

A DonorTrends® Executive Summary



CMS

Craver, Mathews, Smith & Company

primegroup

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Boomers!

Navigating the Generational Divide in Fundraising & Advocacy

August 2005

BOOMER GIVING NOW TOPS THAT OF THE OLDER GENERATION

Boomers have now taken the philanthropic lead in American giving.

Born between 1946 and 1964, the Boomers now contribute more to charities, causes and campaigns than their elders, according to a benchmark survey just completed by the DonorTrends® Project. But, the study also contains some sobering findings for non-profit executives.

Fundraisers have long expected that the huge numbers of Boomers would reach their peak giving years and provide a surge of income for non-profits. This study confirms that the transition is now underway.

“Older Americans of the World War II generation have set a high bar for those who follow them, and they continue to evidence passionate concern about future challenges America and the world face,” said Roger Craver, president of Craver, Mathews, Smith & Company (CMS), a sponsor along with The Prime Group of the DonorTrends® survey. “But in fact, the philanthropic torch has now passed from older Americans to the Boomers, who today are giving more per capita than the pre-Boomer generation, with a promise of more to come.”

Data from an online survey of 2,333 American adults indicates that Boomer donors give on average \$1361 per year, compared to \$1138 for older Americans. The pace is set by “late” Boomer donors (born 1956-1964), who give 21% more than their “early” cousins. Moreover, while 33% of Boomers say they intend to donate even more in the future, more older pre-Boomers plan to reduce their giving (26%) than increase it (12%).

Like their elders, Boomers give about 75% of their donations to traditional charities working in the fields of health, education, social needs, disaster relief, arts and culture, with the remaining 25% devoted to issue advocacy and political campaigns.

“When you factor in the higher levels of individual giving and the sheer numbers of Boomers, the center of the fundraising universe has indeed shifted,” says Craver. “What

may be even more important long term is that the so-called Generations X and Y (born after 1964) are signaling significant potential – contrary to conventional belief that these Post-Boomers may be ‘lost’ generations in terms of giving.”

“The data show that post-Boomers are already adding to the philanthropic pot,” he notes. Post-Boomer donors are today contributing an average of \$791 per year, and 56% of them assert they will give more in the future. “The big news regarding Post-Boomers is that they are devoting 41% of their contributions to causes and politics compared to the Boomers’ 25%”, says Craver. “It will be interesting to see if this political interest holds or even intensifies, or whether their interests mellow as they age, with charities winning a greater share of their wallets. The outcome might depend on who seizes the marketing opportunity most effectively.”

“Given the widespread perception that because the ‘children of the 60s’ were immersed in the political and cultural upheaval of that period their giving would reflect the experience, it is surprising that the Boomers turn out to be far more traditional in their giving, at least at present, than the younger generations,” he noted.

Greg Schneiders, lead consultant for the Prime Group, the study’s co-sponsor, notes that “Giving by Post-Boomers is especially impressive considering that 56% have not yet responded to direct mail and 81% have not responded to email appeals.”

It is also noteworthy that this young Post-Boomer segment is far more diverse than the older Pre-Boomers – 14% of Post-Boomers are African-American (compared to 9% for Pre-Boomers), 17% are Latino (compared to 6%), and 5% are Asian (compared to 3%). “There is very little fundraising history with these age 40 and under people with presumably different life-shaping experiences. Their giving priorities might turn out much different than what we’ve traditionally seen,” says Schneiders. “Right now, among causes, they appear to be as interested in family values as women’s rights, suggesting considerable political diversity within the group.”

Schneiders adds: “What is not yet clear is whether the differences we see across these age segments are the result of different generational experiences and cultures, or whether they are attributable to an inevitable maturing process. If the former, the differences should persist; if the latter, we can anticipate that each generation will ‘grow’ into the patterns of their predecessors. Future DonorTrends® research will focus more directly on this question.”

WARNING. There are also sobering findings for non-profit executives. The best donors, those giving more than \$1,000 per year, are also the toughest to please and retain. The prime donors are much more likely to abandon an organization or cause because of perceived under-performance, because they have discovered a more effective organization, or because they simply disagree with something the group did,” according to Craver. “While they report being very loyal to their favorite causes over time, prime

donors monitor their priority issues and organizations closely and are very determined to have an impact. Organizations need to recognize these prime donors as best customers focused on results and learn to treat them accordingly.”

