



5 Lessons from the Generational Giving Report to Incorporate into Your 2025 Fundraising

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Hi, I'm Wendy!




A little about me...

 Content and Education Specialist with the Qgiv by Bloomerang marketing team

 Homebase in little Rhode Island

 Spent 5 years in the nonprofit sector

 Mom to 10-month-old Gemma and 2-year-old fur-baby, Alfie



Fundraising Tech Made for you



Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input.



Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place.



Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software.





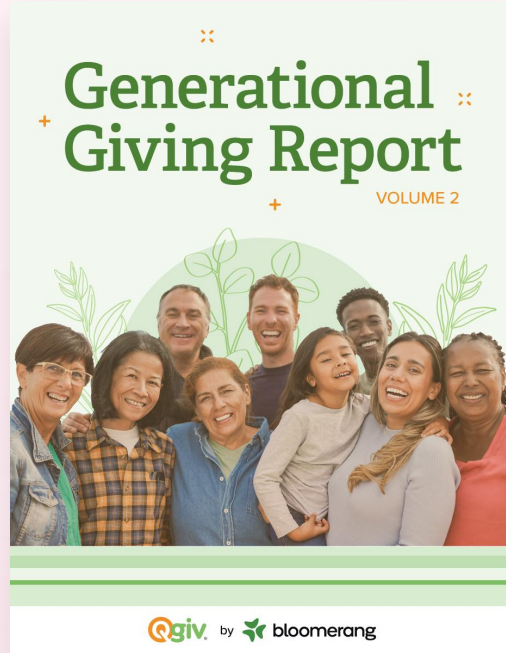
Put relationships at the heart of your fundraising.

Bring together the best of fundraising, volunteer, and donor relationship management with a unified giving platform! Connect with your donor community to raise more donations and build support for your world-changing work.

- + Attract new donors to support your cause and leave lasting impressions throughout their giving experience.
- + Level up your fundraising results and unlock future giving potential by unifying your donor data and tools.
- + Build meaningful relationships with deeper donor insights and time saving tools.



2024 Generational Giving Report



Agenda

Tuesday, November 12

1. Welcome
2. Generational Giving Trend Importance
3. A snapshot of each generation
4. 5 Lessons from the Generational Giving Report
5. Q&A



Why now?

Understanding donors is of critical importance!

- **Nonprofit sector is facing immense change and considerable challenges**
 - New donors fell 21% from 2022 to 2023 and donor retention rates fell 15%.
- **Transfer of wealth between generations**
 - ~ \$84 trillion will be passed from Baby Boomers to Millennials & Gen X in the next 30 years.
- **Understanding donor preferences is incredibly valuable**
 - Each generation has unique spending habits, donation preferences, and motivations.
- **Please note, all donors are unique**
 - This report and the takeaways should be used as a guide for fundraising decisions and are not without nuance.



Generational Findings

Gen Z Overview

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

- Gen Z is **excited to volunteer** at organizations they care about.
- Gen Z is the generation that **most enjoys** in-person and hybrid **fundraising events**.
- Gen Z is most likely to donate through a **digital wallet**.



Gen Z Takeaways

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

- Provide opportunities for Gen Z to amplify their impact through volunteering and peer-to-peer opportunities.
- Gen Z is excited to gather in person and support nonprofits. Invite them to your fundraising events.
- Encourage Gen Z to subscribe to your organization's newsletter.



Millennial Overview

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


- **Millennials are online.** They learn about nonprofits through the organization's website and social media presence.
- Millennials place more importance on **client testimonials** and an **active social media presence** than how an organization is spending their funds.
- **Continued support** is important to millennials. 65% of millennials prefer to donate multiple times in a year.



Millennial Takeaways

Strategies nonprofits can take to best engage with their Millennial audience


- Amplify social media and online presence to appeal to millennials.
- Ensure that enrolling in recurring giving or monthly giving plans is easy.
- Highlight the impact that donors and volunteers have on a monthly basis.



