal to each group? The first step is to understand what they want.

We asked what your donors want.

To understand what donors want, we launched our Generational Giving Survey. The survey included a series of questions about donors' preferences and behaviors, asking everything from how they prefer to pay for their gift to how often they want updates to when they want to receive their receipt.



First, let's look at the methodology

Understanding the way we conducted this survey is important!

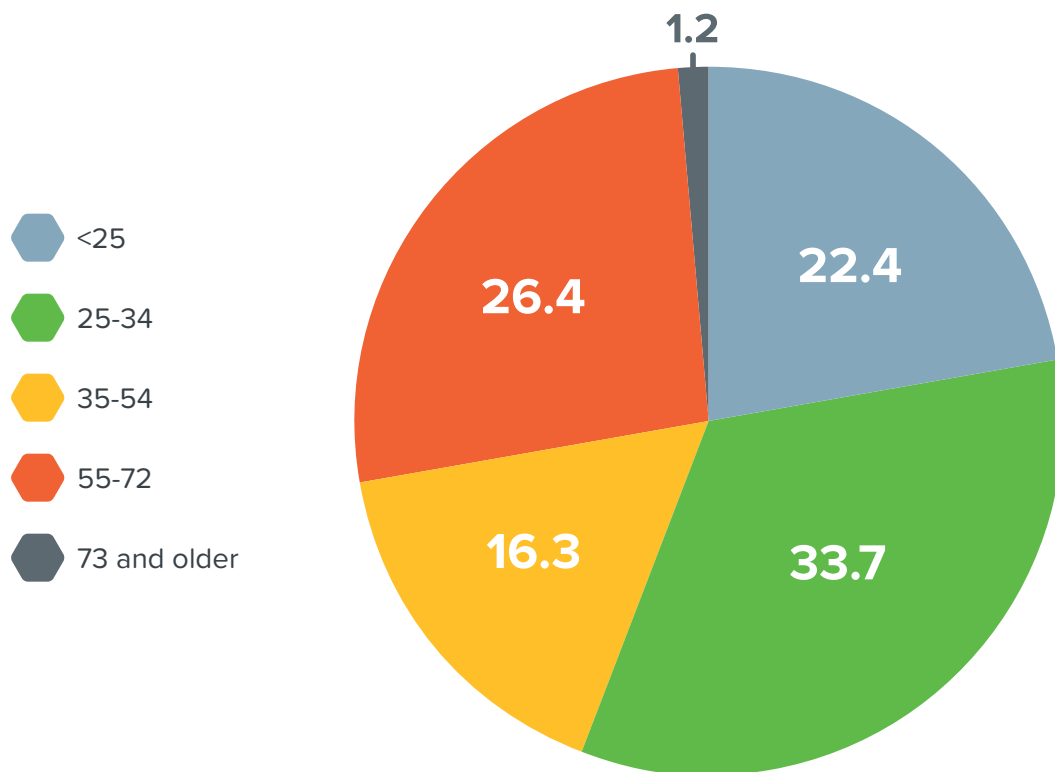
We conducted the survey in early January, 2020. This means that the people who responded to the survey had just come out of the peak fundraising season.

We surveyed just over 1,300 people and asked specifically if they had made a charitable donation in the past 12 months. Around 60% of those surveyed had made a gift in that time period; they went on to take the rest of the survey. That 60% response rate is a pretty accurate reflection of the number of Americans who give every year.

Who responded?

1,309 people from various age ranges answered all the questions in our survey. So few members of the Greatest Generation responded to this survey that their answers were statistically insignificant. Those few answers were incorporated into the Baby Boomers' responses, which is why that generation's age range is generally defined as "55+" in this study.

Here's the breakdown of how each generation is represented in our study:



Interpreting the data

In many cases, survey respondents were given the opportunity to add their own answers. If we noticed a disproportionate number of people choosing the "Other: Please Specify" option, we looked to find patterns in their individual responses.

Otherwise, we looked simply at the patterns in donor preferences and opinions. If a group of respondents had a tie (or even if two answers only had a small difference between them), we included both answers in the donor profiles.

Giving Patterns

In all age groups, the most common individual donation size was between \$5 and \$55. Gen Z and Millennials were the two groups of donors most likely to make a gift between \$56 and \$99, and Generation X were the donors who were most likely to give larger amounts.

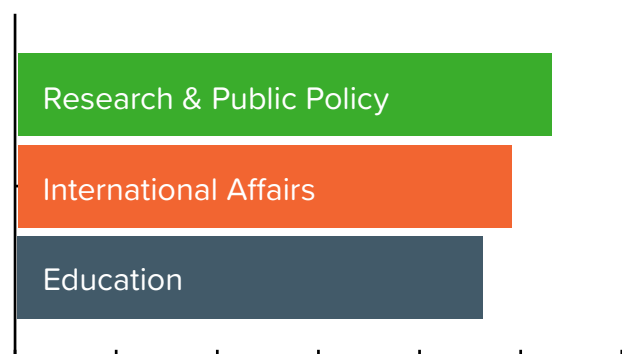
When asked what they typically donated over the course of the year, the largest group of respondents indicated they gave between \$100 and \$499 annually. Predictably, groups of donors who gave more than that each year diminished as the total donated increased. Generation Z donors were most likely to give between \$5 and \$55 annually, although they were also well-represented in other giving levels.

While there were marked similarities across generations in the size of their gifts and their annual donations, our survey found that the favorite causes of each generation vary widely.

Top 3 verticals by generation



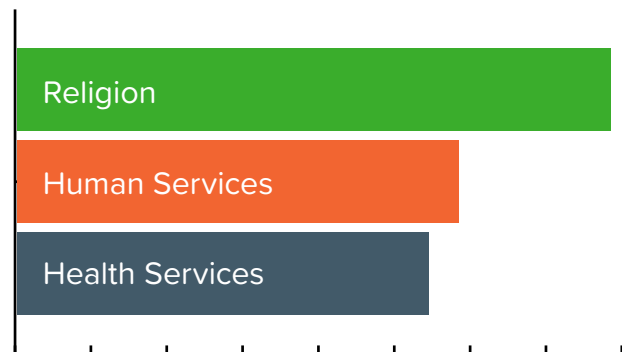
Gen Z (<25)



Millennials (25-34)



Gen X (35-54)



Boomers (55+)

For the purposes of this study, we asked donors to specify whether their ongoing support was given as tithes and offerings, as recurring gifts to nonprofits, or as gifts to both religious organizations and to nonprofit organizations. Generation Z was the generation most likely to give to nonprofits alone. 32.4% of Millennials said their gifts were “in the form of tithes and offerings,” which was the largest group of any generation to indicate that their donations were exclusively religious, and Baby Boomers were the group most likely to donate both religious gifts and nonprofit gifts.

We also asked donors to indicate when they were most likely to donate to nonprofits. Notable findings reiterate that communicating urgent needs is an effective way to inspire donors to give and that Baby Boomers are the generation most likely to provide ongoing support throughout the year. Generation Z is most likely to support nonprofits during the summer and during holidays—the times they’re most likely to be out of school.

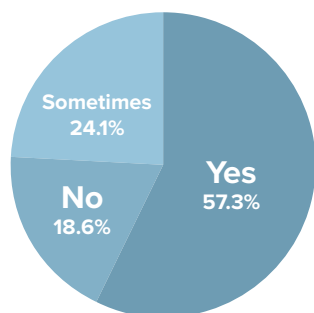
Donor Motivations and Vetting Habits

Donors were asked to indicate what inspires them to make a charitable gift. We found that more mature donors were most moved by a nonprofit's reputation and by word-of-mouth recommendations from family and friends. Younger generations were most likely to look at testimonials and social media activity.

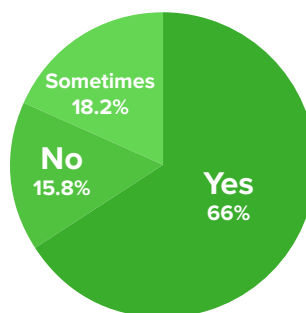
Different generations indicate varied preferences about how they receive appeals and updates. Findings reiterated that direct mail is still an important communication channel for many donors, and that text message-based communications are a valuable way to connect with tech-savvy donors.

Before making a gift, a majority of donors from all age groups conduct some level of research into the charities they want to support. Millennial and Generation X donors are those most likely to look into nonprofits before they decide to make a gift.

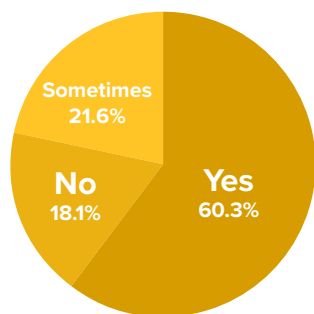
Do you do any kind of research before making a gift to a nonprofit?



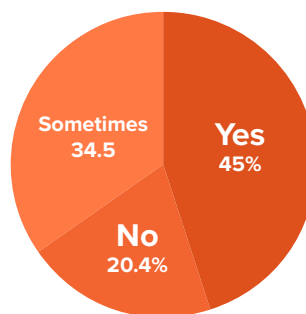
Gen Z (<25)



Millennials (25-34)



Gen X (35-54)