ONLINE. The survey data also indicates that online giving, despite much media attention in the recent election season, has just a tiny foothold today:

- 75% of all respondents have never given in response to an email solicitation, compared to 37% who have not responded to direct mail.
- While 19% of Post-Boomers have made an online contribution to a charity (and 9% to a cause, 8% to a campaign), only 13% of Boomers have (and 5% to cause, 5% to campaign), and only 8% of Pre-Boomers have (and 4% to cause, 4% to campaign).
- Only 15% of Post-Boomers would actually prefer to be solicited by email rather than snail mail.

“For now, direct response fundraisers should hold on to their postage meters,” says Craver. “But there’s good news here too,” he continues. “The prime donors, who tend to earn over \$100,000 per year and who are college graduates, are already giving online at a significantly greater rate to charities, causes and campaigns.”

According to the survey data:

Percent who have given online in last 12 months to a:

	Charity	Cause	Campaign
Earn \$100K+:	27%	11%	13%
College degree:	22%	10%	10%
Graduate degree:	26%	11%	11%
\$1000+ donors:	29%	15%	14%

ISSUE INTERESTS BY GENERATION. The issue interests of the three age groups vary. Among all Boomers only one “future challenge” — the incapacity of the American political system — rates as “very important” by more than 40%. In fact, Boomers are appreciably less concerned than their elders about religious extremism, children’s education, violence in America, hostility toward America in the world and a more diverse U.S. population.

The exception is Boomer women who are more concerned about the plight of children, a deteriorating environment, hostility in the world and a breakdown of the political system.

In terms of future giving to causes, both Boomer men and Boomer women are most interested in the environment and human rights.

In terms of the future, the older Pre-Boomers are more concerned about a wide range of challenges America faces. And this generation is hardly homogenous in its ideological orientation. Their top cause interests are the environment and gun owners' rights, followed by human rights and tax reduction.

The younger Post-Boomers are not nearly as concerned about national challenges as the other generations. With respect to causes, they are more concerned about "personal" issues such as human rights, family values and civil liberties.

And, in what could turn out to be quite significant for the future, these Post-Boomers are most open to groups they haven't heard about, while at the same time least familiar with groups already working on the issues they do care about. "Non-profit 'brands' are not yet established with Post-Boomers; the competition for shares of their giving wallets has barely begun," says Schneiders.

Women's rights and right to life have essentially equal constituencies across the generations, with 25%-30% of each generation indicating interest in one or the other cause.

DONOR LOYALTY. It is well known that partisanship increases with age. And so it is no surprise that most political donorbases have Pre-Boomers as the majority of donors. When it comes to loyalty to political parties, Greg Schneiders notes: "The study shows that both Boomers and Post-Boomers are more loyal to their beer and soft drink than to their political party, if indeed they even claim one."

"What is significant from the standpoint of fundraisers," says Schneiders, "is that Boomers claim stronger loyalty to charities than do Pre- and Post-Boomers. And they appear to be more "self-confident" givers than Pre-Boomers. This could be very significant for 'stickiness.' If you get them – and overcome their misgivings and concerns – they might be more likely than the other groups to stick with you."

FURTHER EXPLORATION. The Slides and Tables that follow below contain valuable information and insights. Hopefully, the summary not only provides insights that will benefit you and your organization, but raises questions that you would like to explore further through the Full Study. More information on the complete study is available by contacting us at Info@DonorTrends.com

Over the weeks and months ahead we will be exploring detailed slices of this benchmark study in a variety of ways. So, please make sure we have your correct email address to ensure that you receive future updates and insights.

The DonorTrends® Project is an ongoing research effort designed to provide practical, actionable fundraising insights into today’s donor universe for charities, colleges and universities, cultural organizations, political organizations and issue advocacy groups. The special focus of **DonorTrends®** is the “small donor” population that fuels thousands of non-profits and political initiatives in the U.S.

The DonorTrends® Project is a collaborative effort of Craver, Mathews, Smith and Company and The Prime Group.

