

# Generational GIVING TRENDS



Every generation has unique giving preferences. Many nonprofits are finding greater success with *multi-channel marketing*: employing a variety of methods (like traditional mail, social media, email, and more) to reach a broad audience.

## Traditionalists

(born 1945 or earlier)



Don't neglect internet outreach with this group:



## Baby Boomers

(born 1946-1964)



## Generation X

(born 1965-1980)



Nearly 50% of Gen-X donations are made through mobile devices



## Millennials

(born 1981-1995)



## Generation Z

(born after 1996)



Sources:  
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<http://www.forbes.com/sites/charitynavigator/2012/10/11/how-millennials-are-changing-the-landscape-of-nonprofit-giving/#5d87812b2c4>  
<http://www.cnn.com/2015/04/22/why-nonprofits-fundraisers-should-give-more-attention-to-gen-z-donors/>  
<http://www.pewresearch.org/pubs/2663/generation-z-giving-report.pdf>  
<http://www.pewresearch.org/2013/06/04/young-report-15/>  
<http://www.gatechfund.com/2015/04/22/why-nonprofit-fundraisers-should-give-more-attention-to-gen-z-donors/>