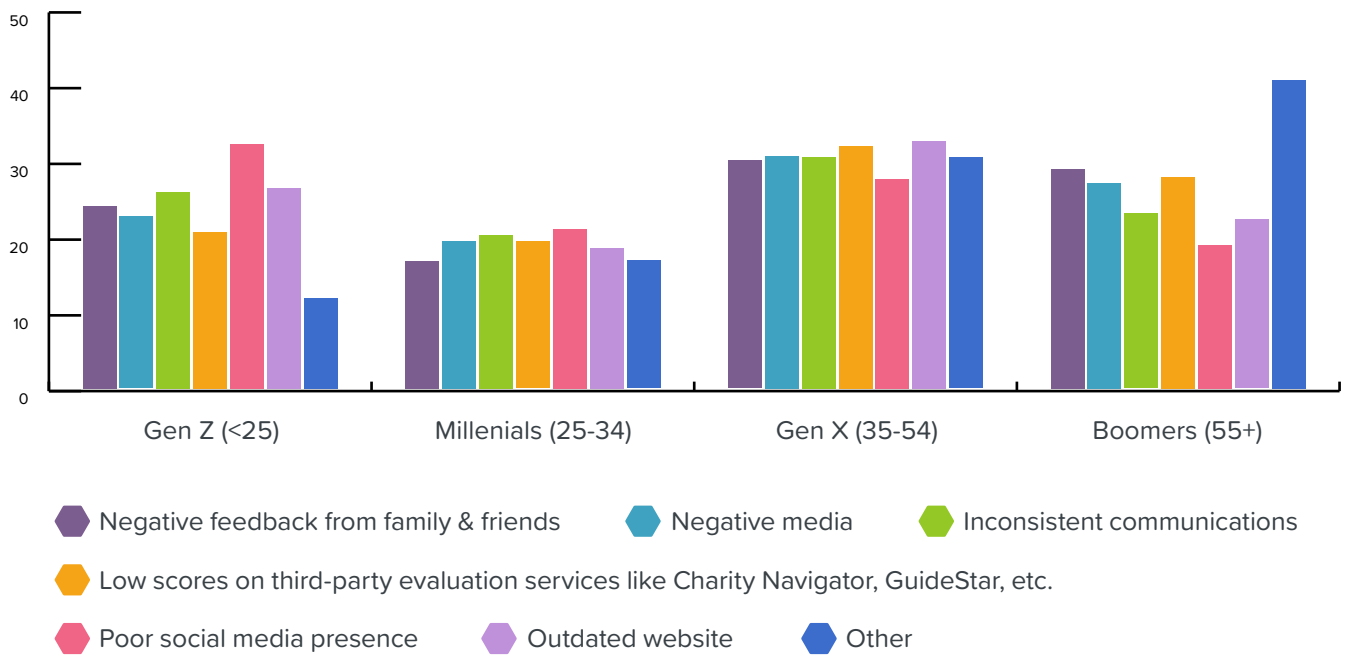
Boomers (55+)

Most donors research their chosen nonprofits, but their preferred means of doing so vary across age groups. Older donors, like Baby Boomers and Generation X donors, are most likely to look for financial reports and testimonials.

Different channels appeal to different age demographics, especially when they're researching the nonprofits they want to support. Boomer and Generation X donors tend to gravitate toward third-party evaluation sites like Charity Navigator and friends and family when looking for information about nonprofits. Younger groups are also likely to look for testimonials about their chosen nonprofits, but they're most likely to look for those testimonials on social media channels or local news outlets.

While doing their research, donors have different opinions about what information or patterns would put them off making a charitable gift. Negative feedback or outdated websites are off-putting for donors across different generations, and younger donors are additionally put off by inactive or poor social media channels and negative coverage from local press.

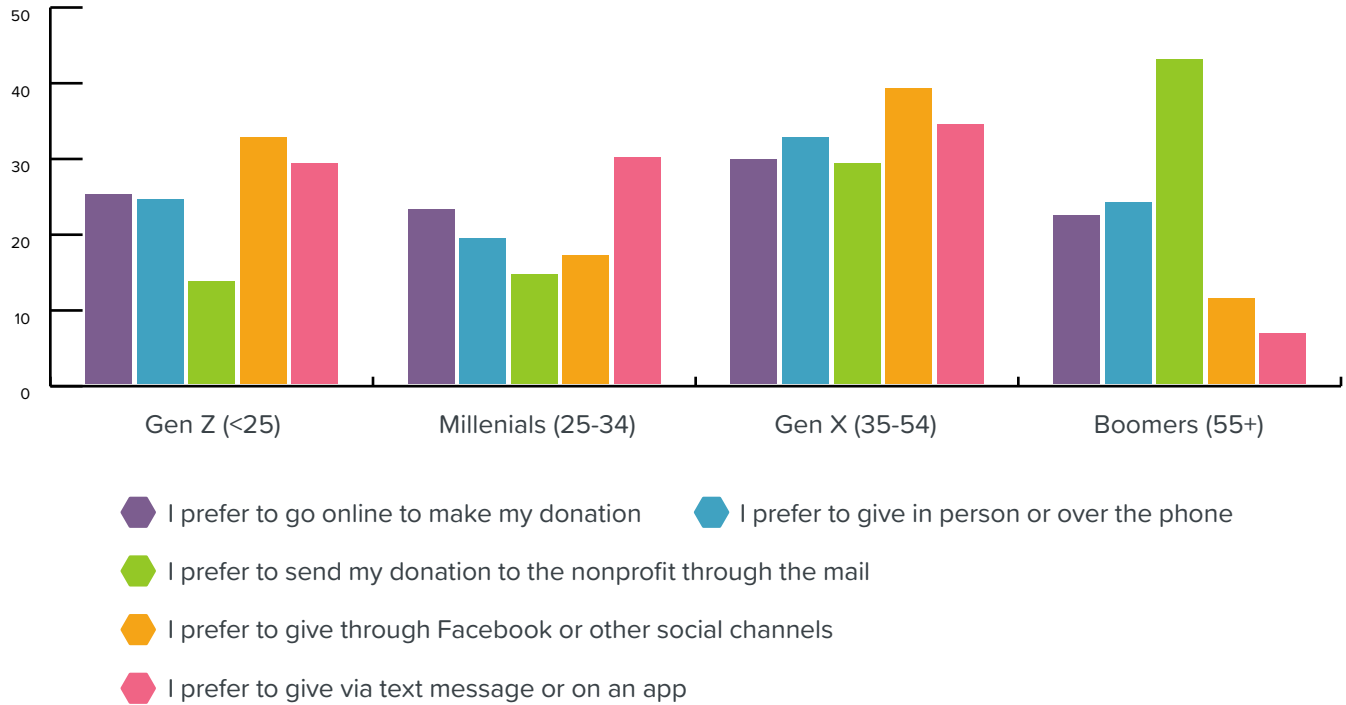
What would prevent you from making a gift to a nonprofit you were researching?



Donor Preferences During the Donation Process

Understanding how different donor demographics prefer to give is an important part of connecting with them. Boomer donors are far and away the most likely to prefer to give through direct mail. Digital channels were most preferred by other generations.

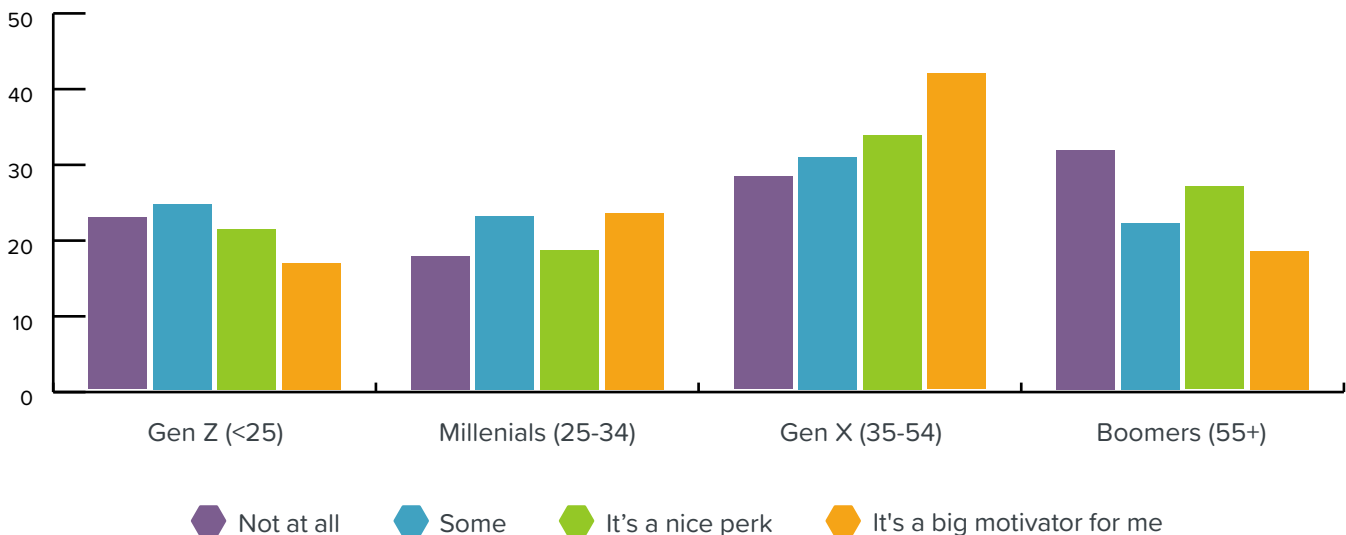
How do you prefer to donate to your favorite charities?



In keeping with their donation preferences mentioned above, Baby Boomer donors largely prefer to give with a physical check. Other generations tend to prefer to give digitally, although the types of digital giving methods they prefer vary.

Interestingly, most donors are not particularly motivated by their gift's tax deductibility. The generation most likely to be motivated by tax deductions are Generation X donors.

How much does tax deductibility factor into your decision to give?

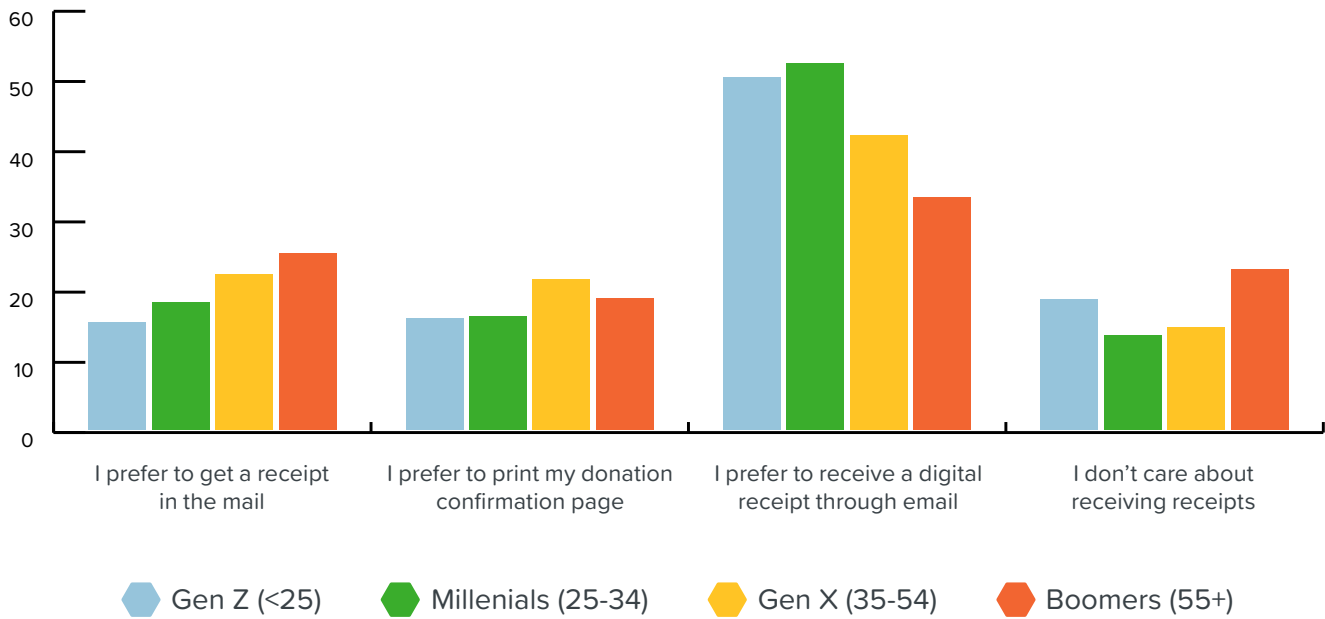


When asked if they would be willing to add a few dollars to their donation to offset the processing fees associated with their gift, most members of each generation indicated that they were. Millennials and Generation Z donors were the most likely to offset those fees, while Baby Boomer donors were the most likely to decline to do so.

