



“NEXT GENERATION” GIVERS: IMPLICATIONS FOR NONPROFIT ENGAGEMENT

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SUMMARY

The nonprofit sector is experiencing competition for resources, a decrease in donor retention, and larger donations from fewer donors. In addition, older generations are aging out. Therefore, it is critical that nonprofit leaders execute strategies to engage the Next Generation of supporters. **This study examined the unique characteristics, values, and philanthropic habits of the Next Generation.** Results yielded several key findings. First, definitions of the Next Generation are varied; however, they typically include Gen Y, and some or all of Gen X and Gen Z. **Next Generation individuals are incredibly tech-savvy, view time as an incredibly effective way to give back, and value integrity, meaningful work, and transparency.** The Next Generation is also very concerned about seeing the impact of their work. Based on these results, advancement team members need to embrace new digital ways of engagement both monetary and non-monetary. This calls for understanding and investing in specific tools and models to meet these individuals where they are at—online.

PURPOSE

The resources of the Next Generation (time, talent, ties, and treasure) will affect the fate of nonprofit organizations in the coming years. The way that nonprofits are operating, specifically regarding fundraising, does not necessarily resonate with younger generations. **These generations have specific values and characteristics that are important to understand because they provide clues for a successful engagement framework and strategy.** This project provides nonprofit organizations with information and insights on the Next Generation in fundraising. The recommendations from this study give nonprofit organizations tangible ways to improve fundraising, marketing, and communications strategies. Furthermore, findings will arguably strengthen Next Generation engagement and increase brand awareness, donor count, and dollars raised in the short and long-term.

RESEARCH

❖ How do Next Generation characteristics affect changes in the nonprofit sector?

Subquestions

- Who is the Next Generation with regards to fundraising?
- How does **philanthropy, values, and characteristics** of the Next Generation look different than previous generations?
- What are the **implications** for nonprofit organizations who seek to engage this group?

METHODS

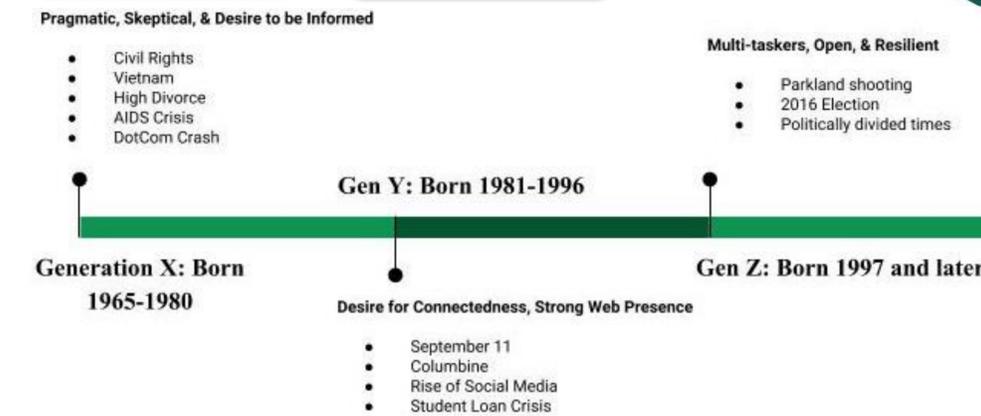
In this project, Next Generation definitions, values, characteristics, and philanthropic habits were reviewed and analyzed. Primary data included interviews with five experts in this field and two current Next Generation advisory board members. In addition, 504 responses were collected via an online survey to compare five key generations: Gen Z, Gen Y, Gen X, Baby Boomers, and the Silent Generation. Secondary data included a review of applicable literature. Data was analyzed via PSCP and coding.

