

The background is a blue-tinted photograph of a city street, likely Times Square in New York City. It features several prominent signs: a vertical sign for 'STADIUM', a horizontal sign for 'MUSIC CENTER', a circular sign for 'SOARING TO THE 70TH YEAR WORLD W...', and a sign for 'MUSIC CENTER'. The buildings are multi-story and have a classic architectural style. The overall scene is captured from a low angle, looking down the street.

Raise[®]

2024



How to Recruit the Next Generation of Volunteers & Donors

Raise[®]
2024

Hi, I'm Geng He/Him

CEO & Co-Founder



Harvard
Business
School

McKinsey
& Company





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Wrap Up



2023 saw decrease across fundraising metrics



DONORS

-3.4%

(+/- 0.5%)

YOY change



2023 saw decrease across fundraising metrics



DONORS

-3.4%

(+/- 0.5%)

YOY change



DOLLARS

-2.8%

(+/- 0.5%)

YOY change



2023 saw decrease across fundraising metrics



DONORS

-3.4%

(+/- 0.5%)

YOY change



DOLLARS

-2.8%

(+/- 0.5%)

YOY change



RETENTION

-2.5%

(+/- 0.5%)

YOY change

This decline is across all donor sizes...



MICRO
(\$1 - \$100)

-5.6%
YOY Change

53.5%
% of total donors



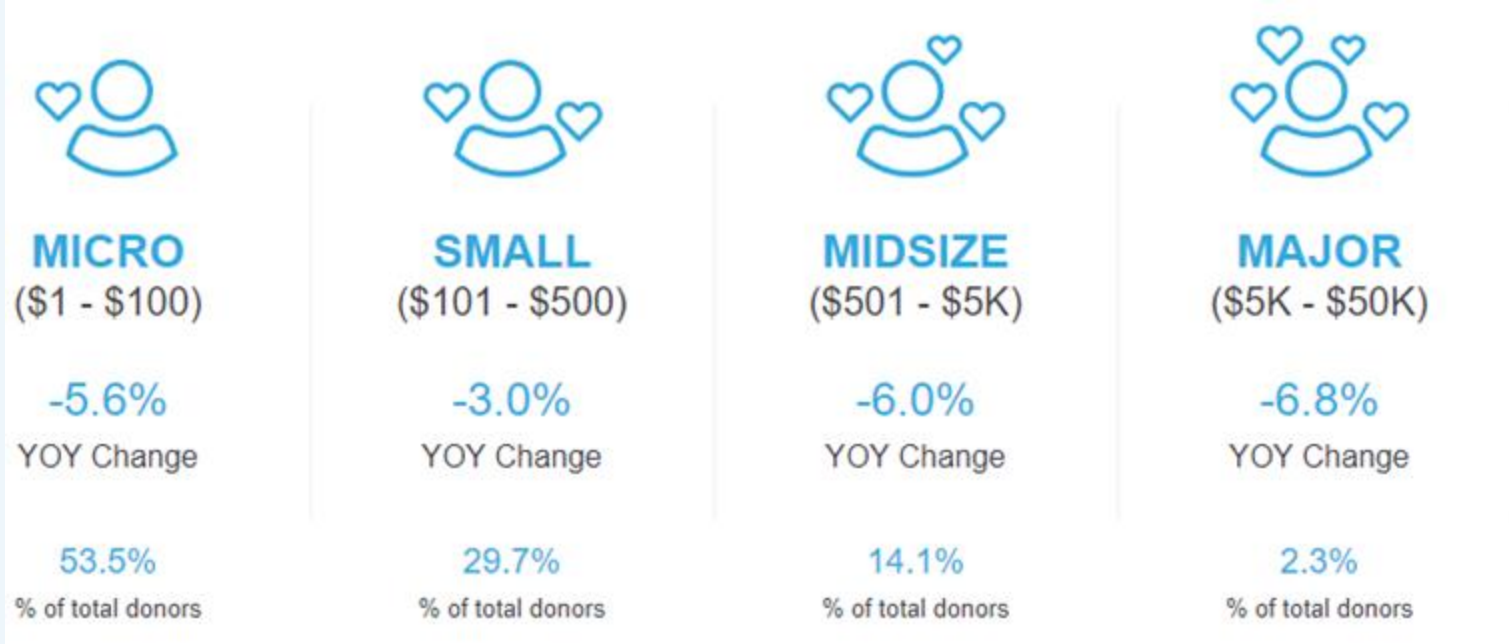
This decline is across all donor sizes...



This decline is across all donor sizes...



This decline is across all donor sizes...



This decline is across all donor sizes...



MICRO

(\$1 - \$100)

-5.6%

YOY Change

53.5%

% of total donors



SMALL

(\$101 - \$500)

-3.0%

YOY Change

29.7%

% of total donors



MIDSIZE

(\$501 - \$5K)

-6.0%

YOY Change

14.1%

% of total donors



MAJOR

(\$5K - \$50K)

-6.8%

YOY Change

2.3%

% of total donors



SUPERSIZE

(\$50K+)

-7.4%

YOY Change

0.3%

% of total donors



...and across all donation frequencies with recurring donations dropping a 2x the rate of one-time donations



1 DONATION

-3.8%

YOY Change

70.6%

% of total donors



...and across all donation frequencies with recurring donations dropping a 2x the rate of one-time donations



...and across all donation frequencies with recurring donations dropping a 2x the rate of one-time donations



...and across all donation frequencies with recurring donations dropping a 2x the rate of one-time donations