Matching gifts are notoriously difficult to obtain; donors often don't know matching funds are available through their employers, or they're intimidated by the process of applying for a match. While most donors surveyed indicated that they don't apply for matching gifts, Millennial donors were the group who were most likely to go that extra mile.

Receipts are more than just a record of a transaction! To many donors, getting a receipt within an acceptable time frame is an indicator that their gift is seen and appreciated. Make sure your donors receive their receipts when—and how—they want them. The majority of survey respondents indicated that they prefer receiving digital receipts—even Baby Boomers, who generally tend to give through the mail.

How do you prefer to receive your receipt?



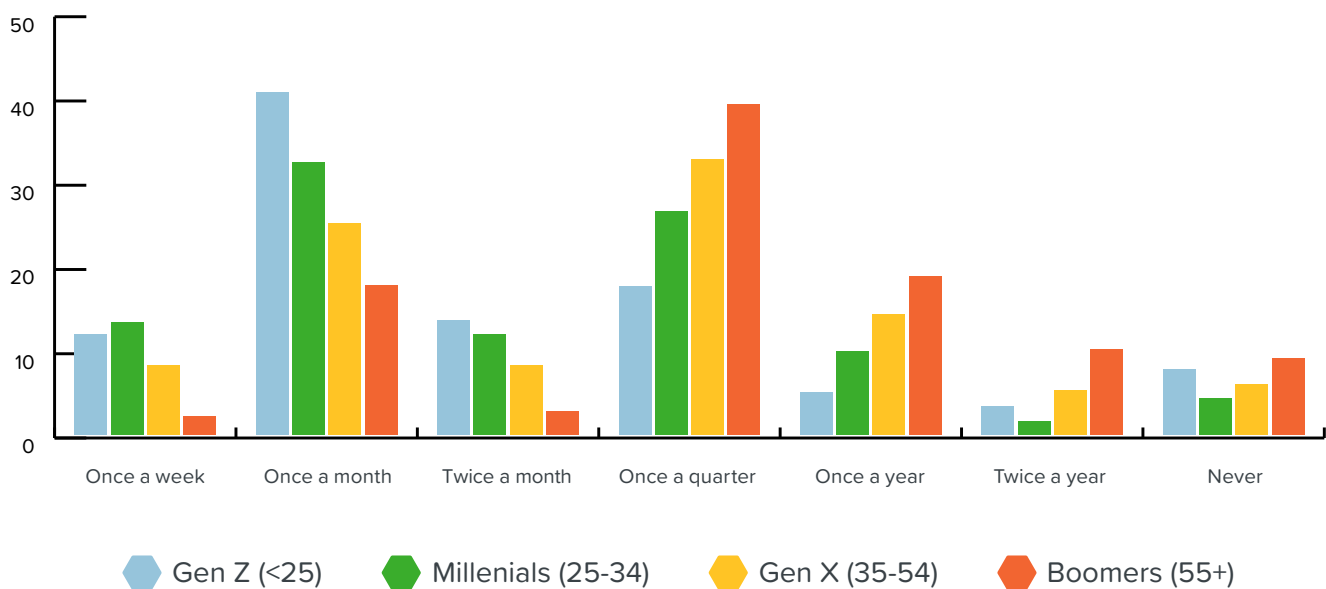
Different groups of donors expect their receipts during different timeframes. Boomers' expectation to receive their receipts within a week of their donation reflects their preference to give through the mail with a physical check. Other generations' preferences range from receiving their receipts immediately after giving to receiving them within 48 hours.

Post-Donation Engagement Preferences

Sending your donors updates after they make a gift achieves two goals: it shows them the impact of their gift and indicates that you recognize their individual donation. Both make donors more likely to give again! Most of the people we surveyed expected follow-up information after a gift, but different groups wanted different information. Generation X was the generation most likely not to want updates, but most other respondents wanted information that showed them how their money was used.

Opinion about when donors want to receive updates from their favorite nonprofits vary wildly even within generations. Some patterns are immediately noticeable—Baby Boomers, for example, largely want to receive updates on a quarterly basis, while Generation Z donors largely want to hear from their nonprofits once a month. To make sure your donors get the updates they want, try surveying donors to ask about their communication preferences.

How regularly do you want to receive updates from the nonprofit you support?



Donors have different opinions about how they want to receive updates. True to style, Baby Boomers look for direct mail updates more than any other type. Younger donors look largely to digital channels, but those donors also have a demonstrable preference for personal phone calls.

Are some generations more loyal to their chosen nonprofits than others? It doesn't seem so! The majority of donors from all generational groups indicated that they'd discontinued support of a nonprofit they'd previously donated to.

The reasons behind donors' attrition vary even among individual generational groups. Many donors indicated their support ended because they could no longer afford to give, but most others said they were either unsure that their donation made a difference or that they felt their money was used unwisely. **To improve donor retention rates, focus on showing donors how their money was used and how they made a difference.** Send a combination of appeal letters and status updates that do NOT include appeals, particularly to your Baby Boomer donors—they're the group most likely to stop giving if they feel they're asked for money too often.

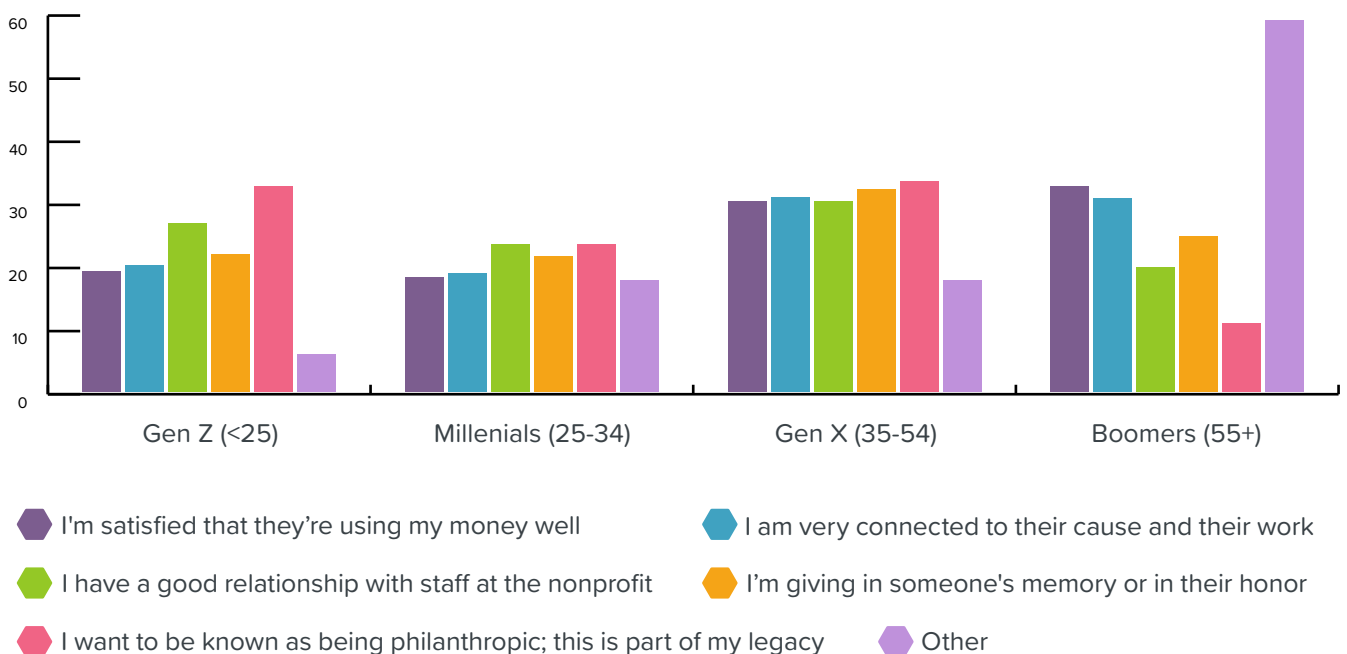
Why did you stop donating to a nonprofit you've supported long term?



A majority of donors we surveyed indicated that they've supported nonprofits with multiple gifts over an extended period of time. Slightly more Millennials and Boomer donors had offered extended support, and Generations Z and X were slightly less likely to have offered ongoing donations.