CMS, located in Arlington, Virginia, is the national direct response fundraising firm with more than 30 years experience in launching and building and sustaining educational, cultural, charitable, advocacy and political organizations.

www.cravermathewssmith.com

The Prime Group, formerly Schneiders/Della Volpe/Schulman, is located in Washington, D.C. and Concord, Massachusetts. Its partners all have extensive non-profit, business, political, and communications experience. They have worked as public opinion and marketing researchers; political consultants; managers of small, mid-sized and large private sector and governmental entities; and consultants to many of the most successful non-profit organizations in the world

www.primegroupllc.com

If you would like to see the survey, you can view it online at:

<http://surveycomplete.com/clients/rdd6a/>



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Study Design

- Online survey
 - 2,333 respondents weighted to reflect national population on key demographics.
- Generation segments:
 - Pre-Boomers = born before 1946.
 - Boomers = born 1946-1964.
 - Post-Boomers = born after 1964.
- Conducted July 2005

Contents

- How much is contributed?
- Who gets the money?
- What does the future hold?
- Donor profiles – generations, women, high givers
- Donor loyalty
- Online giving
- Things to worry about
- Intriguing facts

How much is contributed?

- For most people, donating money to charities and causes is a routine activity.
 - Only 22% of Pre-Boomers, 26% of Boomers, and 52% of Post-Boomers have not contributed at all.
- Boomers already exceed their elders in average annual gifts.
- Boomer donors typically give \$1,361/yr while their elders give \$1,138.
 - Indeed, Boomer men contribute an average of \$1,883/yr today.

What is your best guess as to the dollar amount you donated to charities, issue advocacy organizations and political campaigns/parties in the last 12 months?

(Among those who have contributed)

	Total	Pre-Boomer	Boomer	Post-Boomer
Mean donation to charity	\$ 775	\$ 842	\$ 1032	\$ 467
Median donation to charity	\$ 110	\$ 200	\$ 200	\$ 100
Mean donation to advocacy	\$ 170	\$ 137	\$ 190	\$ 172
Median donation to advocacy	\$ 50	\$ 50	\$ 50	\$ 50
Mean donation to political organization	\$ 149	\$ 159	\$ 139	\$ 152
Median donation to political organization	\$ 50	\$ 38	\$ 50	\$ 50

How much is contributed?

- Across all generations, men contribute an average of \$1,469/yr; women give \$779.
- The higher the education, the higher the contributions:
 - College graduates average \$1,806/yr, while those with post-graduate degrees average \$2,873/yr.
 - Obviously, highly educated Boomers give more...
- And, donors who give more than \$1000 per year actually average \$4,784/yr.

How much is contributed?

- 53% of Pre-Boomer donors, 56% of Boomers and 37% of Post-Boomers give over \$100/yr.
- Post-Boomers are no slouches. While fewer give, average giving for those who do is already \$791/yr.

Who gets the money?

- Among both Boomers and Pre-Boomers 75% of funds contributed goes to traditional charities.
 - The 25% balance is given to advocacy causes and political campaigns.
- But Post-Boomers donate 41% of their contributions to causes & campaigns.

Who gets the money?

- Boomers have “caught up” to Pre-Boomers in these giving categories:
 - Helping needy Americans
 - Health and disease groups
 - International relief
 - Political campaigns
 - Animal protection
- Boomers surpass Pre-Boomers in giving to:
 - Schools & universities
 - Arts & culture
 - Church-related projects
 - Issue advocacy

The following is a list of different types of not-for-profit organizations. For each one, please indicate if you've contributed to that type of organization in the past.

	Total	Pre-boomer	Boomer	Post-boomer
An organization helping needy Americans	67%	76%	73%	57%
An organization fighting a disease	59%	69%	69%	43%
A church or project/cause supported by your faith	53%	54%	60%	45%
An international disaster relief fund	43%	51%	48%	35%
An animal protection and humane organization	38%	64%	45%	27%
A school or university	30%	24%	34%	29%
A political campaign or party	23%	30%	27%	16%
A civic, arts or cultural organization	22%	23%	28%	16%
An issue advocacy group	19%	18%	26%	14%

Who gets the money?

- More than half of donors who give more than \$1,000/yr give across the board to most types of charities.
- But more than 4 out of 5 of \$1,000/yr donors give to helping needy Americans, health & disease, and fund church-related projects.
- 68% of \$1,000/yr donors (against 50% of all respondents) are those for whom religion is “very important” in their life.

Who gets the money?

- As educational level goes up, so does giving to each category of giving opportunities.
- However, in some categories – international relief, schools & universities, health & disease, arts & culture, political campaigns – the increase in rates of giving is huge as educational level increases.
- High income givers (\$100K+) are most associated with the helping needy Americans and health/disease categories.

Who gets the money?