1 DONATION

-3.8%

YOY Change

70.6%

% of total donors



2 DONATIONS

-7.3%

YOY Change

13.1%

% of total donors



3-6 DONATIONS

-7.3%

YOY Change

8.6%

% of total donors



7+ DONATIONS

-8.0%

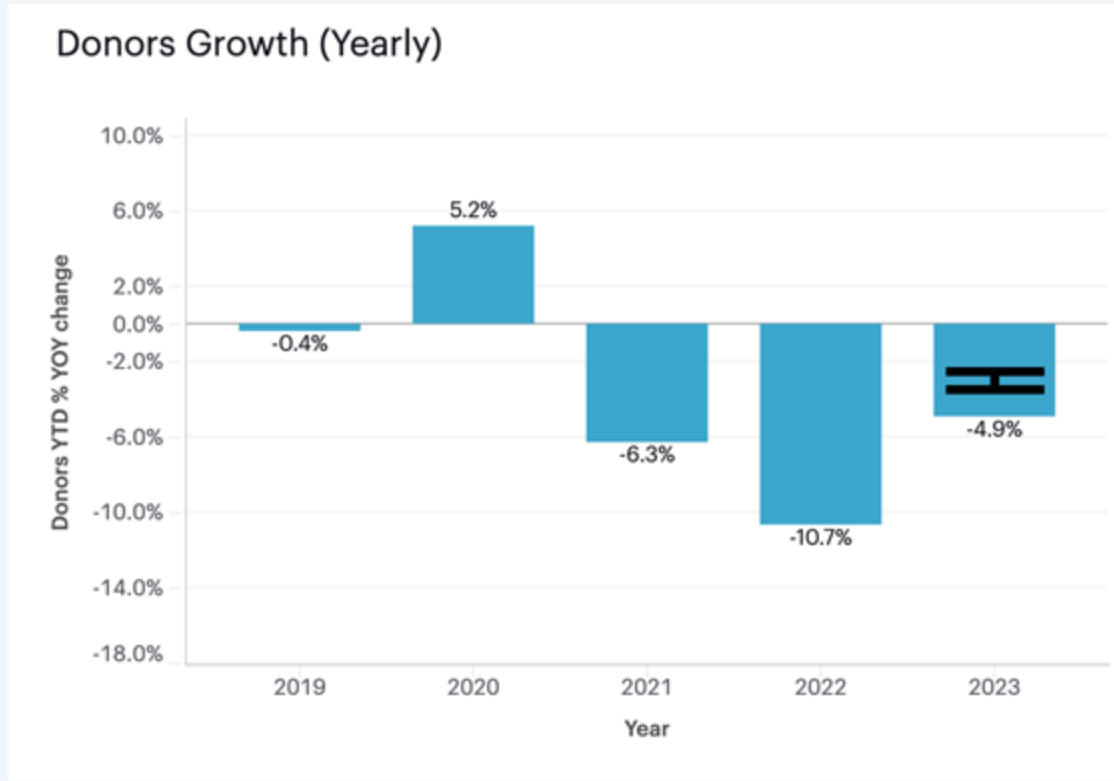
YOY Change

7.7%

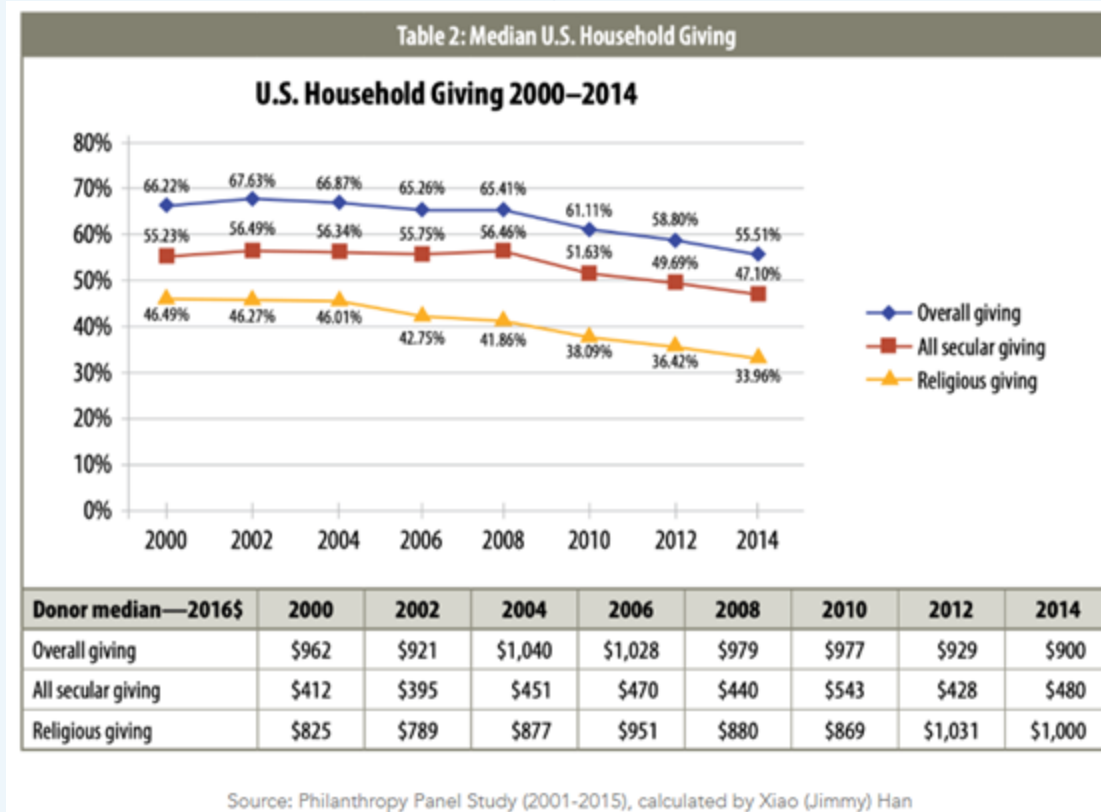
% of total donors



This is a continuation of declines since 2021



...and a reflection of long term trends since 2000



Volunteering increased in 2023



Active Volunteers per
Organization

'22

239

'23

243



+3
(+1%)



Volunteering increased in 2023



Active Volunteers per
Organization

Hours Volunteered per
Organization

'22

239

4,382

'23

243

4,652



+3
(+1%)

+269
(+6%)



Volunteering increased in 2023



Active Volunteers per Organization



Hours Volunteered per Organization



Monetary Impact

'22

239

4,382

\$139,400

'23

243

4,652

\$147,900



+3
(+1%)

+269
(+6%)

+\$8,500
(+6%)



Volunteering increased in 2023



Active Volunteers per Organization



Hours Volunteered per Organization



Monetary Impact



Activities per Organization

'22

239

4,382

\$139,400

1,021

'23

243

4,652

\$147,900

1,098



+3
(+1%)

