“Next Generation” Givers: Implications for Nonprofit Engagement
Introduction

- NPO CHALLENGES
- ADAPT, RESPOND & THRIVE
Objectives

- Determine who the Next Generation is
- Identify key characteristics, values, & philanthropic habits
- Make recommendations to improve NextGen engagement
- Create an engagement model that can be implemented
Methods

01 Literature Review
- Peer-reviewed articles
- NextGen reports & articles
- Books
- Marketing & fundraising experts
- Academics
- NextGen advisory board members
- SurveyMonkey
- Multiple choice & short answer
- Convenience & snowball sampling
Methods: Survey

- 504 responses
- Convenience & Snowball
- 26 questions, MC, Short Answer, & Demographic

<table>
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<tr>
<th>Generation</th>
<th>Response</th>
<th>Percentage</th>
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<td>Gen Z</td>
<td>44</td>
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<tr>
<td>Gen Y</td>
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Defining the Next Generation
Silent/Greatest Generation: Born in 1945 or earlier. Age in 2019: 74 and older.


“A group of individuals in which previous rules and models of engagement do not generate the desired effect” Michael Stein
Data & Analysis
Characteristics
NextGen Characteristics

Pragmatic, Skeptical, & Desire to be Informed
- Civil Rights
- Vietnam
- High Divorce
- AIDS Crisis
- DotCom Crash

Multi-taskers, Open, & Resilient
- Parkland shooting
- 2016 Election
- Politically divided times

Gen Y: Born 1981-1996
Desire for Connectedness, Strong Web Presence
- September 11
- Columbine
- Rise of Social Media
- Student Loan Crisis

Generation X: Born 1965-1980

Gen Z: Born 1997 and later
Weary of institutions
Work/life Balance
Desire to be informed
Skepticism
Technology Savvy
Impact
Internet Addiction
Pragmatic
Resilient
Open
Strive to be true to themselves
Gen X
Gen Y
Gen Z
Values

- Ethics
- Respect
- Honesty
- Integrity
Generational Values

504 Responses
Top 3 Generational Values

- Integrity & Transparency (all)
- Gen Y & Z: Loyalty
- Gen X & Z, Baby Boomer, Silent: Responsibility
Generational Views on Philanthropy
# Philanthropic Viewpoints – PSPP Raw Data

## Test of Homogeneity of Variances

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## Philanthropic Viewpoints

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<td>Duty</td>
<td>More strongly agreed responses from Boomers and Silent</td>
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<tr>
<td>Mission</td>
<td>More strongly agreed responses from Boomers and Silent</td>
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<td>Impact</td>
<td>Not stat significant, important to all groups</td>
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A Digital Generation
Gen Z: 12.63%
Gen Y: 6.68%
Gen X: 4%
Baby Boomers: 40.6%
Silent: 50%

Website Via Mobile Phone or Laptop; Facebook Donate Page

Gen Z: 86.37%
Gen Y: 93.32%
Gen X: 96%
Baby Boomers: 59.4%
Silent: 50%

Phone, Mail, & In-person
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Social Media Habits - Instagram

504 Responses

- Gen Z
- Gen Y
- Generation X
- Baby Boomer
- Silent Generation

- Multiple Times a day
- Every day
- A few times a week
- About once a week
- A few times a month
- Once a month
- Less than once a month
- I don't use Instagram
Social Media Habits - Instagram

- **50%** GEN Z
  - 50% use multiple times a day
  - 15.91% do not use Instagram

- **47%** GEN Y
  - 46.67% use multiple times a day
  - 32.74% do not use Instagram

- **17%** GEN X
  - 17.33% use multiple times a day
  - 36.67% do not use Instagram

- **8.3%** BOOMERS
  - 8.3% use multiple times a day
  - 52.63% do not use Instagram

- **0%** SILENT
  - 0% use multiple times a day
  - 83.33% do not use Instagram
Top 3 Preferred Ways to Give Back

“These days I tend to just write checks. You either have time or money, and right now I have more money than time to volunteer/participate on boards or committees.”

-Gen Xer

“I’m a college student with no money.”

-Gen Zer

<table>
<thead>
<tr>
<th>Gen Z</th>
<th>Gen Y</th>
<th>Gen X</th>
<th>Baby Boomers</th>
<th>Silent</th>
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<tbody>
<tr>
<td>Volunteer (19)</td>
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<td>Talent (14)</td>
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<td>Talent (2)</td>
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### Themes from Interviews

**“Spray, Pray, & Walk Away”**

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Values</th>
<th>Implications</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Prioritize impact</td>
<td>• Tied to coming of age</td>
<td>• <strong>Meaningful volunteer opportunities</strong></td>
</tr>
<tr>
<td>• <strong>Meaningful</strong> work &amp; engagement</td>
<td>• <strong>Socially conscious</strong></td>
<td>• Digital, multi-channel approach</td>
</tr>
<tr>
<td>• <strong>Cause focused</strong></td>
<td>• Some distinctions between generations (ex. Gen X is pragmatic)</td>
<td>• Appeal and align with values and behaviors</td>
</tr>
<tr>
<td>• Digital/tech savvy</td>
<td></td>
<td>• Events that are <strong>fun</strong> and allow for <strong>peer</strong> engagement</td>
</tr>
</tbody>
</table>


NextGen Implications

Engagement Model
Engagement Model

- Invest in Digital
  - Mobile friendly
  - Social media presence and strategy

- Communicate Impact
  - Impact stats & stories
  - Cause-related

- Connect Goals to Integrity & Transparency

- Explore Creative & Easy Ways to Fundraise
  - Crowdfunding, monthly giving, Birthday fundraisers

- Offer Skill-Based Opportunities
  - Board seats
  - Mentorship
  - Corporate philanthropy partnerships

- Provide Meaningful Experiences
  - Volunteering, site visits, engaging events
Recommendations

1. Integrity & Transparency
2. Invest in Digital
3. Communicate Impact
4. Provide Meaningful Experiences
5. Skill-Based Opportunities
6. Peer-Based Fundraising