Choose Your Gift


One Time
Ongoing

Give **Monthly** ▾



4 Weeks of Snacks \$25

Provides 4 full weeks of nutritious snacks for 1 child in our after-school program



55 Hot Meals \$50

Provides 55 meals for shelter residents

Gen X Overview

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

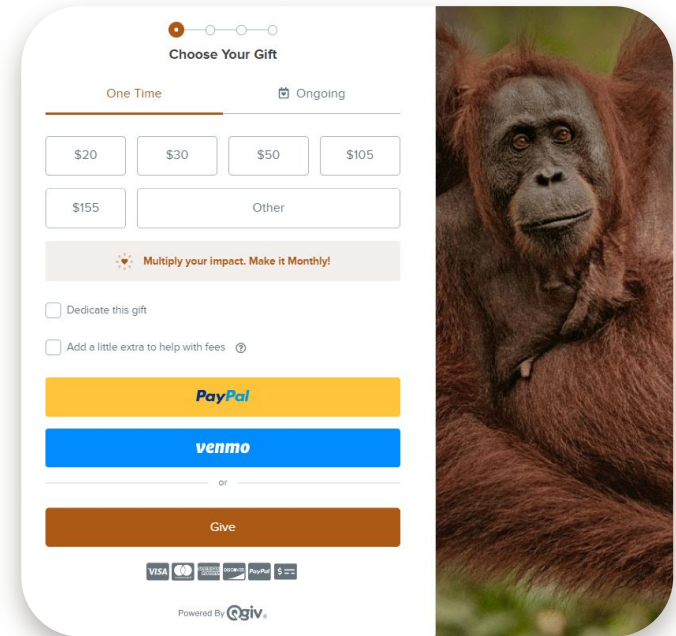
- Second most likely generation to donate with a **digital wallet**.
- If this is high school yearbook, Gen X is winning almost every superlative. Most likely to...
 - Serve on a board or committee
 - Participate as a peer-to-peer fundraiser
 - Volunteer
 - Attend a fundraising event
 - Share a nonprofit's social media post
 - Encourage their family/friends to get involved



Gen X Takeaways

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

- Gen X'ers make great peer-to-peer fundraisers.
- Recruit Gen X to serve on committees and boards.
- Make donating through a digital wallet easy
- Gen X will react to an urgent need.



The image shows a digital donation interface. At the top, it says "Choose Your Gift" with a progress indicator. Below that, there are two options: "One Time" (selected) and "Ongoing". The "One Time" section has five buttons for donation amounts: \$20, \$30, \$50, \$105, and \$155, plus an "Other" button. A grey banner below the buttons says "Multiply your impact. Make it Monthly!". There are two checkboxes: "Dedicate this gift" and "Add a little extra to help with fees". Below the checkboxes are three large buttons: "PayPal" (yellow), "venmo" (blue), and "Give" (brown). At the bottom, there are logos for VISA, Mastercard, American Express, Discover, and PayPal, along with the text "Powered By Qgiv". The right side of the form is partially obscured by a vertical image of an orangutan's face.

Baby Boomers+ Overview

Born prior to 1964. The age range of respondents was 60 and up.

- **Low or no organizational overhead** is important to this generation.
- Baby Boomers are most likely to be **subscribed** to a nonprofit's **email list** - Yay!
- Providing **continued support** to nonprofits is important to Baby Boomers.



Baby Boomers+ Takeaways

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

- Communicate regularly and often to retain Baby Boomer's support.
- Transparency with financial information.
- Baby Boomers are excited to hear about client stories and program updates.
- Being active on social media is a great way to engage all generations, including Baby Boomers!