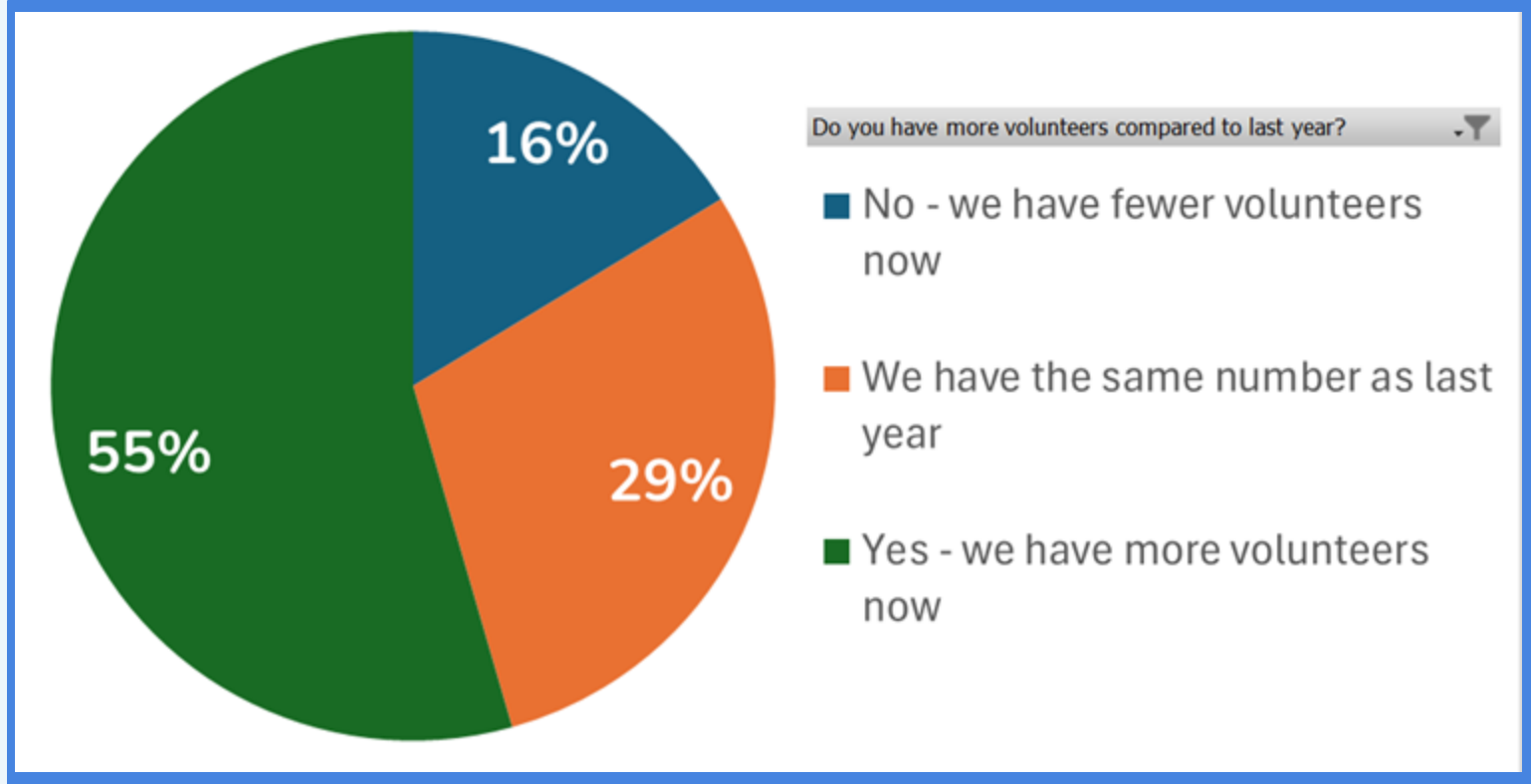
+269
(+6%)

+\$8,500
(+6%)

+77
(+8%)



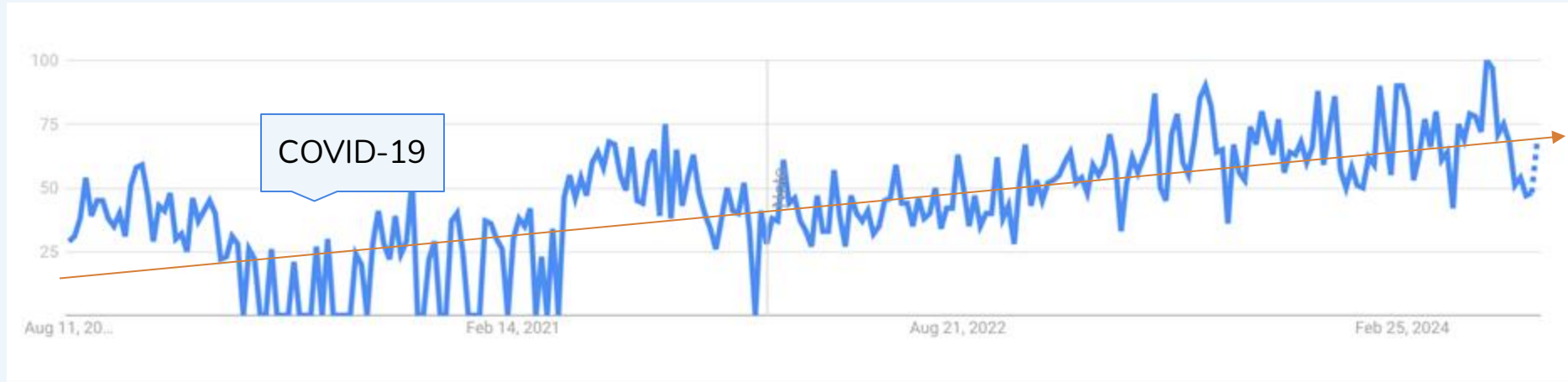
Surveys also show volunteerism is growing!