- Men give appreciably more than women to issue advocacy and political campaigns.
- Women give more to humanitarian causes.
- Boomer women give more than other women in every category except arts & culture and political campaigns.
- 40% or more of Post-Boomers give to helping needy Americans, church-related projects, and health/disease related causes.

What does the future hold?

- 21% of Pre-Boomers agree they “should give more” today ... compared to 32% of Boomers ... and 36% of Post-Boomers.
- Looking ahead five years: only 12% of Pre-Boomers intend to give more than they do today, whereas 33% of Boomers and 56% of Post-Boomers intend to do so.
- 23% of Pre-Boomers say they will leave money to charity in their will, compared to 40% of Boomers and 54% of Post-Boomers.

What does the future hold?

- In terms of giving categories, 20% or more of Boomers say they will give in the future to disaster relief, arts & culture, animal welfare, and schools & universities.
- 30% or more of Post-Boomers say they will give to disaster relief, arts & culture, animal welfare, health/disease, schools & universities, and issue advocacy.

What does the future hold?

- In terms of future giving to causes, Pre-Boomers are most interested in (in order): gun owners' rights, the environment, human rights and tax reduction.
- Boomers are most interested in the environment and human rights (tied #1), advocacy for the needy, and civil liberties.
- Post-Boomers are most interested in human rights, family values, environment and civil liberties.
- For all generations, gun control is the least-supported cause.
- Women show far more interest than men in women's equality, human rights, and equal opportunity.

Which of the following types of issue advocacy groups have you joined or contributed to, or you anticipate joining or contributing to in the future?

	Total	Pre-boomer	Boomer	Post-boomer
Human rights	38%	29%	41%	40%
Environmental protection	38%	42%	41%	34%
Family values	33%	20%	33%	39%
Personal and civil liberties	33%	29%	35%	33%
Equal opportunity, non-discrimination	32%	27%	31%	34%
Advocacy for the needy	30%	17%	39%	28%
Gun owners rights	29%	46%	32%	20%
Women's rights and equality	28%	27%	25%	30%
Right to life	25%	25%	25%	23%

(continued)

Which of the following types of issue advocacy groups have you joined or contributed to, or you anticipate joining or contributing to in the future?

(...continued)

	Total	Pre-boomer	Boomer	Post-boomer
Tax reduction	24%	33%	28%	17%
Labor union	22%	21%	23%	21%
Peace, arms reduction, conflict resolution	18%	9%	18%	22%
Government integrity	18%	16%	21%	16%
Gun control	13%	12%	14%	12%
None of these	15%	12%	11%	20%

What does the future hold?

- Pre-Boomers (and Boomer women) are very concerned about everything, from a hostile world to a deteriorating environment to a breaking down of our political system.
- There is no “future challenge” Boomers term “most important” more than their elders in the Pre-Boom generation.
- Boomers are appreciably less concerned than their elders about religious extremism, increasing diversity in the population, U.S. children falling behind in education, and facing a hostile world.

What does the future hold?

- In turn, there is no “future challenge” Post-Boomers are concerned about nearly as much as Boomers, with only the environment coming close.
- The future concerns of \$1,000+ /yr donors do not differ from the overall population.
- Future concerns of less educated respondents vary notably from those of better educated individuals. The former are concerned with breakdown in political system, a hostile world, too many needy children.

*Please rate the following in terms of how important a challenge you think it is to the future of America.
(Net:Important)*

	Total	Pre-Boomer	Boomer	Post-Boomer
The world is becoming more hostile to America every day.	66%	82%	71%	54%
Our children are falling behind the educational levels of other children in the world.	64%	76%	66%	54%
Our environment is getting worse and we might damage it beyond repair.	63%	71%	62%	58%
The American political system does not seem able to address important issues in an effective way.	62%	75%	66%	51%
It is becoming more important to sustain a competitive economy in the face of global competition.	59%	71%	64%	47%
Corporations are becoming far too powerful...	58%	69%	63%	48%

*Please rate the following in terms of how important a challenge you think it is to the future of America.
(Net:Important)*

	Total	Pre-Boomer	Boomer	Post-Boomer
A growing number of children in America just don't have enough to have a decent life.	57%	58%	63%	50%
America is becoming a more uncivil and even violent society.	52%	62%	56%	44%
America's aging infrastructure won't last another generation without massive new investment.	48%	62%	54%	34%
Religious zealots in America are becoming too powerful.	45%	61%	45%	34%
America is becoming more diverse, and this will cause social and political problems in years to come.	45%	63%	44%	36%

