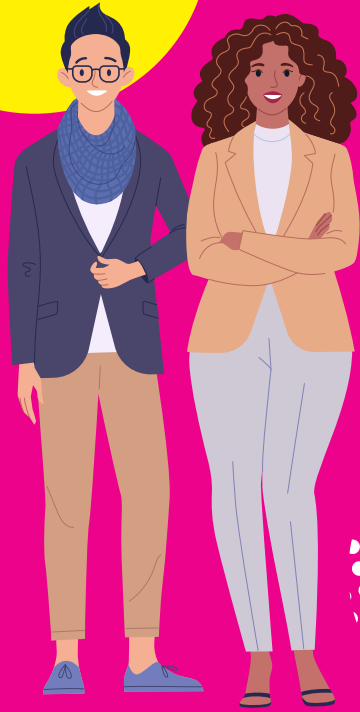


MILLENNIAL



The Social Influencers Born 1984-2002

Growing up in a world shaped by Facebook, Twitter and Instagram, the Social Influencers have learned how to harness the power of the digital community to make the world a better place by bringing more attention to the causes they cherish.

Giving behavior

Preferred Channels



Average Household Income



Nonprofits Supported

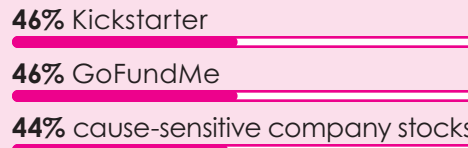


Number of Causes Supported

12



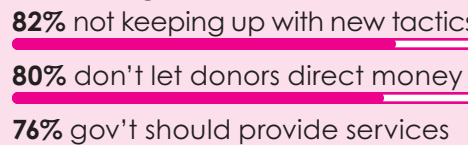
Interest in New Areas of Giving



Top Reason for Giving



Top Reasons for Not Giving



Attitudes



Parents
More likely to say parents shaped who I am today



My Generation
My generation is viewed correctly by the world



Diversity of Friends
More likely to have friends with different ethnic backgrounds



Tolerance
More likely to tolerate different beliefs, cultures



American Exceptionalism
Least likely to believe America is greatest country in the world

Core Values



Self-reliance vs. Caring
Self-sufficient



Adventurous vs. Responsible
Adventurous



Change vs. Stability
Embrace change



Leader vs. Teamwork
Be part of a team

YOUNGER GEN X



The Naturalists Born 1974-1983

With an analog childhood and a digital adolescence, the Naturalists have a unique view of the world. This balanced perspective is reflected in their support for environmental and animal charities as well as their diversity and tolerance.



Giving behavior

Preferred Channels



55% social media

46% first saw online

44% website

Average Household Income

\$75,600



Nonprofits Supported



68% place of worship

67% food banks

51% environmental

48% animal welfare

Number of Causes Supported

8



Interest in New Areas of Giving



27% Kickstarter

26% cause-sensitive company stocks

25% community foundation

Top Reason for Giving



74% increase org's clout/reach

Top Reasons for Not Giving



82% don't let donors direct money

81% gov't should provide services

77% not keeping up with new tactics

Attitudes



Parents

More likely to say parents didn't spend enough time



My Generation

My generation is not portrayed correctly



Diversity of Friends

Most likely to have friends with different ethnic backgrounds



Tolerance

Most likely to tolerate different beliefs, cultures



American Exceptionalism

Less likely to believe America is greatest country in the world

Core Values



Self-reliance vs. Caring

Balance of self/others



Adventurous vs. Responsible

Balance of responsible/adventurous



Change vs. Stability

Embrace change



Leader vs. Teamwork

Balance of leadership/teamwork

OLDER GEN X



The Hometown Heroes Born 1965-1973

Often left to fend for themselves after school as kids, this group is fiercely independent. Yet these "slackers" also crave a sense of belonging, which is why the Hometown Heroes support causes in their local community, including their place of worship.

Giving behavior

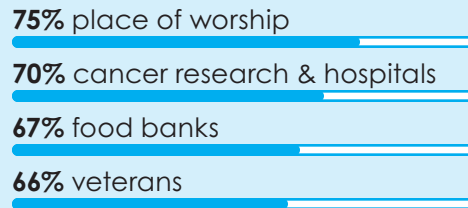
Preferred Channels



Average Household Income



Nonprofits Supported

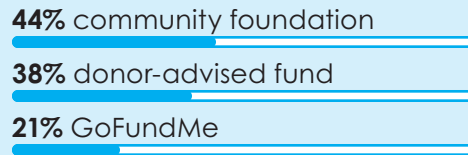


Number of Causes Supported

6



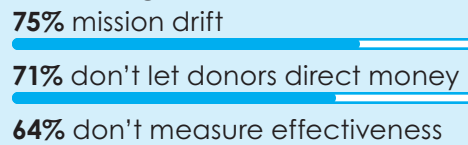
Interest in New Areas of Giving



Top Reason for Giving



Top Reasons for Not Giving



Attitudes



Parents
Most likely to say parents didn't spend enough time



My Generation
My generation does not get enough attention



Diversity of Friends
Less likely to have friends with different ethnic backgrounds



Tolerance
Less likely to tolerate different beliefs, cultures



American Exceptionalism
More likely to believe America is greatest country in the world

Core Values



Self-reliance vs. Caring
Care for others



Adventurous vs. Responsible
Responsible



Change vs. Stability
Desire stability



Leader vs. Teamwork
Balance of leadership/teamwork

BABY BOOMER

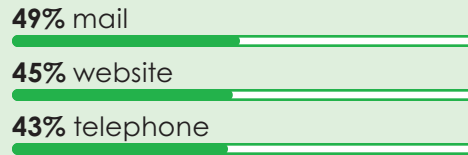


The Traditionalists Born 1946-1964

Raised in a postwar society, the Traditionalists have felt a duty to pick up the baton of leadership from their parents. They set the standard for charitable giving by mail and phone, providing financial gifts for nonprofits who align with their deeply held beliefs.

Giving behavior

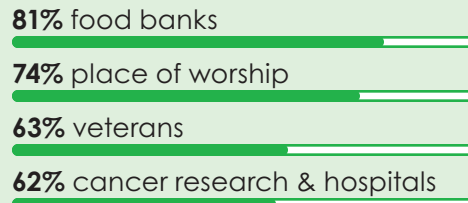
Preferred Channels



Average Household Income



Nonprofits Supported

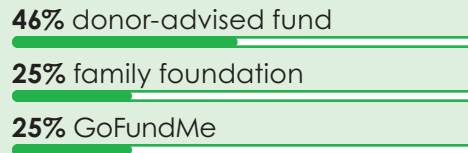


Number of Causes Supported

4



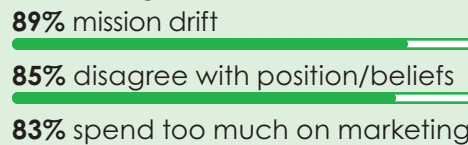
Interest in New Areas of Giving



Top Reason for Giving



Top Reasons for Not Giving



Attitudes



Parents

Most likely to say parents shaped who I am today



My Generation

My generation has naturally born leaders



Diversity of Friends

Least likely to have friends with different ethnic backgrounds



Tolerance

Least likely to tolerate different beliefs, cultures



American Exceptionalism

Most likely to believe America is greatest country in the world

Core Values



Self-reliance vs. Caring

Care for others



Adventurous vs. Responsible

Responsible



Change vs. Stability

Desire stability



Leader vs. Teamwork

Leadership