More people are searching to volunteer

Interest Over Time

Searches for “Volunteering opportunities near me”



23% more matches on Volunteer Match

2020

607,759 connections

2021

612,964 connections

2022

585,233 connections



2023

735,566

connections

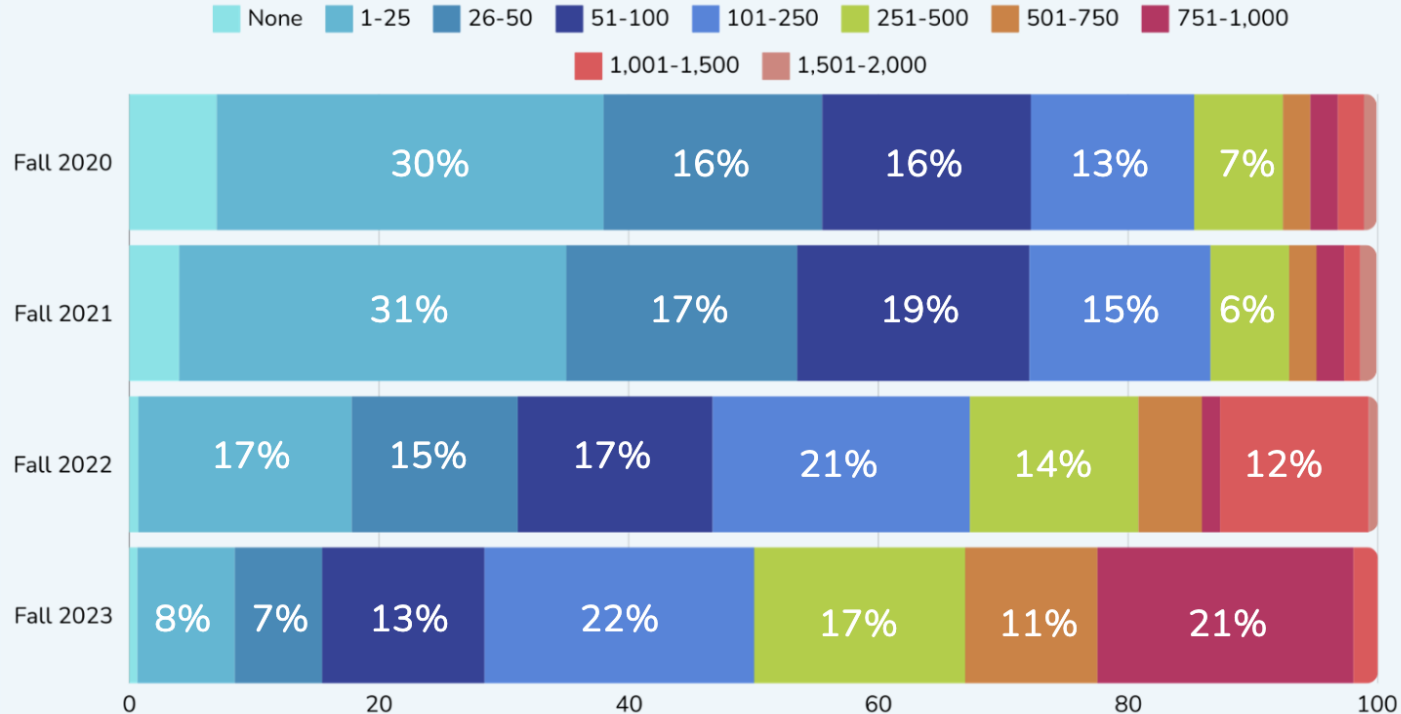
23%

increase



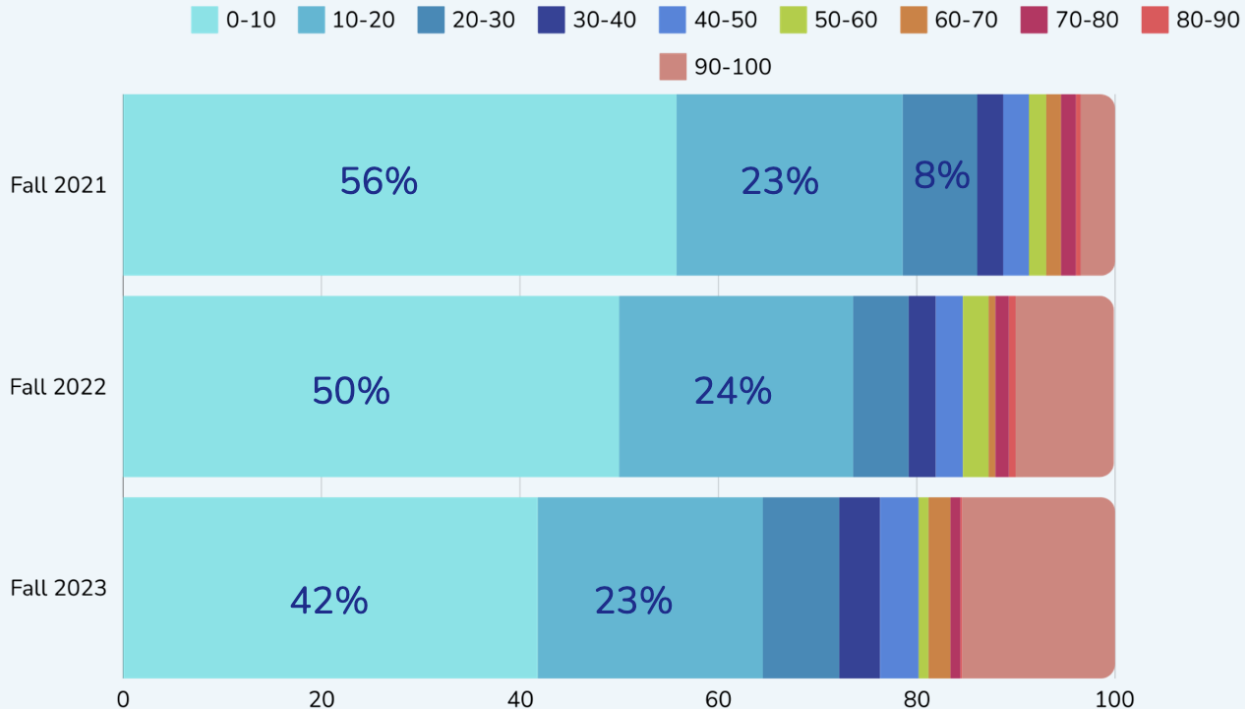
Volunteer numbers continue to grow since 2020