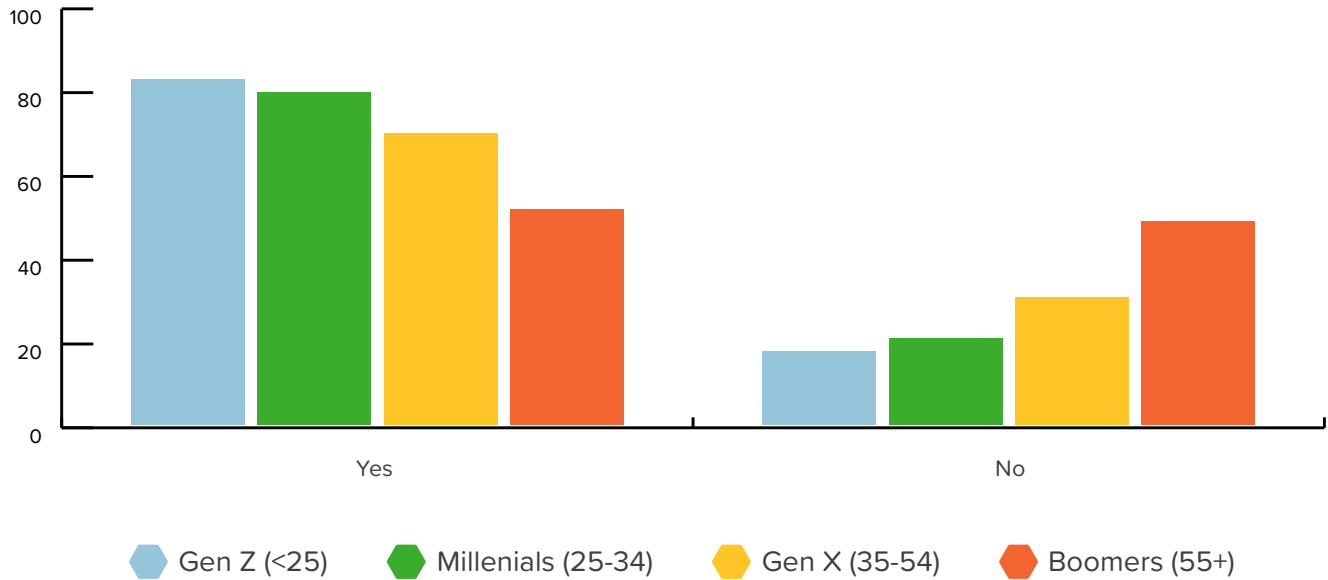
What motivates those groups of donors to give repeatedly? Different groups have different opinions, but Baby Boomer donors are most likely to continue their support if they feel that their money is being used wisely. Donors from other generations are largely motivated by their perception of their philanthropic activities being a large part of their identity and their legacy. This survey's respondents included lots of more personal input, most of which were people detailing answers covered by the other options.

When you've given long-term in the past what contributed to your ongoing support?



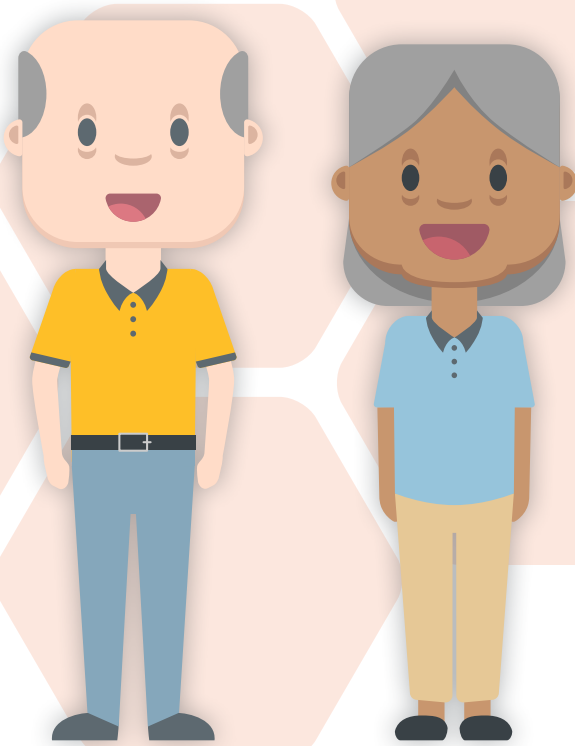
Donors prefer to stay engaged with their favorite nonprofits in a variety of ways. One engagement opportunity explored by many nonprofits is recruiting donors and supporters to raise money on their behalf through a peer-to-peer fundraiser. This is most effective with younger donors, with the majority of respondents in Generations X and Z and the Millennial group willing to get involved. Baby Boomers were split about whether or not they'd be willing to participate.

Would you be open to raising money for your favorite nonprofit by asking your friends and family for donations?





Ronald and Judy: The Baby Boomers (55+)



75% have given multiple gifts over long periods of time.

Boomers like giving on an ongoing basis, but they'll also react to urgent needs.

Knowing their chosen organization is well-respected is a big motivator.

- Most likely to donate to religious causes, human services, and health services.
- 45% will do research before making a gift. They'll look at third-party sites like Charity Navigator, GuideStar, and Google Reviews.
- They prefer to learn about organizations, donate, and receive updates all through direct mail.
- Direct mail appeals are most successful with this group. Almost half of Boomer donors prefer to give with a physical check.
- Not motivated by their gift's tax deductibility. Instead, they value feeling that their gift is being well-used.
- This group is active online! While they prefer direct mail appeals and updates, they appreciate email receipts.
- Most likely to offer ongoing support if they feel you've invested their gift well.
- Baby Boomers expect their receipts within a week or a month of their gift.
- Turned off by high overhead and by negative feedback from their family and friends.
- Keep this group engaged with quarterly updates either by email or with direct mailings.
- Will stop giving if they don't feel their money was used wisely, if you ask too often, or if they no longer feel connected to your mission.
- Unlikely to participate in peer-to-peer campaigns.
- A small number of Boomer donors will opt to offset processing costs while making an online donation.
- 75% of this group has supported nonprofits over an extended period of time.
- 17% of Baby Boomers donated on Giving Tuesday. 38% weren't familiar with it!

Who Are the Baby Boomers?

In our study, Baby Boomers represented 26% of all survey responses. Before we dive into what our Boomer donors shared with us, let's take a look at who they are as a generation.

Baby Boomers are generally the wealthiest and most influential of the four main generations. Past studies have established that about 72% of Baby Boomers give to charity, and they account for around 43% of all philanthropic dollars.

What motivates this group's generosity?

This group wants to know that they're supporting well-respected organizations that use their money well. Before they support a nonprofit, 45% of Boomer donors will research their chosen organization. They'll typically check out third-party evaluation sites (like Charity Navigator or GuideStar) and even Google Reviews before making a gift. They're likely to give if a charity is well-rated and makes them feel their money will be used wisely. But, if a search turns up negative reviews or shows an organization has very high overhead (particularly very high salaries for leadership), Boomer donors are less likely to give.

What do Baby Boomers want their donation experience to be?

Baby Boomers are relatively tech-savvy, but they prefer to do the majority of their giving offline. They respond particularly well to direct mail appeals, updates, and newsletters. They're likely to give through the mail, too; 44% of our Boomer respondents indicated that they prefer to give with a physical check. It's somewhat surprising, then, that a small majority of our respondents from this generation prefer to receive their receipt via email within a week or a month of their gift. You can accommodate this preference by sending an email thank-you after your staff has processed the donation—just be sure your direct mail remit slip includes a line where donors can give you their email address!

75% of this group has offered ongoing support to nonprofits, and 70% of our respondents said they had ceased supporting a nonprofit after giving them multiple donations. Their top three reasons for ending their support were that they didn't feel their money had been used wisely, they were asked for support too often, or that they no longer felt connected to the cause.

How do Baby Boomers want to stay in touch with their favorite organizations?

In our study, Baby Boomers indicated that they aren't as interested in ongoing follow-up communications as some of their younger counterparts. Those who wanted updates from their preferred nonprofits indicated that they prefer updates on a quarterly basis, and they preferred receiving updates either by direct mail or by email.

How can I use this information to appeal to Baby Boomers?

Set up your online profiles

First, make sure your profiles on third-party evaluation sites are up to date. If you haven't claimed your profile on Charity Navigator and GuideStar, now is the time! Those will be the first places your Boomer donors will check while they decide if they're going to give.

Create your appeal

Then, work on creating your appeal. Since they're very concerned about whether or not their money is used wisely, you'll want to focus on showing donors how their money is used to make a difference in people's lives. You may also consider adding "trust indicators" to your appeal in the form of your organization's GuideStar or Charity Navigator badges.

This appeal will be most effective with this age group if you send it to them through the mail. 44% of Boomer donors indicated that they prefer to give by check, so make sure you enclose a self-addressed, stamped envelope so they can easily return a gift. You may also want to include your online donation form's URL somewhere in your appeal and a full-page remittance slip in your appeal to make it easy for everyone to give, even if they don't send a check. Using a full-page remittance slip will make donating easier for donors who have a hard time entering all their information on smaller slips. If you've ever tried to write your entire address on a 2-inch line, you know how hard it can be!

Plan your follow-up

Your donors from this generation are pretty split about how they receive their receipt. The largest group of them want to receive their receipts through email, but not by an immense margin! A good rule of thumb for this group is to send them their receipts and acknowledgement letters the same way they sent you their donation. Donors who send you gifts through the mail should get receipts and letters in the mail. Online donors should receive them online, though they'd probably appreciate a direct-mail acknowledgement letter.

Be strategic with your updates

Donors from this generation don't want updates as frequently as their younger counterparts; most of the people we surveyed said they wanted updates every quarter or so. Your big areas of focus in your updates should be showing donors how you invested their money and reinforcing their emotional connection to your mission.

Aside from feeling that their money wasn't well-spent or feeling disconnected from your cause, one of the top three reasons Boomer donors stop supporting a charity is feeling like they're asked for money too frequently. Experiment with asking these donors for support once or twice a year. If you want to be extra sure you're asking well, poll some of these donors and ask them to share their specific preferences with you. This is the best way to ensure your unique donor base is getting the right mix of updates and appeals.

Baby Boomer Engagement Checklist

Want to delight and inspire your Boomer donors? Use this checklist to ensure your campaign appeals to this generous group.

Facilitate Research and Reassure Donors

Cover these bases to show Boomer donors that they're making a wise investment.

- Update your GuideStar and Charity Navigator profiles
- Add your Form 990 to your website
- Include trust indicators (GuideStar and Charity Navigator badges, etc.) onto your websites, donation forms, and direct mail remit slips
- Help donors visualize how their money will be invested in the cause

Perfect Your Direct Mail Appeals

This group of donors responds especially well to donation appeals and updates they receive in the mail. Here's how to make your direct mail effective.

- Use a high-impact image that reinforces the story you tell in your appeal
- Use a simple, 14-point font, plenty of white space, and formatting that makes your appeal easy to scan
- Include a full-page remittance slip that is easy to fill out
- Include a self-addressed stamped envelope donors can easily send back
- Engage younger Boomers by including a donation page URL somewhere in your appeal

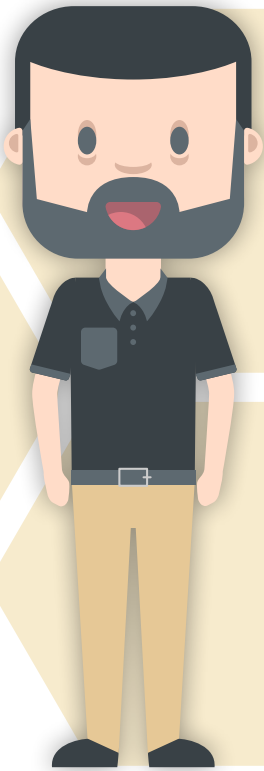
Combine Online and Offline Channels

As much as they love receiving direct mail appeals and updates, this generation is still active online.