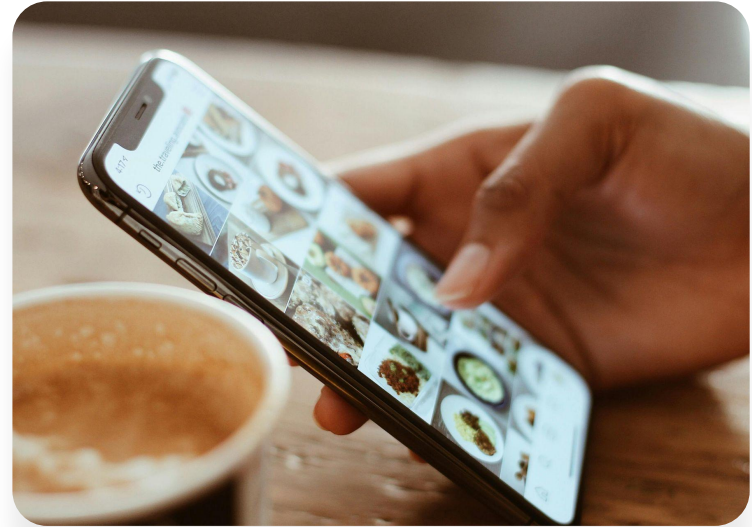


1. Social media is not just for younger generations

Social media isn't just for younger generations!

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

- One of the reasons donors stop giving is because they no longer feel connected to your cause.
- Donors of all generations are most excited to hear client impact stories.



Social media isn't just for younger generations!

1 - Find Your Story

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

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

2 - Filter Story Contents

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

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

3 - Write!

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

4 - Disperse

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

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

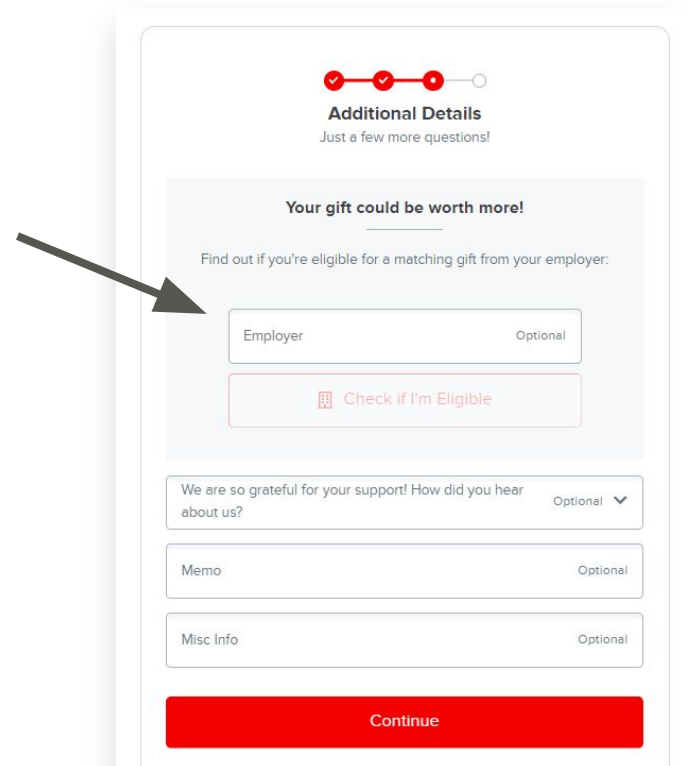
Rinse and repeat.

2. Matching gifts are going unmatched

Review how you promote matching gifts in 2025

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

- 65% of Fortune 500 companies offer matching gift programs.
- Between \$4 and \$7 billion of matching gifts go unclaimed each year.
- Add a matching gift tool to your website's donation form. Use tools like Double the Donation to make the process easy for donors!
- Running a direct mail campaign? Include a QR code or link to your matching gift landing page or search bar in your direct mail.





Additional Details
Just a few more questions!

Your gift could be worth more!

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

Employer Optional

 Check if I'm Eligible

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

Memo Optional

Misc Info Optional

Continue

Inspiration for 2025 matching gift efforts!

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



HAVE YOUR GIFT TO FIT MATCHED!

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

• For assistance, contact Lisa M. Onorato at lonorato@ft.edu or (321) 674-6076.