Number of Active Volunteers per Nonprofit



Intensity (hours per volunteer) is also increasing

Average Monthly Hours Per Volunteer



Volunteers are More Likely to Give

“

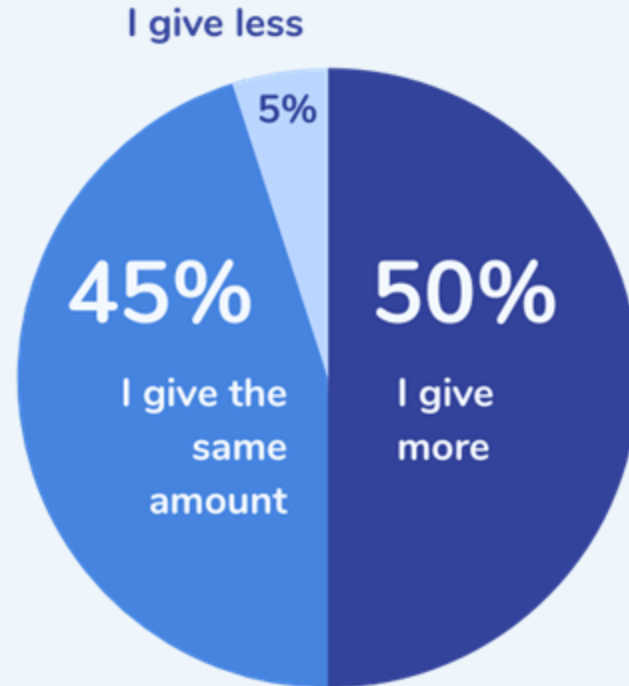
People who **volunteer** in the previous year are more likely to give in the current year, by 14.5 percentage points, and people who give in the previous year are more likely to volunteer in the current year, by 9.3 percentage points.

”



Volunteers Give More

Influence of
Volunteering on
Financial Support



Volunteers Keep Giving

Looking at Jaccard Score overtime, when donation rates dwindle overall, those who volunteer maintain their giving behaviors and are more likely to be retained as monetary donors.

Fig 5.2: Weekly Monetary Giving and Volunteering Breakdown, Q1

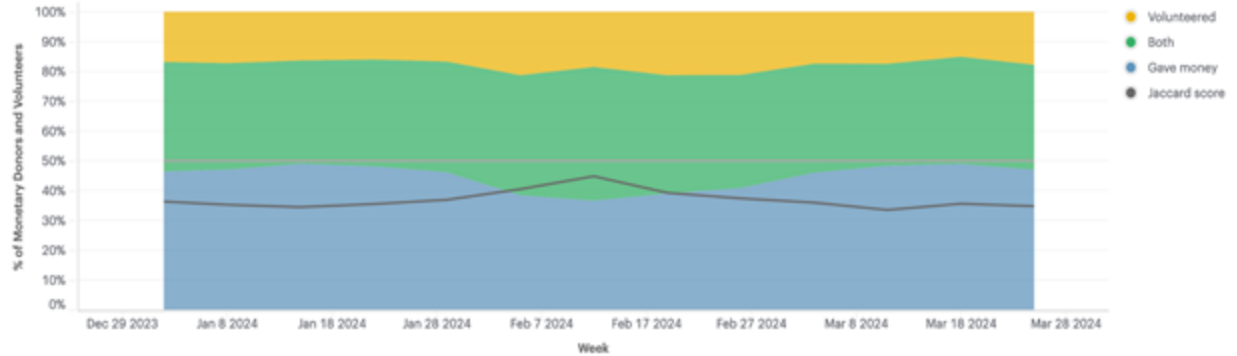
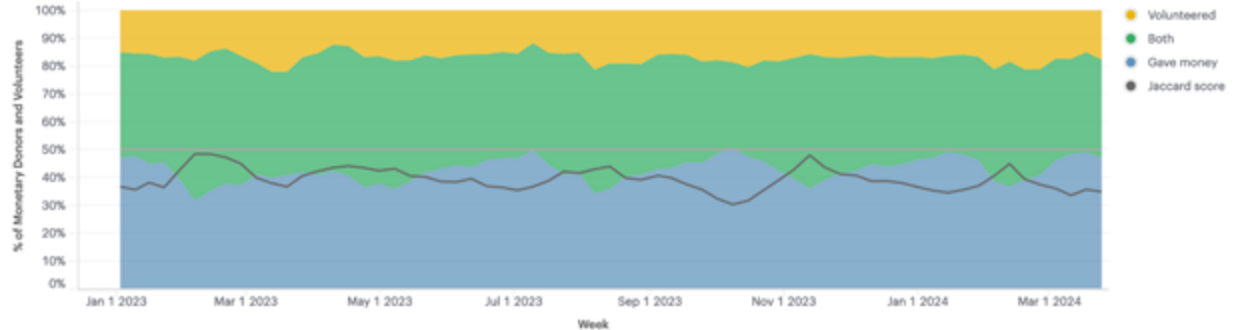


Fig 5.3: Weekly Monetary Giving and Volunteering Breakdown, 2023-2024



Why Should you Activate Volunteers as Donors?

 Volunteers are **MORE LIKELY** to give

 Volunteers give **MORE**

 Volunteers **KEEP** giving



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Wrap Up



The Basics of Gen Z



Born late 90s to early
2010s

The Basics of Gen Z



Born late 90s to early
2010s



Digital Natives

The Basics of Gen Z



Born late 90s to early
2010s



Digital Natives



Grew up in a world
post 9/11

The Basics of Gen Z



Born late 90s to early
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Digital Natives



Grew up in a world
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Social-Emotional
Awareness

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2024

COVID-19



COVID-19

- Missed impactful years:
 - Middle school
 - High school
 - College
- Lack of social interaction due to virtual school and work





Social Media





Social Media

They're constantly connected to one another sharing activities & achievement



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2024

Passion



Passion

They care deeply
about social
issues & creating
a better world



The Generosity of Gen Z



The Generosity of Gen Z

Gen Z are generous with their time and energy. **84%** report supporting nonprofits, charities, or causes in some way.

Gen Z are likely to grow their dollar donations in future years.