Pre-Boomer Profile

- Although seasoned givers, Pre-Boomers display surprising worry about giving:
 - While the oft-maligned Boomers are viewed as the “skeptical” generation, in fact the Pre-Boomers are the most skeptical that their money gets to the people or cause intended (70% agree).
 - Only 36% agree that contributions are well spent.
 - They find it harder to sort out the most effective groups and express the most uncertainty about who to give to.
- However, having found the “right” charity, they exhibit the highest loyalty: 73% have given to a favorite more than two years; 58% give to a few favored groups year after year.

Pre-Boomer Profile

- More likely to give to groups they have already heard about in media or by word of mouth.
- Very concerned about many future challenges America faces; but their giving has probably peaked – 26% will give less in future.
- Far more comfortable with direct mail letters than online solicitation.
- While lagging other generations in online giving, Pre-Boomers are most likely to go online to urge a friend or public official to take action.

Boomer Profile

- Boomers are in transition as donors ... for the most part, *they are becoming more like their elders and less like the following generations*, for example:
 - not quite as loyal in reported giving habits as their elders, but more so than Post-Boomers.
 - not quite as concerned about future challenges than their elders, but more so than Post-Boomers.
 - not quite as familiar as their elders with the groups working on issues they care about, but more so than Post-Boomers.

Boomer Profile

- 41% have never been asked to give in the mail; more likely than elders to have given online.
- Boomers (like Post-Boomers) are significantly more likely (38%) than Pre-Boomers (23%) to have asked someone to make a contribution.
- Boomers (like Pre-Boomers) are more likely (35%) than Post-Boomers (25%) to give most of their money through their church or synagogue.

Boomer Profile

- Only one issue – incapacity of the American political system – rated as “very important” future challenge by 40% of Boomers.
- However, Boomer women rival Pre-Boomers in depth of concern about future challenges.
- Boomers are already exceeding Pre-Boomers in average giving amounts per year to charities and causes.
- Higher percentage of Boomers than Pre-Boomers have given to schools and universities, advocacy groups, arts & culture, and church-related projects.

Post-Boomer Profile

- Not yet nearly as concerned about major future challenges as other generations.
- Largely unplumbed – 56% never solicited by mail; 81% never solicited by email.
- More likely than other generations to have giving triggered by advertising or media reports.
- Most open to groups they haven't already heard about, while least familiar with the groups already working on issues they care about.

Post-Boomer Profile

- More likely to stop giving because they haven't been kept informed or involved enough ... or haven't been re-asked (17%).
- Claim less interest in local charities and causes, as opposed to national and international purposes.
- However, from a daunting list of “challenges to the future of America,” only one – environment – is rated “very important” by more than 30%.
- Emergent advocacy causes focus on the individual – civil liberties, human rights, women's equality, equal opportunity.

Post-Boomer Profile

- Considerably more diverse than predecessor generations:
 - 14% are African-American, compared to 9% of Pre-Boomers.
 - 17% are Latino, compared to 6% of Pre-Boomers.
 - 5% are Asian, compared to 3% of Pre-Boomers.

Female Profile

- Evidence more concern in general, especially Boomer women.
- Boomer women are more concerned than men, usually significantly, about every future challenge with the exception of “aging infrastructure.”
- Lag behind men in cause and political giving.
- More likely to spontaneously “just give,” rather than be solicited.

Female Profile

- More likely to have asked others to give, more often over the phone.
- Religion plays a very important role in their lives.
- Somewhat more inclined to impulse giving and response to media triggers.
- No gender differences with respect to online giving.

High Giver Profile

- Highly loyal, 77% of \$1000+ /yr donors give to a few favored groups year after year.
- At the same time, they are the toughest – performance is key (see loyalty discussion).
- Do their homework – 58% see themselves as fairly knowledgeable about groups working on the issues they care about (vs. 38% of total respondents).
- Prefer established groups.

High Giver Profile

- Higher education achievement is key to giving at this level.
- Most likely to want to be seen as “members” of the groups they support (48%).
- Most likely to give a major portion of their contributions through their church (61%).

Loyalty? To What?