- Send email receipts when possible
- If a donor gives by mail and shares their email address, send acknowledgements both ways
- Send periodic email updates sharing how donors' money was spent and the good that money achieved
- Stay active on social media, especially Facebook
- Be intentional about when you ask for money; asking too much is off-putting for this group



Scott and Tracy: Generation X (35-54)



73% have given multiple gifts over long periods of time.

Most likely to give on an ongoing basis, but they'll also react to urgent needs.

Positive referrals from friends and family are very powerful for this group.

- Most likely to donate to support research and public policy, international affairs, and community development.
- 60% will do research before making a gift. They prefer testimonials from people they know and from orgs' clients.
- Active online but appreciate offline touches like direct mail and personal phone calls.
- This group likes to donate by eCheck online or by donating physical or financial assets.
- Very motivated by their gift's tax deductibility.
- Very active online! 39% are most likely to give by responding to an appeal they see on social media.
- Very motivated to offer ongoing support; being philanthropic is important to them.
- Generally expect their receipts immediately after giving.
- Turned off by outdated websites and bad reviews on third-party evaluation sites.
- Keep this group engaged with quarterly or monthly updates either by direct mail or phone calls.
- Will stop giving if they've had a bad experience with a nonprofit, aren't asked to give again, or think their money wasn't used wisely.
- Willing to participate in peer-to-peer campaigns.
- Very likely to offset processing costs while making an online donation.
- 73% of this group has supported nonprofits over an extended period of time.
- 33% of Gen X donors gave on Giving Tuesday, but 29% weren't familiar with it.

Who are Generation X?

In our study, Generation X represented 16% of all survey responses. The fact that Generation X donors were the smallest group of people who responded to our survey is appropriate: this generation is often called the “Lost Generation!”

Sandwiched between Baby Boomers and Millennials, Generation X has a reputation of being cynical or disaffected. That cynicism, though, is not reflected in their charitable habits. Despite being the first generation whose quality of life will be demonstrably poorer than their parents, the Blackbaud Next Generation Report records that 59% of Generation X gives to charity, and they account for 20% of all dollars given.

What motivates this group’s generosity?

The Generation X donors who answered our survey indicated that being philanthropic is an important part of their identity, and they often make charitable donations to memorialize or honor a loved one. Those values make them somewhat particular about the organizations they choose to support; 60% of the Gen X donors who participated in our study do research into a nonprofit before they make their gift.

Donors from this generation want to know that their donations will make an impact on real people. They’re less likely to check on a nonprofit’s financials than their Baby Boomer counterparts. Instead, they prefer to read testimonials from other donors (especially friends and family) and from people who have directly benefited from the charity they’re considering. Social proof is important to this group, and they’re very likely not to support an organization if they have poor reviews or bad testimonials on other sites. They’re also put off by outdated websites.

What do Gen X donors want their donation experience to be?

Generation X is generally tech-savvy, and they prefer to do the majority of their giving online. Their #1 choice of channels to learn about a nonprofit’s needs is on social media; 39% of our respondents said they’re most likely to give as a result of a post they see on Facebook or other social media channels. Their preference to give digitally and their concern that their money is used wisely makes them likely to opt to offset processing costs; 54% of Gen X donors told us they would add a few dollars to their gift to help cover the cost of processing their donation.

73% of this group has offered ongoing support to nonprofits, and 63% of our respondents said they had ceased supporting a nonprofit after giving them multiple donations. Gen X donors’ top three reasons for pulling their support were that they’d had a bad experience with a nonprofit, they were never asked to give again, or they thought the money they gave wasn’t used wisely.

How do Gen X donors want to stay in touch with their favorite organizations?

While Generation X prefers to learn about nonprofits and support them online, they still appreciate personal offline touches. Respondents in this group told us they preferred to receive updates on a monthly or quarterly basis, and they especially appreciated updates given through direct mail or through personal phone calls.

How can I use this information to appeal to Gen X donors?

Share client and donor testimonials

Social proof is important to your Generation X donors. They want to know that you’ll use their money wisely, but they’d rather hear it from other people instead of looking at financial reports. Ask your clients, donors, board members, or volunteers if they’ll share a short testimonial with you, then scatter those testimonials throughout your website, social channels, and other marketing assets.

Update your website

If it's been a while since you updated your website, it's time to give it a once-over. 33% of Generation X donors told us that they're put off by outdated websites, so keeping your site current is important if you want to attract these donors. If you're wondering if your website is outdated, take a look at it with fresh eyes. Is the design old or are pictures dated? Does your site still reference an event or campaign that's no longer active? Has it been months since you updated your blog? Do you include contact information for staff who are no longer there? If you answered "yes" to any of those questions, it's time to make an update!

While you're updating your website, add a testimonial or brief impact statement to your donation form, too. While you're there, enable the option for donors to help offset processing costs by adding a few dollars to their gift. Your Generation X donors will appreciate it!

Get social

Since so many Generation X donors are likely to give as a result of seeing Facebook or other social posts, it's time to get active on your social media accounts. Make sure to share the occasional testimonial with your audience! You can make it easy for Gen X donors to support you by including a link to your online donation form in the posts that include appeals. Since there's more to a good social media strategy than only posting for appeals, make sure the "Donate" button on your website is easy to see. That way, donors will be able to land on your donation form quickly if they land on blog articles or other web pages you share.

Have a response plan in place

Having a bad experience with a nonprofit is the #1 reason our survey respondents in this age group stopped supporting nonprofits, so giving them a great donor experience will be key. Build a response plan that will support your Generation X donors and make them feel fantastic about their gift.

Most Generation X donors will give to you online, so it makes sense that they expect their donation receipt immediately after they complete their gift. You can accommodate this preference by building a "knock-your-socks-off" donation receipt that will auto-send to each donor after they make a gift. Add a quote or a testimonial from someone who has benefitted from your services thanking them for their donation or demonstrating how their gift will make a difference.

Include these donors in your offline updates

Generation X donors want to give digitally, but they like getting updates offline. 38% of respondents told us they like getting personal phone calls with an update about how their gift was used. Generation X enjoys newsletters; 34% of them said they enjoyed receiving newsletters and appeals in the mail, and another 32% said they preferred to receive newsletters via email.

Generation X Engagement Checklist

Don't forget your Generation X donors! They may be called the "Forgotten Generation," but they're an important group of donors.

Gather and Share Testimonials

The key to inspiring Generation X donors is social proof. Create and share testimonials from other donors, volunteers, and the people who benefit from your services.

- Gather testimonials from clients and other supporters to bolster your appeals
- Pair testimonials with high-quality images and share on social media
- Add testimonials to your direct mail appeals
- Work toward building a repertoire of positive reviews on Google

Keep Your Website Updated

Outdated websites discourage Generation X donors from making a gift. Strategic updates to your site show donors that you're actively working on your mission.

- Check for broken links, missing images, outdated information, and other errors on your website on a monthly basis
- Make sure to include testimonials on your pages, especially when you're asking for support
- Make your website easy to navigate, and make sure your donation button is eye-catching and easy to locate

Embrace Digital and Analog

Generation X donors love giving online, and they're active on social media. But this generation also appreciates offline tactics.

- Include Generation X in your direct mail campaigns
- Add a URL to your appeal or remit slip so donors can easily give online
- Reach out with a combination of direct mail updates and personal phone calls
- Follow up with them monthly or quarterly

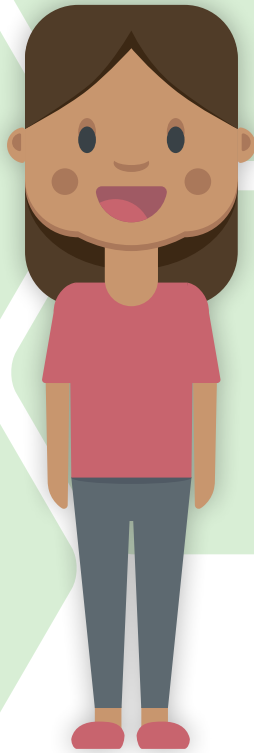
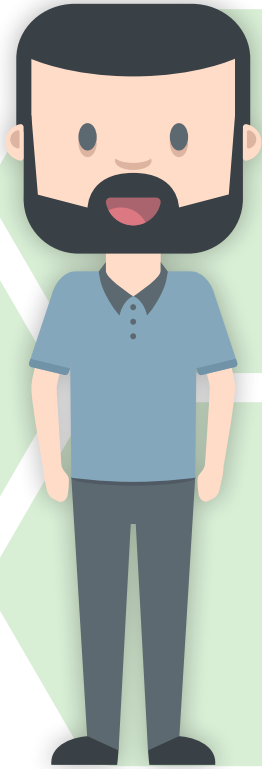
Make the Most of Their Donation Preferences

This group wants to give online; adding a few elements that appeal to their preferences and motivations will inspire them to get involved.

- Include a testimonial, quote, or impact statement on your donation form
- Give donors the option to help offset their donation's processing costs
- Consider including a note about tax deductibility in your appeals or on your donation form
- Send email receipts immediately after they make a donation



Zachary and Chelsea: Millennials (25-34)



74% have given multiple gifts over long periods of time.

Most likely to give during the summer and winter months.

Most inspired by stories from people who benefit from nonprofits' services.

- Most likely to donate to support research and public policy, international affairs, and education.
- 66% will do research before making a gift. They mostly prefer testimonials, but they'll also look at financials if available.
- Active online, especially on social media, but they really appreciate personal phone calls.
- This group likes to donate either with services like Apple Pay or PayPal or by eCheck.
- Somewhat motivated by their gift's tax deductibility.
- This mobile group is most likely to give via text message or on an app.
- Very motivated to offer ongoing support; being philanthropic is important to them, as is having a relationship with nonprofit staff.
- Generally expect their receipts to arrive by email within 24 hours of giving.
- Turned off by poor social media presence or inconsistent communications.
- Keep this group engaged with quarterly or monthly updates via social media or phone calls.
- Will stop giving if they feel their donation didn't matter, if they aren't asked to give again, or if they can no longer afford their support.
- Willing to participate in peer-to-peer campaigns.
- Very likely to offset processing costs while making an online donation.
- 74% of this group has supported nonprofits over an extended period of time.
- 38% of Millennials donated on Giving Tuesday, but 27% weren't familiar with it.