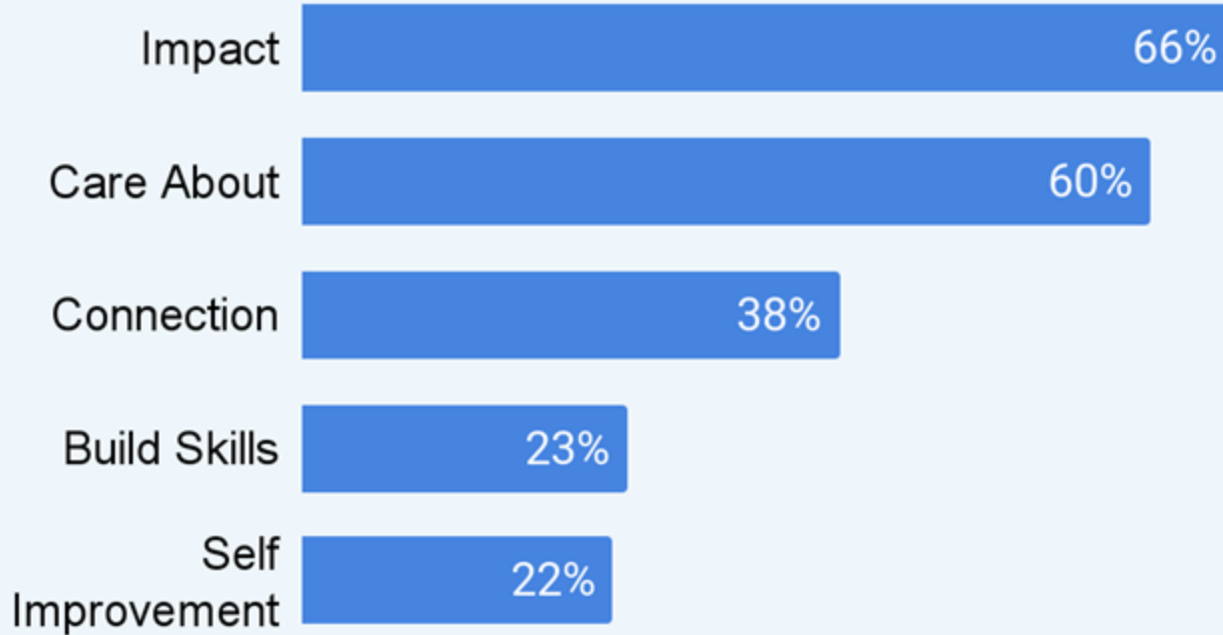
Gen Z view workplace giving and volunteering positively.



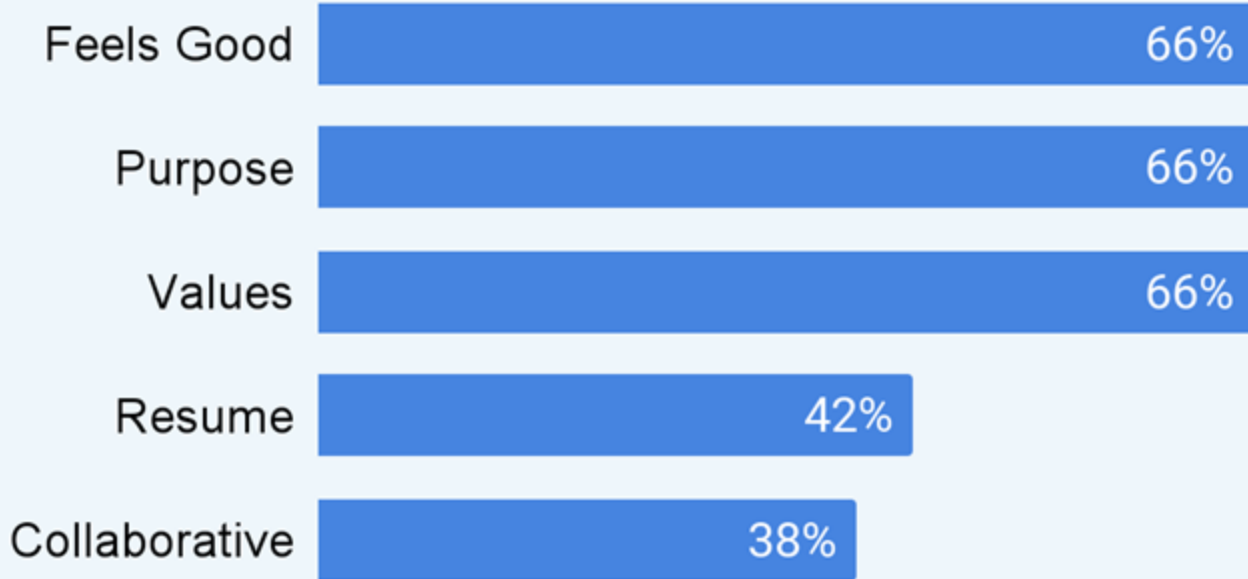
So what motivates Gen Z?



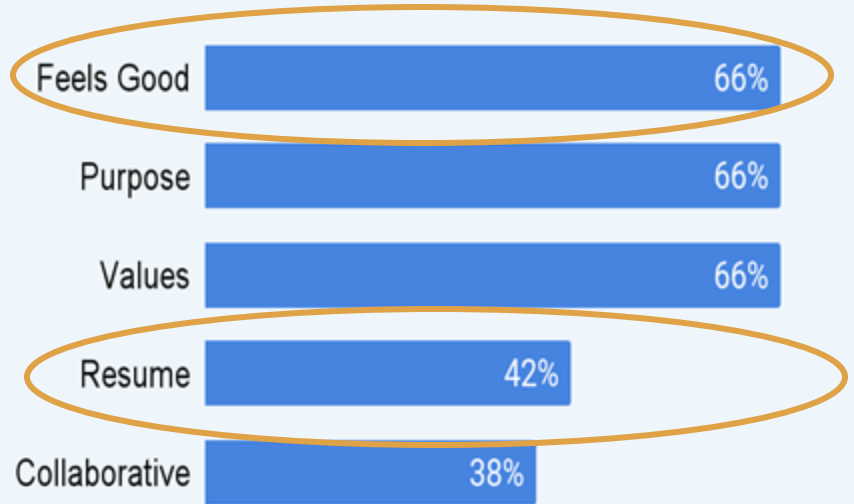
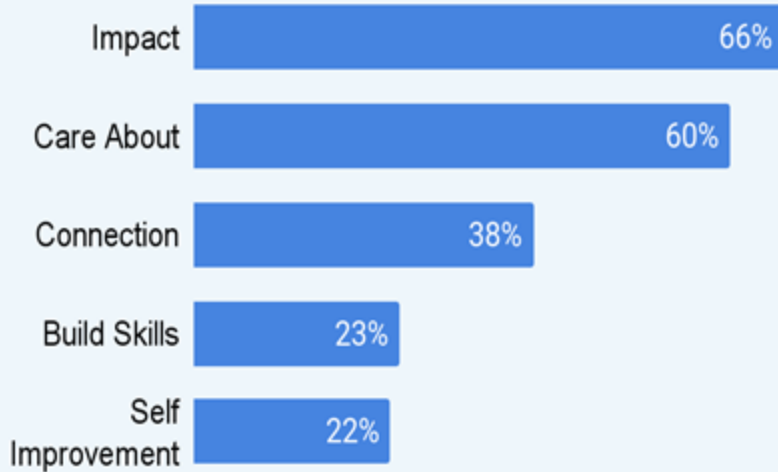
What Motivates People to Volunteer



