

# The XYZ's of Donor Engagement

**Convergent**  
NONPROFIT SOLUTIONS  
Better Fundraising. Better Results.

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## Brian H. Abernathy General Manager

- ✿ 20 years fundraising experience
- ✿ Gwinnett County Resident
- ✿ Supported and worked with nonprofits organizations of all types and sizes

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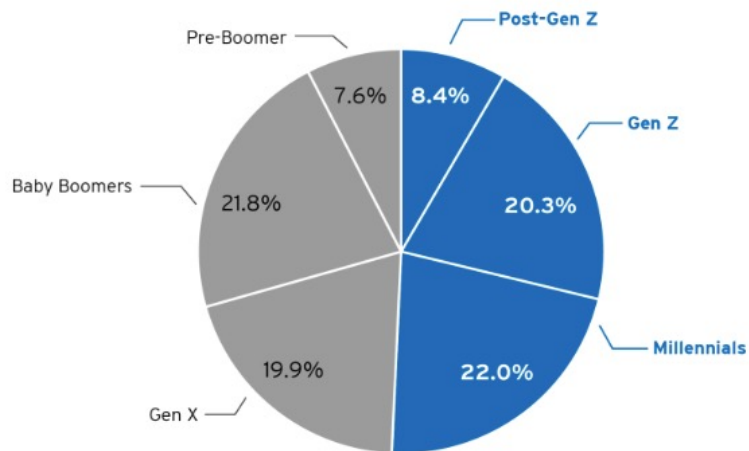
## Convergent Nonprofit Solutions

- ✿ National consulting firm, headquartered in Atlanta
- ✿ Specialize in Feasibility Studies and Capital Campaigns
- ✿ Provide consultative services for fundraising and development strategy
- ✿ Pioneered an ROI outlook on fundraising through our Investment Driven Model™



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Share of US population by generation



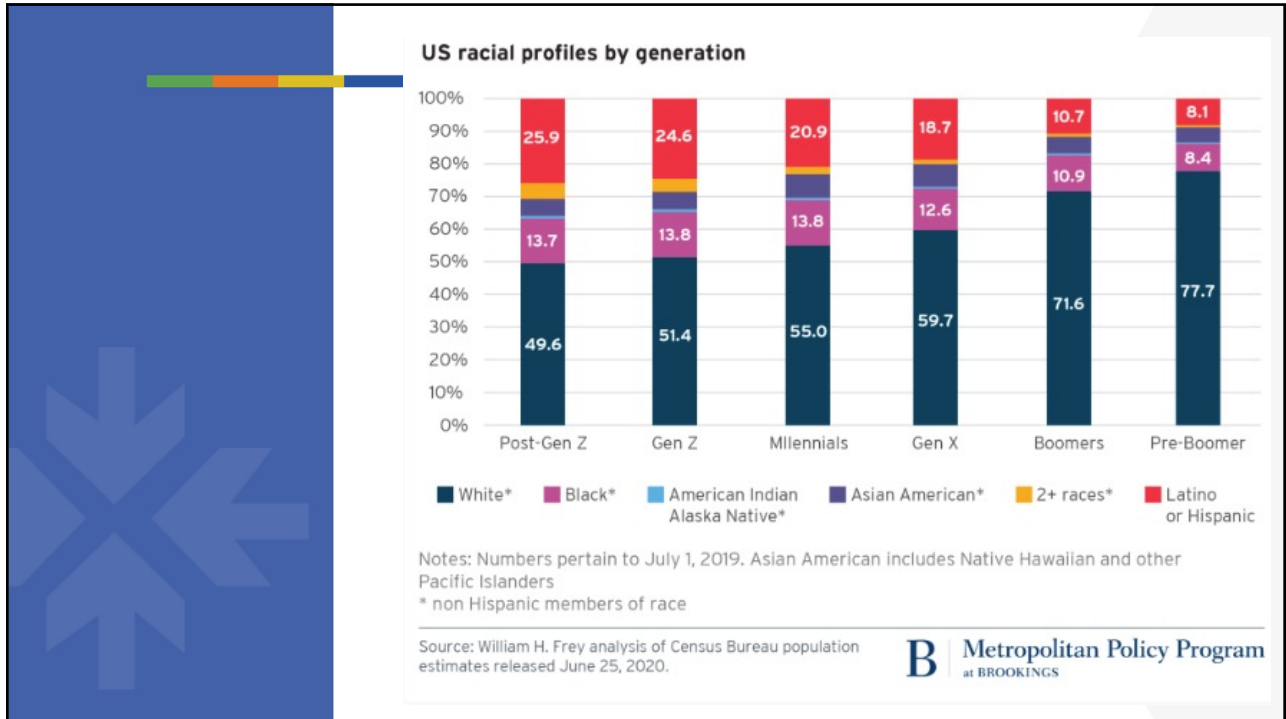
Numbers pertain to July 1, 2019

Note: Birth years are as follows: Post Gen Z (2013+), Gen Z (1997-2012), Millennials (1981-1996), Gen X (1965-1980), Boomers (1946-1964), Pre-Boomer (1945 and earlier).