Who are the Millennials?

In our study, Millennials represented 34% of all survey responses. The fact they account for over a third of respondents gives us an opportunity to look into a generation whose behaviors have sparked countless articles, memes, and nonprofit speculation.

Millennials fall between Gen X and Gen Z, so they're sometimes referred to as Generation Y. Millennials have a reputation for being idealistic and tech-savvy, but they're not renowned for being loyal to particular brands or organizations like their Baby Boomer counterparts tend to be. According to the Blackbaud Next Generation Report, 84% of Millennial donors have a history of supporting nonprofit causes and, while they currently only represent ~11% of all philanthropic dollars given, they're poised to rapidly become a much larger force for good. As Baby Boomers retire, this large generation will dominate the workforce, and they're set to benefit from one of the largest transfers of wealth in history as their parents pass and leave their estates to their children.

What motivates this group's generosity?

Like Generation X donors, Millennials see their philanthropic activities as a key part of their identity. Having relationships with the staff at a nonprofit makes them more likely to give to the charity over a long period of time, which means nonprofits who want to engage Millennial donors should focus on relationship-building activities along with appeals. Though they're generally an idealistic generation, 66% of Millennial donors research the nonprofits they support before making a gift.

Millennials' primary concern when researching nonprofits is knowing that their gift will make an impact on real people. They generally look for a combination of client testimonials and donor testimonials, but they'll also look at financial records if they're available. To find that information, they're most likely to check a nonprofit's social media channels. Making that information difficult to find or having a poor social media presence, therefore, is a surefire way to put off potential Millennial donors. Inconsistent communication after a gift is also a deterrent to Millennial donors who are considering making another gift.

What do Millennial donors want their donation experience to be?

Millennials are, on the whole, a tech-savvy generation. They prefer to research nonprofits online, and they prefer to give online, too! After seeing a story or testimonial on social media, they're most likely to give through an app or by text message.

Offering Millennial donors a way to give with a digital payment system like Google Wallet or Apple Pay will make them happy, and they may also choose to give with an eCheck. This group is very likely to offset the processing fees associated with their transaction, with 64% of Millennial respondents indicating they were willing to do so. 74% of Millennial respondents have a history of supporting a nonprofit long-term. 64% said they had stopped supporting a nonprofit after supporting them repeatedly. Their top three reasons for ending those relationships were that they felt their gift didn't matter, they couldn't afford to continue their support, or they weren't asked for another donation.

How do Millennial donors want to stay in touch with their favorite organizations?

Millennials are driven by personal relationships and personal stories, which is reflected in their follow-up preferences. They want to learn about nonprofits on social media, and they want their updates on social media, too! 27% of Millennial respondents wanted to see updates about the causes they support on social media. That doesn't mean they don't appreciate a personal touch; the next most popular method of receiving updates was through personal phone calls.

How can I use this information to appeal to Millennial donors?

Focus on relationships

Millennials gravitate toward social media channels, which are inherently personal channels. Recruit Millennial donors by sharing client stories, testimonials from clients and donors, and lots of images and videos that emphasize how their money will make a real impact on the people you serve. Post periodic updates about your programs' progress so they can see how their gifts are making an impact. Make digital giving easy and, when possible, reiterate your digital activities with occasional phone calls to thank Millennials for their gifts personally.

Let them help you make a difference

Millennials see their philanthropic activities as a key part of their identity. This makes them especially eager to help make a difference in the world! Give them the opportunity to make their gift go further by offsetting the processing costs associated with their digital gifts. They're also very willing to participate in peer-to-peer events, with a whopping 79% of respondents saying they're open to raising money on behalf of their favorite organizations.

Think like a digital native

Millennials learn about you online, give online, and look for updates online. They're used to seeing hundreds of digital ads, messages, and appeals, so take time to build story-driven posts that give them the connection to a cause that they crave. Make it easy to give to your nonprofit, and make sure your donors receive a receipt within 24 hours of their gift. They prefer to receive their receipts via email, so it's a good idea to set up an automated digital receipt that sends right after they make a gift.

Tell stories

The Millennial donors we surveyed were very clear about what they want from the nonprofits they support: they want to read stories and testimonials before they give, and they want to see stories and testimonials after they give. Emphasize telling stories about real people on your social channels, in your appeals, and in your updates. Their sense of self is tied to the people and the causes they support, so take steps to reiterate the difference they make by supporting your organization to keep them engaged.

Millennial Engagement Checklist

Despite their reputation for being difficult to please, Millennials are highly motivated by a desire to change the world. Here are some ways to appeal to them.

Get Social

Social media is the Millennial generation's first stop when they're researching nonprofits or looking for information. Make the most of your social media channels!

- Share testimonials from people who are involved with or benefit from your organization
- Regularly share story-driven posts that show donors their potential impact
- Emphasize storytelling and conversation on social channels, but do include occasional appeal posts
- Include links to donation forms in all appeal posts
- Pin an appeal post to the top of your social profiles so it stays visible

Diversify Your Options

Millennials want to give, and they see supporting their favorite causes as an important part of their identity. Offer different ways to give so it will always be convenient for them to donate.

- Make it easy for potential donors to move from a social media channel to your mobile-friendly donation form
- Include a text-to-donate keyword in your campaigns
- Offer digital payment options like Apple Pay, Google Wallet, and eCheck

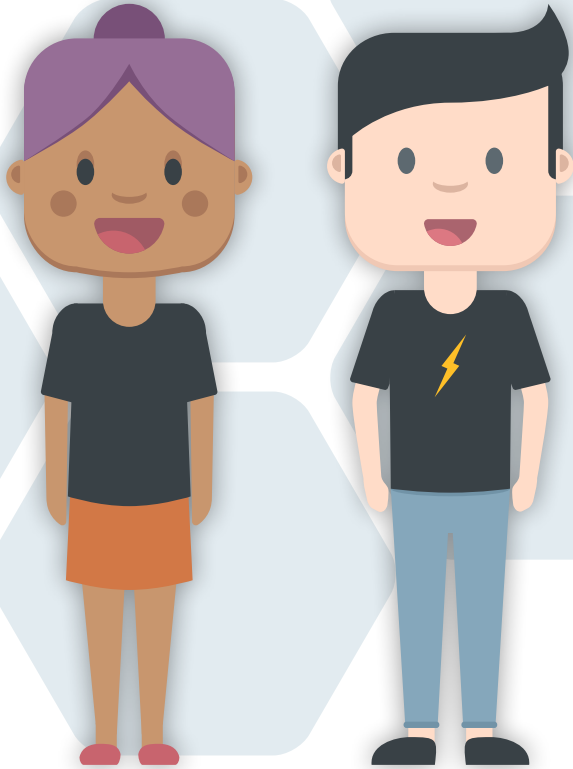
Give Them Ways to Stay Engaged

Your Millennial donors are motivated by a desire to do good in the world. Give them ways to help them do more good!

- Include options to offset processing fees during the donation process
- Send follow-up emails that share additional ways to get involved after they become a donor (think: volunteer opportunities, event invitations, social posts to share, etc.)
- Build relationships with Millennial donors and give them opportunities to interact with nonprofit staff
- Invite highly-engaged donors to participate in peer-to-peer fundraising events
- Show them their gift matters and invite them to give again



Sophie and Aidan: Generation Z (18-24)



68% have given multiple gifts over long periods of time.

Most likely to give during the summer and during the holidays.

Most inspired by stories from people who benefit from nonprofits' services.

- Most likely to donate to support environmental and wildlife conservation; arts, culture, & humanities; & youth development.
- 57% will do research before making a gift. They want to see nonprofit impact reports and will check local media and a nonprofit's social channels for information.
- Very aware of a nonprofit's social media presence.
- This group likes to donate digitally or by donating physical assets.
- Somewhat motivated by their gift's tax deductibility.
- Most likely to give in response to a social media campaign.
- Very motivated to offer ongoing support; being philanthropic is important to them.
- Generally expect their receipts to arrive by email within 48 hours of giving.
- Turned off by poor social media presence or outdated websites.
- Keep this group engaged with monthly story-driven updates via social media or phone calls.
- Will stop giving if they aren't asked for another gift, if they never receive an impact update, or if they can no longer afford their support.
- Willing to participate in peer-to-peer campaigns.
- Very likely to offset processing costs while making an online donation.
- 62% have ended long-term support of a nonprofit.
- 28% of Generation Z donated on Giving Tuesday. 42% aren't familiar with it!

Who are Generation Z?

Generation Z is the youngest group of donors. We surveyed 293 donors from this group, which represented 22% of the total survey respondents. The range of ages represented in this group is smaller than some of the other generations; we only surveyed people who were over 18 years of age, which excluded a large portion of this young group.

This group of donors is sometimes referred to as “Philanthro-kids” by some in the nonprofit community because of their enthusiasm for supporting charities. There are lots of other nicknames for this generation—here at Qgiv, Generation Z employees call themselves “Zoomers!”

According to Blackbaud’s Next Generation report, 30% of Generation Z—including children under 18—support charity. 60% of this generation has already decided that they want to make a difference in the world.

What motivates this group’s generosity?

Generation Z’s early commitment to making a difference in the world is reflected in their answers to our survey. Supporting good causes is an important part of their identity, and they want to be known as being philanthropic. Like Millennial donors, they’re also motivated by having personal relationships with nonprofit staff.

Despite their young age, Generation Z donors make an effort to vet the charities they support. Before making a gift, 57% of Gen Z will look for impact reports showing how their gift will be used. They’re also very likely to look for media coverage surrounding their chosen charity, and they’ll check on a nonprofit’s social channels for information, too.

Like Millennials, Gen Z donors want to know that their gift will make an impact on real people. In addition to impact reports showing how money is used, Gen Z donors will also look at nonprofits’ social media channels for stories about individuals who have benefitted from a nonprofit’s work. They’re true digital natives and have grown up using the internet extensively, and they expect others to do so, too. Gen Z donors will be put off supporting a nonprofit if they have a poor social media presence or an outdated website.

What do Gen Z donors want their donation experience to be?