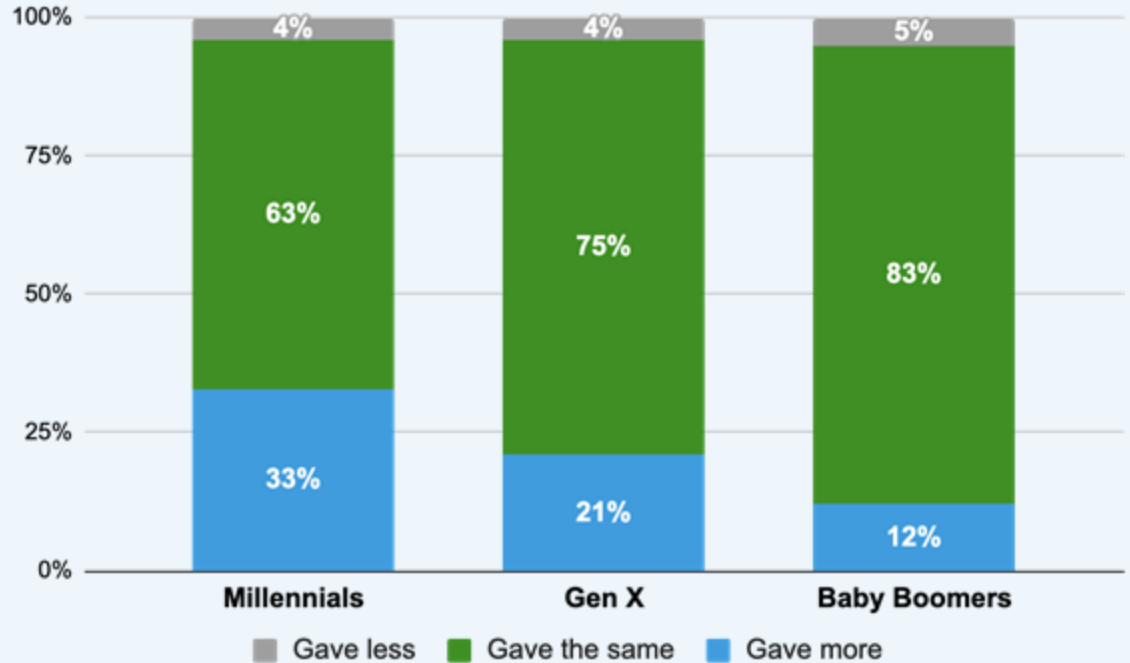
What Motivates Gen Z to Volunteer



Gen Z has higher preference for individual motivations (resume building, feels good)



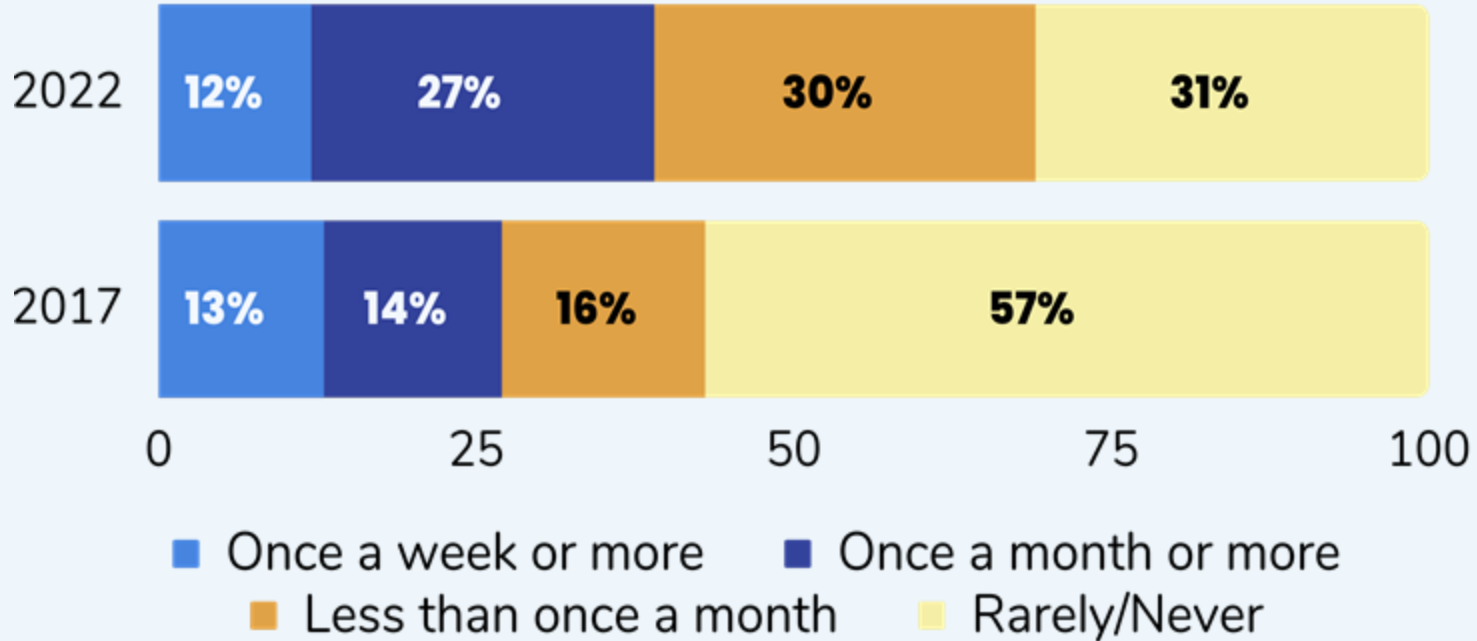
Volunteerism has a greater impact on giving with younger constituents