- When asked whether they were more loyal to their beer or soft drink than to their political party, respondents answered as follows:
 - Boomers and Post-Boomers more loyal to their beer/soft drink than to their political party.
 - Pre-Boomers more loyal to their political party.
- Respondents claim high loyalty to charities compared to other entities – 59% highly loyal for all respondents.
- For all ages, loyalty to charities is competitive with loyalty to “your doctor.”

Donor Loyalty

- Asserted loyalty seems reflected in actual giving behavior, especially for “premium donors.” (The term “Premium Donors” means higher level donors, not toys and novelties delivered through the mail.)
- Loyalty translates into dollars – as giving amounts increase, reported loyalty steadily rises as well: 81% of \$1,000+/yr donors say they are highly loyal to favorite charities.

Donor Loyalty

- Pre-Boomers show most loyal behavior:
 - 77% have given to a favorite group more than two years.
 - More Pre-Boomers follow a few issues and groups closely and give to them year after year.
- Professed loyalty increases with income and education, which in turn correlate with best donors.

Donor Loyalty

- **But**, best givers also pose the greatest retention challenge; they are the most likely to stop giving because:
 - Found more effective group (49%).
 - Dissatisfied with performance (42%).
 - Disagreed with something group did (49%).

Donor Loyalty

- Boomers are also more likely to stop giving for performance reasons:
(percent selecting these reasons)
 - More effective group, dissatisfaction, disagreement.
 - Boomers 40%, Pre-Boomers 34%, Post-Boomers 32%
 - Adding not sufficiently informed or involved.
 - Boomers 44%, Pre-Boomers 39%, Post-Boomers 42%

Donor Loyalty

- All donors are moving targets – each generation cites “changing interests and priorities” as a “top three” reason for stopping giving.
- See next tables for more detail on giving attitudes that bear on loyalty and retention.

When you decide NOT to continue your support for a charity or issue advocacy organization, what is customarily the reason? Please rank order the top three reasons using the following list. (First, second and third most important reasons combined.)

	Total	Pre-Boomer	Boomer	Post-Boomer
I can no longer afford to contribute.	64%	67%	63%	63%
My interests or priorities change.	40%	47%	39%	36%
I found a different organization that I thought might be more effective.	36%	35%	39%	34%
The organization did something I disagree with.	35%	34%	37%	34%
I am dissatisfied with the organization's performance.	35%	32%	43%	29%
I'm not sure that my contribution makes a difference.	33%	38%	31%	32%
The problem or issue was solved.	13%	12%	12%	14%
I haven't been asked to contribute again.	12%	6%	11%	17%
The organization hasn't kept me sufficiently informed.	12%	7%	9%	18%
The organization hasn't done enough to involve me.	8%	8%	5%	12%
Other	12%	13%	11%	12%

For each of the following statements please indicate how much you agree or disagree with that statement ...

(Net: Agree)

	Total	Pre-Boomer	Boomer	Post-Boomer
I have contributed to my favorite charity or cause for more than two years.	58%	73%	67%	41%
Often I do not make a contribution because I can't be sure the money will get to the people or cause it's intended for.	52%	70%	53%	40%
I contribute to a few favored charities or advocacy groups year after year.	48%	58%	54%	35%
I feel like contributing to a charity, cause or campaign is part of being a good citizen.	41%	40%	45%	38%
I prefer to support well-established organizations rather than new ones.	38%	37%	39%	37%
On the issues and causes I care about, I consider myself pretty familiar with the groups doing the most effective work.	38%	45%	41%	30%

For each of the following statements please indicate how much you agree or disagree with that statement ...

(Net: Agree)

	Total	Pre-Boomer	Boomer	Post-Boomer
Overall, I think the money I contribute is well-spent.	37%	36%	42%	34%
I focus my giving on local community needs, rather than national or international purposes.	36%	45%	41%	28%
If I haven't already heard about a charity or cause in the media, or by word of mouth, I won't contribute to them.	36%	45%	39%	27%
I like to feel that I'm a member of groups I support, and not just a contributor.	33%	36%	33%	32%
Most of the money I contribute to charity I give through my church or synagogue.	32%	38%	35%	25%
I follow certain issues closely, and limit my giving to organization working on those issues.	28%	39%	27%	23%

For each of the following statements please indicate how much you agree or disagree with that statement ...