Members of Generation Z have grown up using the internet and digital devices, and they expect to be able to support their favorite nonprofits through these channels as well. 33% of donors in this age group prefer to give in response to social media channels, and 29% prefer to give via text messages. They prefer digital payment types, and are the group of donors most likely to donate with digital currencies in addition to donating physical assets.

Despite their young age, 68% of the Zoomers we interviewed reported making multiple gifts to a nonprofit over a long period of time. Keeping Generation Z donors engaged after their donation is an important part of retaining them as donors. The most common reason Generation Z donors cited for ending support for an organization was being unable to afford additional donations, but the other two top reasons were not being asked for a gift and not receiving an impact update about what their previous gift accomplished.

These donors want their receipts within 48 hours of their gift, and most of them want updates from the nonprofits they support on a monthly basis.

How do Gen Z donors want to stay in touch with their favorite organizations?

Gen Z donors want to stay in touch with the nonprofits they support on a more regular basis than members of other generations. They want monthly updates on a nonprofit’s progress and stories from nonprofit clients, and they’ll generally look to a nonprofit’s social media channels for that information. They rely heavily on their phones to access those social channels, but they also appreciate text message updates.

How can I use this information to appeal to Gen Z donors?

Get mobile

Generation Z donors look to social media channels while vetting and supporting nonprofits, and they usually access those social channels from their phones. This group also likes making donations via text message and appreciates text message updates after making a gift, so it's important for nonprofits to be able to support those preferences. Make sure any links you share to social media (including your donation form) are mobile friendly, and consider using a text-to-donate keyword in your campaign if you're trying to engage young donors.

Keep them engaged

Zoomers want more regular updates than their older counterparts, so take steps to keep them updated on what you're doing. This group of donors is most likely to give over the summer and during the holidays, but they want updates on a monthly basis year-round. Keep them updated with real-life stories from people you've helped, and use language that ties their gift to those stories. This group wants to change the world, and their philanthropy is important to them; appealing to those motivations will keep them engaged with you.

Help them help you

While Generation Z donors represent a small portion of all charitable dollars given, they're highly driven by their idealism and their desire to change the world. Their increased donation activity during the summer and holiday seasons implies that they get involved with charities when school isn't in session; try inviting students to volunteer or take tours of your facility when they're actively engaging with you. This group of donors is the most willing to get involved in advocating for their favorite nonprofits; 84% of Generation Z donors say they're willing to raise money for their favorite causes. Give them the opportunity to support your work by recruiting them to participate in peer-to-peer fundraisers or set up a DIY fundraising campaign that gives them a way to "donate" their birthday or other milestone to your nonprofit.

Don't ignore this group

Focusing all your efforts on Generation Z wouldn't be a wise strategy—after all, they do only represent a small portion of the philanthropic potential out there. But don't neglect them, either! This generation is passionate about changing the world. Give them the opportunity to support you, share personal stories about how they make a difference, and watch this group of world-changers make amazing things happen.

Generation Z Engagement Checklist

This generation is young, and they're full of hope and enthusiasm. Start building relationships with them now and watch them change the world.

Communicate Your Impact

These “Philanthro-kids” are highly motivated by making a real impact on the world. To get them involved, show them the way they can make a difference.

- In appeals, be as specific as possible about the immediate and long-term impacts a gift will make
- Include impact statements on donation forms
- Share examples of how gifts make a difference on your social media channels
- Write blog posts and share stories about how donors' gifts make a difference
- Add an impact report to your website's home page

Make It Mobile

As true digital natives, Generation Z donors grew up with the internet, smartphones, and social media. Meet them where they are—on their phones.

- Ensure your website and your donation form are mobile friendly
- Make it easy and enjoyable for donors to move from a social channel to your donation form on their phones
- Include text-to-donate keywords in your campaigns
- Give supporters the option to opt in to outbound text messaging lists, then send them periodic updates and urgent appeals

Help Them Help You

Generation Z isn't a philanthropic powerhouse—yet. But they're well on their way! Give this group of donors a way to stay engaged even if they can't give at higher levels.

- Include options to offset processing fees during the donation process
- Invite them to participate in peer-to-peer fundraising events
- Send them impact reports and monthly updates about the campaigns they support
- Give them volunteer opportunities that they can do to support your work
- Offer Generation Z donors the option to participate in DIY fundraising campaigns by “donating” their birthday, graduation, or other important life event to your nonprofit
- Add Generation Z donors to your board and take advantage of their insights into how to engage others in their generation



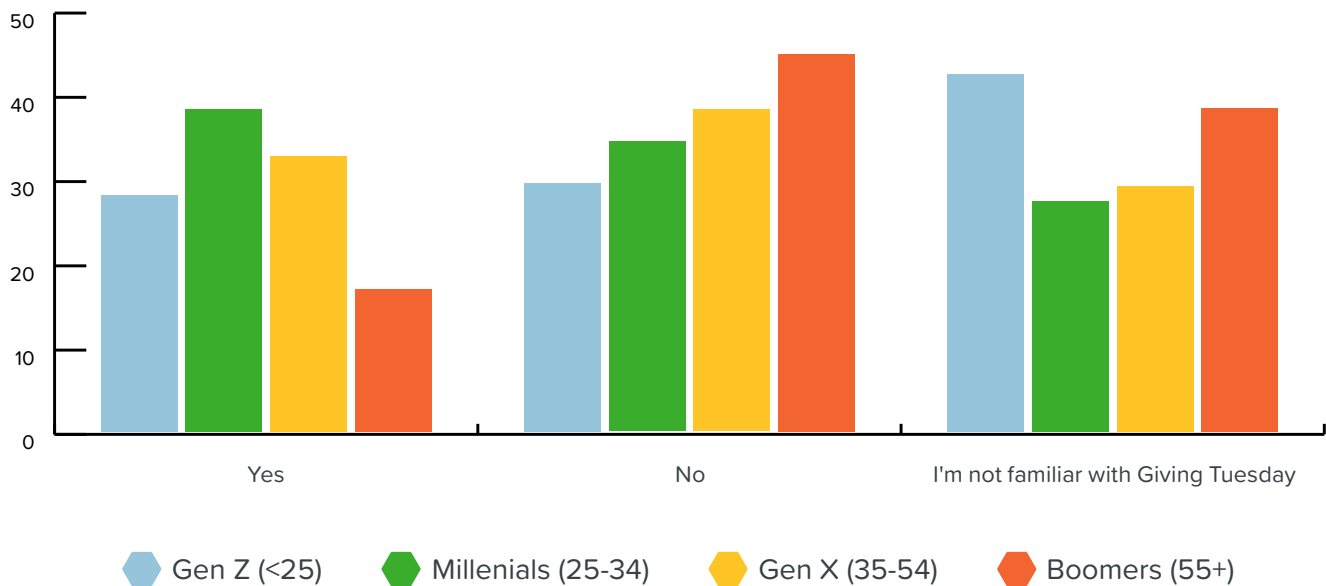
A Generational Guide to Giving Tuesday

Love it or hate it, Giving Tuesday is a major event in the nonprofit calendar. But how do different donor groups feel about it? Here's how different generations of donors support charities during the big day.

What We Found

371 of our respondents made a donation during Giving Tuesday while 488 people didn't. 449 respondents were unfamiliar with Giving Tuesday. Millennial donors accounted for the majority of those who supported Giving Tuesday. Interestingly, Generation Z donors were the group least familiar with Giving Tuesday.

Did you donate to any charities during 2019's Giving Tuesday?



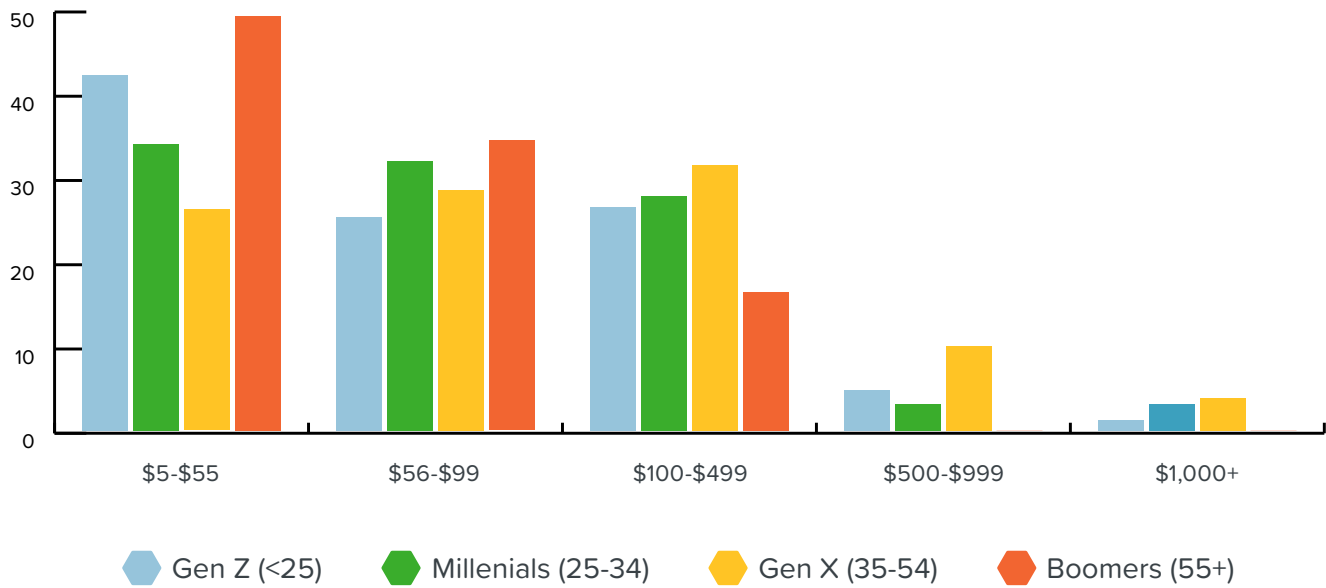
For most donor groups, the average gift on Giving Tuesday ranged from \$5 to \$55. Nearly half of all Baby Boomers and 42% of Generation Z donors who supported a Giving Tuesday campaign fell within this range. 32% of Generation X had an average gift of \$100-\$499.

Most of the people who gave on Giving Tuesday supported 2-3 organizations. The next largest group only supported one nonprofit—only 41 respondents supported 4 or more organizations.