OR

• To find out if your company has a matching gift policy, visit give.ft.edu/matchinggifts and enter your employer's name in the search box. Most of the time, it's easy as filling out a form online.



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

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

John Q. Sample
123 Any Street
AnyCity, US 12345



MATCHING GIFTS: make your university donation go farther

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

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

atlantauniversity.edu/matching-gifts/



have more impact

MATCHING GIFTS increase your support of the Garden!

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

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

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

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

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

atlantabotanicalgarden.org

**3. Storytelling is more
important than ever to connect
with all donors**

Make sure your storytelling is strong

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

Included in Top 10 Reasons Donors Continue to Give:

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



Make sure your storytelling is strong

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

1. **Character:** Who is the story about?
2. **Conflict:** What is your character struggling with?
3. **Goal:** What are they working toward and why?
4. **Change Over Time:** What is the result?

Storytelling in 2025

Donors of all ages want to regularly hear from you!

- Donors of all ages prefer to hear about non-fundraising related updates on a monthly basis.
- Email is the preferred channel for donors of all ages to receive updates.
- Donors are most excited to hear about program updates, then client stories.



Storytelling in 2025

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

5%

thought charity did
not need them

9%

no memory of
supporting

16%

death

36%

others more
deserving

8%

no info on how
monies were used

13%

never got thanked
for donating

18%

poor service or
communication

54%

could no longer
afford

Storytelling in 2025

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

- **Employee & volunteer spotlights**
- **Information on any seasonal offerings/programs**
- **Updates on community partnerships**
- **Details about what donations have provided**
- **Upcoming events**
- **Volunteer opportunities**
- **Messages from leadership** (your president or board members)
- **Messages of appreciation**
 - Thank donors for giving to a specific campaign
 - Spotlight a donor!
- **Stories about those impacted by donations.**

These can be:

 - Animals in your shelter
 - Patients in your care
 - Testimonials from parents with youth in your programs
 - Testimonials from volunteers on their experiences with your clients
 - Families fed or housed

Nonprofit Newsletter
Worksheet



4. Word-of-mouth referrals and peer-to-peer campaigns to boost your donor pipeline

Word-of-mouth referrals

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

- Our personal connections are powerful.
- Donors also learn about nonprofits through a connection w/ a nonprofit staff member.
- The average peer-to-peer fundraising campaign in Qgiv acquires 300 donors!



Word-of-mouth referrals help you get discovered

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

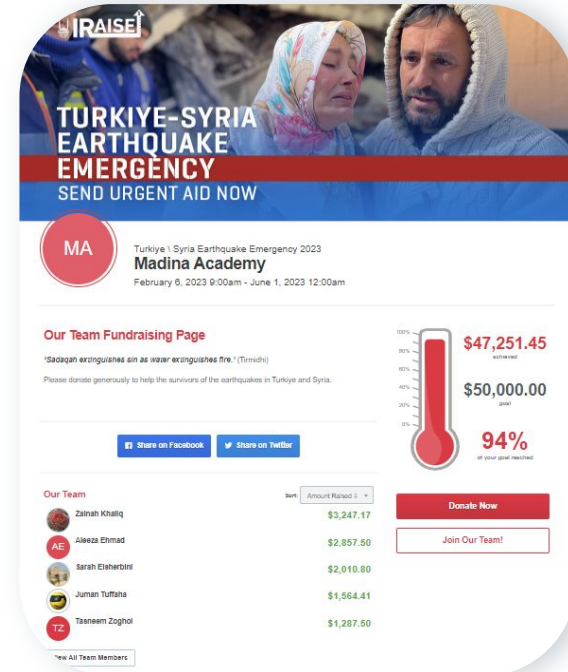
- Make advocacy templates for your engaged supporters and employees to share on social media.
- Run a peer-to-peer campaign encouraging your supporters to raise funds on your behalf. This campaign can be...
 - Entirely DIY
 - A board fundraising campaign
 - A race or walk event



Word-of-mouth referrals help you get discovered

A peer-to-peer fundraising campaign example:

- Madina Academy set a goal to raise \$4,000 to support Islamic Relief USA and their relief efforts in Turkey and Syria.
- They raised over \$45,000!
- “A lot of students took it as a challenge, because they wanted to be in the top five...”

