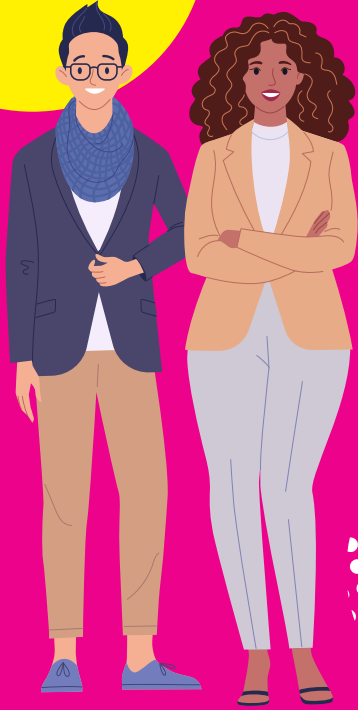


MILLENNIAL



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



60% event

58% social media

56% first saw online

Average Household Income

\$65,200



Nonprofits Supported



64% community human services

63% food banks

57% national & state parks

47% relief & development

Number of Causes Supported

12



Interest in New Areas of Giving



46% Kickstarter

46% GoFundMe

44% cause-sensitive company stocks

Top Reason for Giving



82% increase org's clout/reach

Top Reasons for Not Giving



82% not keeping up with new tactics

80% don't let donors direct money

76% gov't should provide services

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



44% mail

44% website

43% social media

Average Household Income

\$64,200



Nonprofits Supported



75% place of worship

70% cancer research & hospitals

67% food banks

66% veterans

Number of Causes Supported

6



Interest in New Areas of Giving



44% community foundation

38% donor-advised fund

21% GoFundMe

Top Reason for Giving



65% make a financial difference

Top Reasons for Not Giving



75% mission drift

71% don't let donors direct money

64% don't measure effectiveness

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



49% mail

45% website

43% telephone

Average Household Income

\$56,700



Nonprofits Supported



81% food banks

74% place of worship

63% veterans

62% cancer research & hospitals

Number of Causes Supported

4



Interest in New Areas of Giving



46% donor-advised fund

25% family foundation

25% GoFundMe

Top Reason for Giving



75% make a financial difference

Top Reasons for Not Giving



89% mission drift

85% disagree with position/beliefs

83% spend too much on marketing

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