01	Literature Review	<ul style="list-style-type: none"> • Peer-reviewed articles • NextGen reports & articles • Books
02	Expert Interviews	<ul style="list-style-type: none"> • Marketing & fundraising experts • Academics • NextGen advisory board members • SurveyMonkey
03	Survey	<ul style="list-style-type: none"> • Multiple choice & short answer • Convenience & snowball sampling

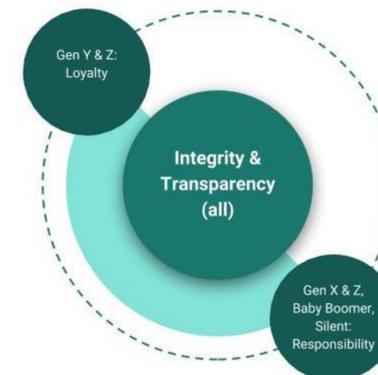
DATA AND ANALYSIS

“NEW PEOPLE COMING INTO A ROLE AS A DONOR THAT WANT TO DO THINGS AND STRATEGIZE IN A DIFFERENT WAY THAN WHAT HAS BEEN DONE BEFORE.”
Michael Moody, PhD

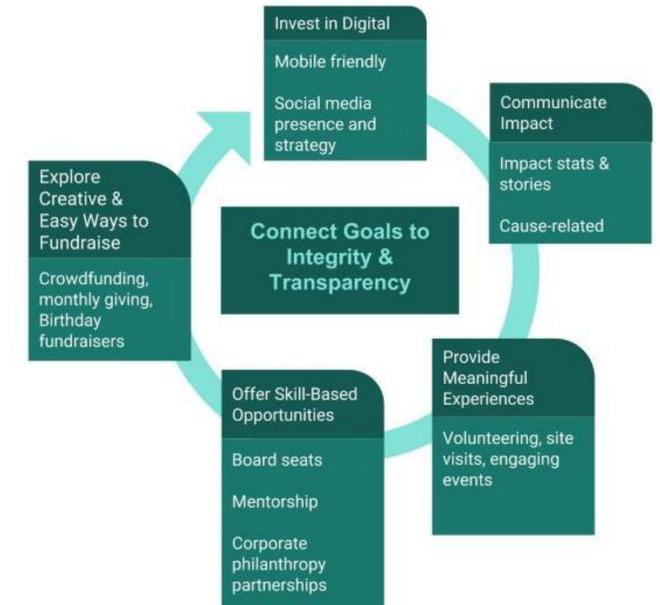
“A GROUP OF INDIVIDUALS IN WHICH PREVIOUS RULES AND MODELS OF ENGAGEMENT DO NOT GENERATE THE DESIRED EFFECT.”
Michael Stein



Top 3 Values Survey Results



ENGAGEMENT MODEL & RECOMMENDATIONS



- 1. Connect goals to integrity and transparency:** Since these are key values to the Next Generation, all forms of engagement as well as the overarching goals should take these values into consideration.
- 2. Invest in digital:** It is essential to meet the Next Generation where they are—online. Investments should be considered for building a mobile-friendly, easy-to-use website with SEO. A social media strategy should be implemented that allocates necessary resources to updating and maintaining these pages. Special consideration should be taken for campaigns targeting specific cohorts within the Next Generation.
- 3. Communicate impact:** When tailoring communication and marketing efforts toward this group, nonprofit organizations need to find ways to show they can make an impact. This can include applicable statistics and personal stories.
- 4. Provide meaningful experiences:** The Next Generation wants meaningful work. Volunteer tasks that are far removed from the mission may be an incredibly hard sell. Opportunities that allow the Next Generation to engage with beneficiaries and staff are essential. They should be fun for attendees. Focus groups and surveys can help an organization tailor its volunteering efforts.
- 5. Skill-based opportunities:** The Next Generation wants to give their talents to organizations as well. Board seats and Next Generation committees can be great engagement tools if they offer meaningful work around strategy and provide leadership skills. As Next Generation members in the corporate world seek out companies that give back to the community, it is essential to consider partnerships with corporations.
- 6. Creative ways to fundraise:** Although direct mail is not dead, it is becoming less and less relevant and effective. For Next Generation annual fund prospects and donors, a multi-channel approach must be taken. This approach should consider innovative, peer-focused ways of giving back such as crowdfunding and Facebook birthday fundraisers.

Next Generation Themes from Expert Interviews

Characteristics	Values	Implications
<ul style="list-style-type: none"> • Prioritize impact • Meaningful work & engagement • Cause focused • Digital/tech savvy 	<ul style="list-style-type: none"> • Tied to coming of age • Socially conscious • Transparency 	<ul style="list-style-type: none"> • Meaningful volunteer opportunities • Digital, multi-channel approach • Appeal and align with values and behaviors • Events that are “fun”

Instagram Usage Survey Results



REFERENCES

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