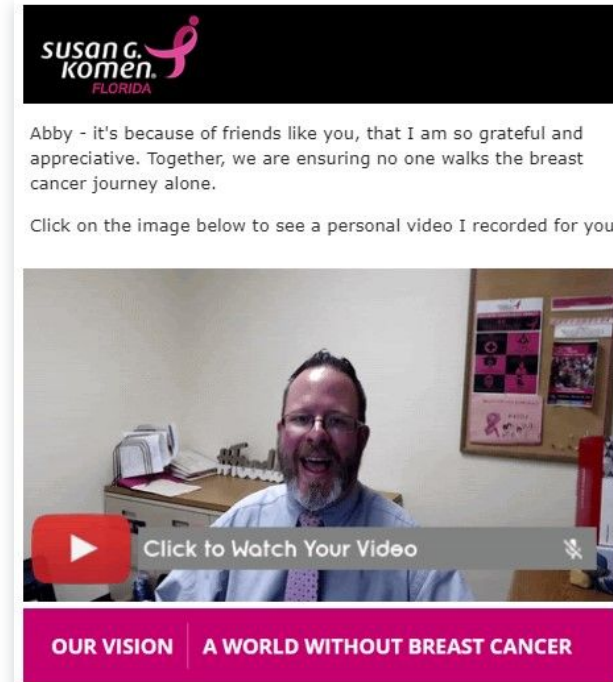


5. Donor retention is an area of opportunity

Surpass donor expectations with a personalized thank you!

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

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



susan g. komen.
FLORIDA

Abby - it's because of friends like you, that I am so grateful and appreciative. Together, we are ensuring no one walks the breast cancer journey alone.

Click on the image below to see a personal video I recorded for you.

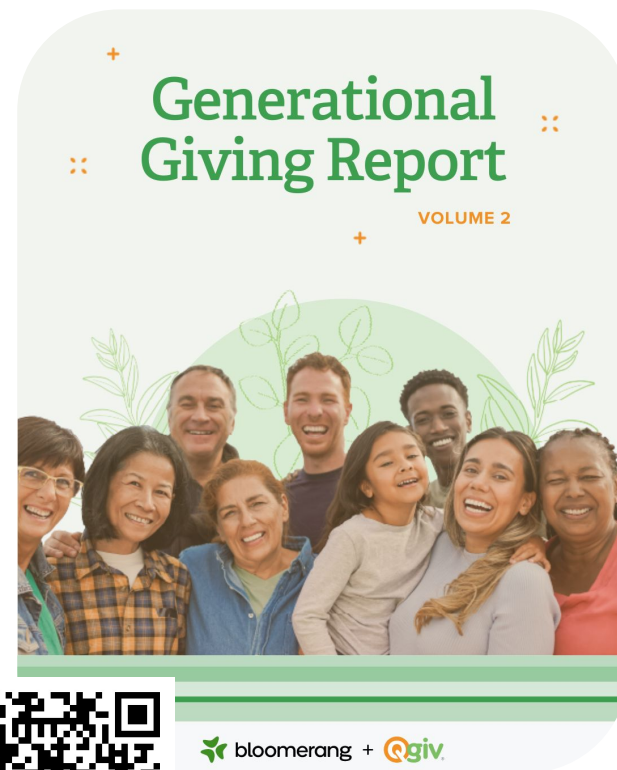
Click to Watch Your Video

OUR VISION | A WORLD WITHOUT BREAST CANCER

In conclusion...

In conclusion...

- Donors of all generations want to hear from your regularly.
- Find ways to reuse impactful stories and disperse those through the channels that matter most to your donors.
- Use these findings in tandem with your CRM!
Always look at the data you have on your donors and their interests!



Questions?