(Net: Agree)

	Total	Pre-Boomer	Boomer	Post-Boomer
I tend to donate on impulse, when I hear about an issue that bothers me or seems especially urgent.	24%	24%	21%	27%
I tend to donate once at year end rather than respond throughout the year to emerging needs and special appeals.	20%	25%	19%	19%
I would rather contribute to charities, causes and campaigns online than through email.	10%	4%	8%	15%
I “shop around” for charities or advocacy groups as my interests change.	8%	5%	7%	11%

Online Giving

- Keep your postage meter! Across the generations, an email solicitation from a stranger is as unwelcome as a phone solicitation from a stranger, and both are nearly twice as unwelcome as a direct mail letter.
- Only 15% of Post-Boomers would prefer to donate online, almost four times the percent of Pre-Boomers.
- 75% of all respondents have never given in response to online solicitation, compared to 37% never responding to mail.
- Some generational difference in online giving:
(percent who have given in last 12 months to charity, cause, campaign):
 - Pre-Boomers: 8%, 4%, 4%
 - Boomers: 13%, 5%, 5%
 - Post-Boomers: 19%, 9%, 8%

Online Giving

- Income and education drive online giving and, in turn, the online behavior of \$1000+/yr donors:

(percent who have given online in last 12 months to charity, cause, campaign)

- Earn \$100K+: 27%, 11%, 13%
- College degree: 22%, 10%, 10%
- Graduate degree+: 26%, 11%, 11%
- \$1000+ donors: 29%, 15%, 14%

- More comfort with online advocacy:

(percent who have urged a friend or public official to take action)

- 49% of Pre-Boomers, 37% of Boomers, 31% of Post-Boomers
- 43% of \$100K+, 43% college grads, 48% grad degrees
- 55% of \$1000+ donors

Things to Worry About

- How to satisfy the roughly 40% in each generation concerned that their contribution is not well spent?
- Might you be wasting prospecting money trying to sell new issues & organizations to Pre-Boomers?
- How to exploit (or defend against) openness of Boomers and Post-Boomers to non-established groups?
- How to engage and stay connected to Post-Boomers who are already giving significantly?
- How to break through the resistant, low ceiling on the cause/political giving universe?

Things to Worry About

- How to win greater share of wallet for the lagging Education category?
- How to maintain loyalty in the face of tougher performance expectations, especially from higher givers?
- Who will claim a role in addressing the future issue challenges donors are most concerned about?
- How to balance the promise of online fundraising with the reality of meeting today's bottom line?

Things to Worry About

- How to plumb the giving interests of the far more racially & ethnically diverse Post-Boomer generation?
- Whether to “get in early” with younger prospects?
 - (39% of Pre-Boomers have narrowed their giving interests over time vs. the 23% of Post-Boomers who follow a few issues/groups closely and give only to those.)

Ten interesting facts and the questions for future oriented non-profits to consider:

1. The least educated donors are the most concerned about systemic issues – e.g., deterioration of physical infrastructure and incapacity of political system to solve problems. Do they represent a special constituency for new organizations?
2. The most seasoned donors are the most concerned about the efficacy of their giving. What are the best Donor Satisfaction strategies?
3. Giving for issue advocacy and to political campaigns seems to be an acquired taste – increases steadily with age, income and education. Those with graduate degrees feel the greatest angst that public officials “won’t make the right decision” unless cause groups are supported (36% agree vs. 23% for total sample.) How do you determine “when” the taste buds are ready? Who are the hardcore advocacy givers?
4. Post-Boomers show more interest in issue advocacy giving than “the 60’s generation,” but are far less aware that organizations already exist to deal with the issues that concern them. Is there failure to communicate?
5. Post-Boomers also are far more ready to contribute to non-brand or unknown organizations. How does this affect the strategy of established groups?

Ten interesting facts and the questions for future-oriented non-profits to consider:

6. The Boomers have overtaken the Pre-Boomer generation. But, have the gains been made among the “early” or “late” Boomers?
7. Interest in and willingness to participate in planned giving/legacy giving is surprisingly strong in all generations. Are planned giving fundraisers casting the net broadly enough?
8. “Education” is the key to higher level giving, and is also an issue area of substantial concern for Boomers. Are schools, colleges and universities employing the right strategies?
9. The respondent sample in this study is weighted to reflect the US population geographically. What can regional fundraisers learn?
10. Are generational differences fully explained by life stage or are they related to unique generational experiences? Will Boomers grow to look more like Pre-Boomers in a few years? Will Post-Boomers follow the same progression?

Stay tuned to the DonorTrends™
Project and please, send us
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questions to:
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