Source: William H. Frey analysis of Census Bureau population estimates released June 25, 2020.



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# Common Perceptions?

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## Next Gen vs. Traditional

- ✿ Trad. give 81% of large gifts (major donors)
- ✿ Trad will stay level year over year, NG are 2.4x more likely to increase
- ✿ NG are 38% more likely to have impact from economic downturn, but are more likely to cut other expenses to sustain giving
- ✿ NG are more likely to research before giving
- ✿ NG prefer bi-monthly email updates vs. quarterly or less from Trad.



Source: Classy's Why America Gives 2022

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## Next Gen

- ✿ NG are less loyal to causes (62% vs. 85%)
- ✿ 4x as likely to learn about causes from celebrities or influencers
- ✿ 1.5x as likely to learn of causes through coworkers
- ✿ 1.7x as likely to learn of causes through media
- ✿ 3x as likely to advocate for an organization
- ✿ 2.7x as likely to host an individual fundraising page
- ✿ 69% prefer to get content via social media



Source: Classy's Why America Gives 2022


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## Understanding Motivations

CONNECTION

CONCERN


CAPACITY

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## Gen Z (born after '95)

- \* Forbes says they could be the “most Charitable generation yet” Largest growth potential
- \* Of those age 16-18, 26% volunteer
- \* 30% have already donated to a charity
- \* Social Cause and Data driven
- \* Want to engage with time and talent as well

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## Engaging Gen Z

- ✿ Leverage Digital, but don't force it
- ✿ Work to build meaningful connection, which will certainly be driven by concern
- ✿ Significant capacity is down the road
- ✿ Help them share your work through their channels



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## Gen Y/Millennials (1981-1995)

- ✿ Represent 33M donors
- ✿ 20% of total giving
- ✿ 21.9% volunteer rate
- ✿ Cause focused with collective mindset in their giving
- ✿ Slower to trust



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## Engaging Gen Y/Millennials

- ✿ Authenticity and accountability will be critical
- ✿ Work to build meaningful connection, which will certainly be driven by concern for your work
- ✿ Peak giving years are still many years away



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## Gen X (1965-1980)

- ✿ Represent 40M donors
- ✿ 20% of total giving
- ✿ 28.9% volunteer rate (vols are 2x more likely to give)
- ✿ Lean toward causes that appeal to them for personal reasons – religion, children's charities, etc.
- ✿ Coming into their "prime years"



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## Engaging Gen X

- ✿ Think about deepening engagement
- ✿ Know the cause that motivates their giving
- ✿ Consider affinity groups or donor societies to offer exclusivity and deeper connection
- ✿ “Capacity” is likely real-time



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## Bonus – the Boomers!

- ✿ Baby Boomers Represent 40M donors
- ✿ 43% of total giving
- ✿ 25.7% volunteer rate
- ✿ 50% give out of feeling obligated
- ✿ Still read the mail!



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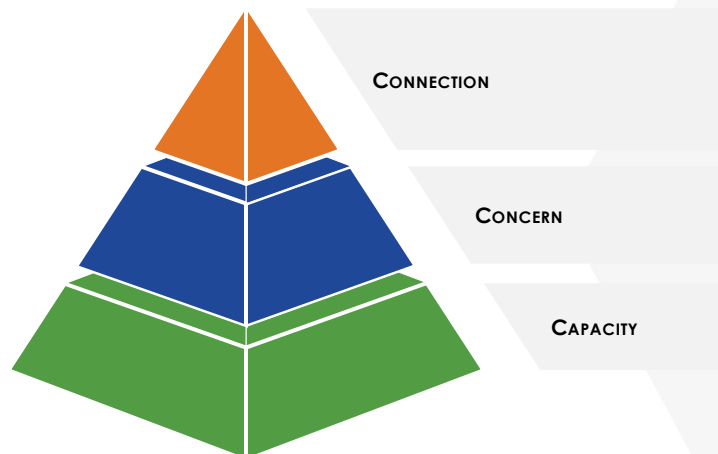
## Bonus – the Boomers!

- ✿ Still give more than other generations
- ✿ Still *likely* represent the majority of your donors and dollars raised
- ✿ Are beginning to think about their estates
- ✿ Represent a HUGE Planned giving opportunity



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## Understanding Motivations



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## Know Your Donors!

- ✿ Be Data-Driven
- ✿ Start where you are, grow as you can
- ✿ Don't be afraid to ask: Survey your donors



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## Q & A



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## Further reading:

- ✿ Blackbaud's 2018 "The Next Generation of American Giving"
- ✿ Classy.org's "Why America Gives"
- ✿ Advancement Form's "The Generation Gap: Giving Trends of Boomers, Millennials & Beyond"



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# Thank you!



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