How We Can Use This Info

Including what we know about different age groups' donation preferences in Giving Tuesday campaigns will help us engage more donors and raise more money. Here's a look at how we can engage different age groups during Giving Tuesday:

What was the average gift size of your donation(s) on 2019's Giving Tuesday?



Baby Boomers

This group is willing to give if there's an urgent need, and they're very concerned with their gifts being used wisely. Show them a need and explain how their gift will be invested.



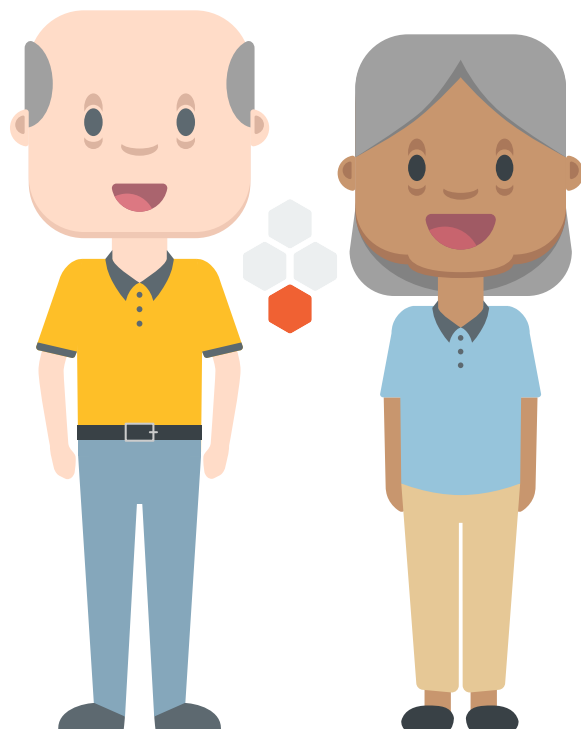
Donated



Didn't



Aren't familiar
with Giving
Tuesday



Use Direct Mail Appeals & Trust Indicators

This group of donors is most likely to respond to a direct mail appeal, and many of them prefer to give by sending a check in a return envelope. Send a direct mail appeal in the week or so leading up to the event. Show them how the money they give on Giving Tuesday will be used wisely to meet an urgent need. Include a full-page remittance slip and a self-addressed pre-paid envelope they can use to return their gift. Follow up with a thank-you and an explanation of what their gift will accomplish.

In your appeal and your follow-up, include trust indicators like GuideStar or Charity Navigator icons or testimonials from donors or clients. After they give, send these donors an email update thanking them for their gift, then follow up with them on a quarterly basis.

Generation X

This group is more aware of Giving Tuesday than their Boomer counterparts. To appeal to this group, focus on using a combination of testimonials from clients who benefit from your services and people who have donated to your cause.



Show Them They Can Make a Difference, Too

Donors from Generation X see philanthropy as an important part of their identity, and they care about making a difference. Since a large portion of these donors give a gift between \$100 and \$499 to 2-3 organizations on Giving Tuesday, they're an important group to engage on one of the biggest giving days of the year.

Appeal to Generation X donors by sending them appeals filled with testimonials from clients and donors and personal stories about the people you support. Then, show them that their gift can make the same kind of impact you establish with those testimonials. Make it easy for them to give digitally, and make sure your donors receive a donation receipt right after they make their gift.

This group is going to be leery of making a gift to your organization if your website is out of date, and they're most likely to give to you after seeing an appeal on social channels. In the weeks leading up to Giving Tuesday, make sure your website is updated. Then, emphasize making your Giving Tuesday appeals on social media with links that let this group of donors easily navigate to your donation form. Afterward, send them periodic updates both by direct mail and by making a personal phone call to thank them for their support.

Millennials

This group of donors is most likely to support your Giving Tuesday campaign! They, too, see philanthropy as an important part of their identity and are motivated by making a difference in the world.



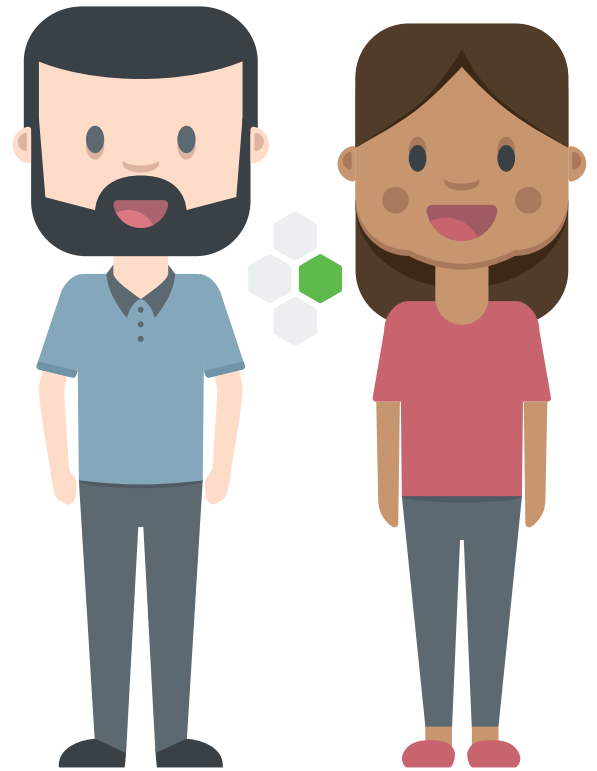
Donated



Didn't



Aren't familiar
with Giving
Tuesday



Get Social and Stay That Way

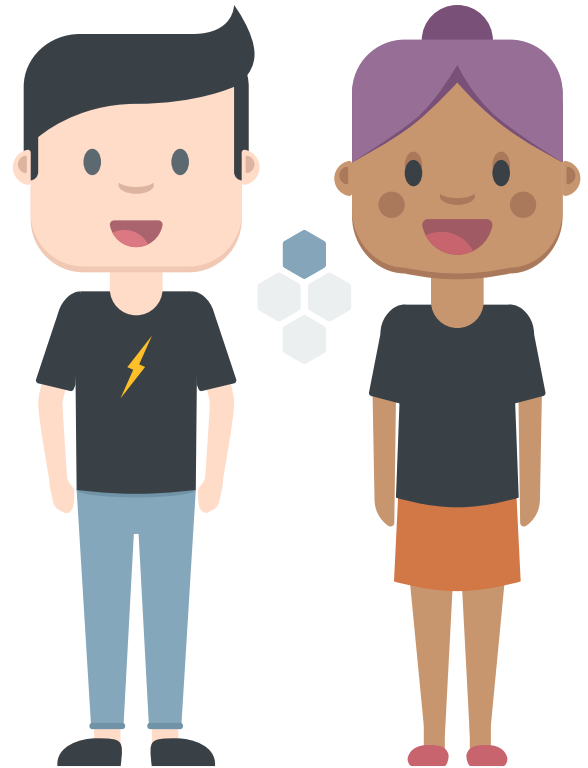
This social group of donors is most likely to support your Giving Tuesday campaign. They're also highly likely to learn about your campaign on social media channels, so make sure you have an active social presence in the days and weeks leading up to your Giving Tuesday campaign. Include lots of pictures and testimonials from past supporters and from people who benefit from your services.

Millennials prefer to give digitally, so include links to your online donation form in any social media appeals you post. Include options to pay with Google Wallet, Apple Pay, or other payment services, and give them the option to offset the processing costs associated with their gift.

After they make a donation, send them a receipt that reiterates the good they'll achieve with their gift. This group is more likely to give again in the long term if they have a relationship with nonprofit staff: take time to create a receipt and follow-up emails that are written in a friendly, personable way, and make sure your "From" email address is that of a real person instead of a more generic one like "info@yournonprofit.com."

Generation Z

This idealistic group is young and ready to change the world. A large portion of this group, though, has never heard of Giving Tuesday. Harness their enthusiasm by getting them involved in a push to make a difference.



Put the Power in Their Hands

Gen Z is passionate about making a difference in the world, and they feel like their engagement in philanthropy is an important part of who they are. To recruit Generation Z donors, show them the impact they can make with their gift. Stay active on social media channels and give this group opportunities to interact with and support you on their mobile phones by building text-to-donate and outbound text message updates in your campaign.

This group is likely to support you in other ways, too. If you have an active group of Generation Z supporters in your donor and volunteer bases, invite them to get involved by raising money for you on Giving Tuesday. Either engage them as social media ambassadors who share your posts, or set up a peer-to-peer event they can use to ask their loved ones and families for support.

Because they're so motivated by making a difference, it's important to communicate this group's impact to them after they've given. Send impact reports and story-driven updates that reiterate the difference their advocacy and dollars made. Post regularly on your social media channels updating your audience about the progress you've made. And, if you really want to make an impression on this passionate group of donors, call them personally to thank them for their time and their donations.

Engage Your Donors on Giving Tuesday

Get Boomers on Board

- Send a direct mail appeal leading up to Giving Tuesday
- Show Boomer donors an urgent need and how their gift will meet that need
- Include a full-page remit slip in your Giving Tuesday direct appeal
- Enclose a self-addressed pre-paid envelope in your appeal
- Include trust indicators on your appeals and donation forms
- Reach out to Boomer donors via email after they make a gift

Show Generation X They Can Make a Difference

- Use photos and stories to show donors how their gift will make an impact
- Update your website for Giving Tuesday and explain how their money will be used
- Include social proof elements (testimonials from donors, thank-you messages from staff to donors, client highlights) on your social media channels to make them feel comfortable giving
- Focus on creating a good donor journey by streamlining and polishing your donation process and thank-you messages
- Consider adding language about their gift's tax-deductibility to your donation page or receipt

Get Social with Millennial Donors

- Schedule posts before and during Giving Tuesday raising awareness about your campaign and explaining what donors will fund with their gifts
- Post updates throughout Giving Tuesday about fundraising milestones, what the money raised will accomplish, and the people who will benefit from those donations
- Create a story-based campaign and share those stories on social platforms and in post-Giving Tuesday follow ups
- Share testimonials and social proof elements on social channels
- Make it easy for donors to move from a social media platform to your donation form
- Reiterate why donors' gifts matter and what impact those gifts will make

Show Generation Z They Matter

- Show donors stories of how other donors' gifts were used to make an impact
- Include stories about individual people who will benefit from money raised on Giving Tuesday
- Work with local media to spread the word about your Giving Tuesday campaign and the people who will benefit from it
- Share appeals and updates on social media platforms, especially Instagram
- Make it easy for donors to move from a social media platform to your donation form





Generational Giving Report