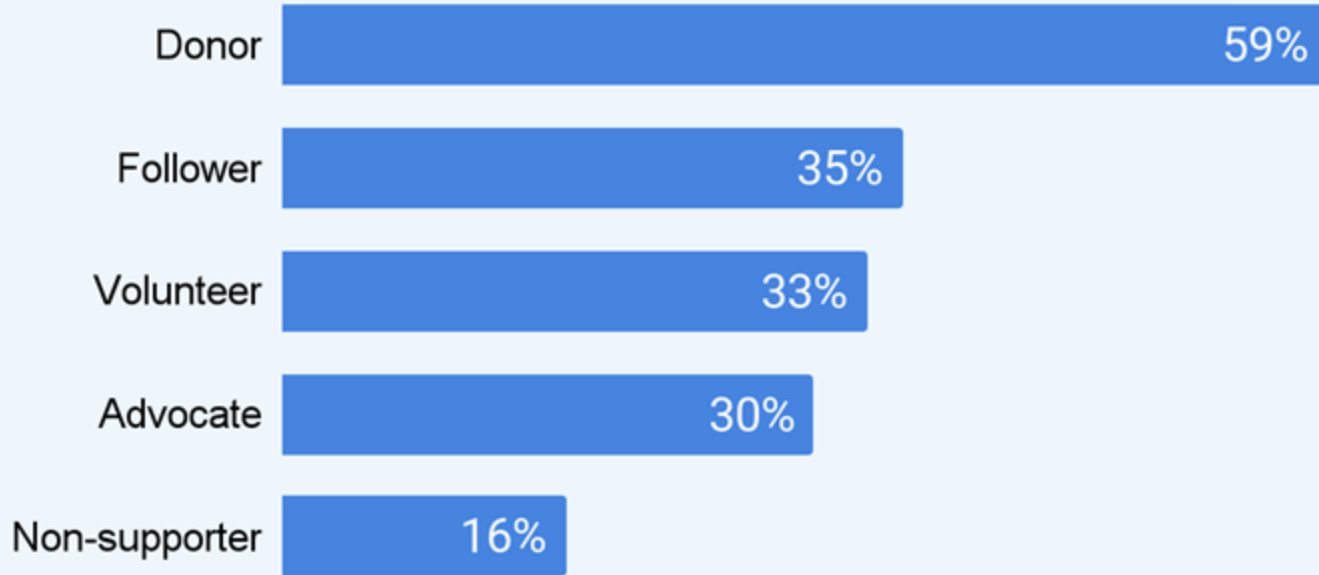
Gen Z volunteers more than Millennials

How often do young adults volunteer?

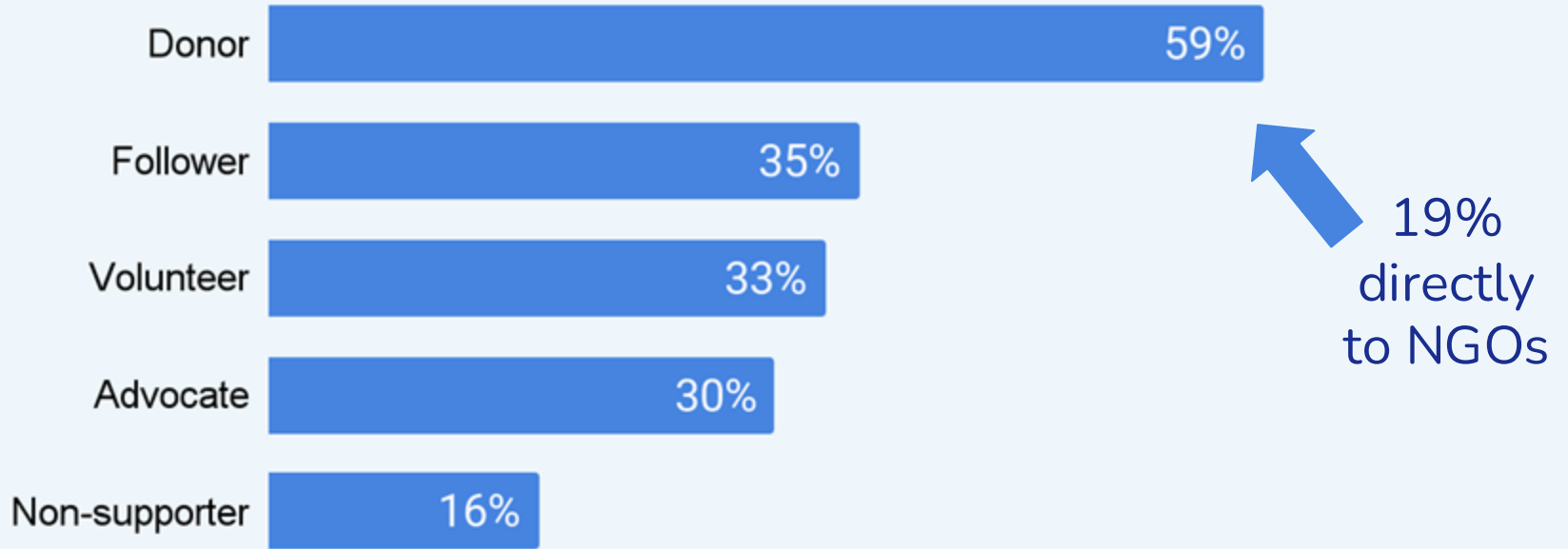
(Among U.S. adults 18-24)



Donating Because They Care



Donating Because They Care





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Leverage Corporate Connections



Leverage Corporate Connections

Gen Z values companies that volunteer in their community.



Companies Who Participate



Companies Who Participate



Companies Who Participate



Companies Who Participate



ExxonMobil



Companies Who Participate



ExxonMobil



Companies Who Participate



ExxonMobil



ElevanceSM
Health



Companies Who Participate



ExxonMobil



ElevanceSM
Health



Corporate Volunteerism Before v. After COVID-19

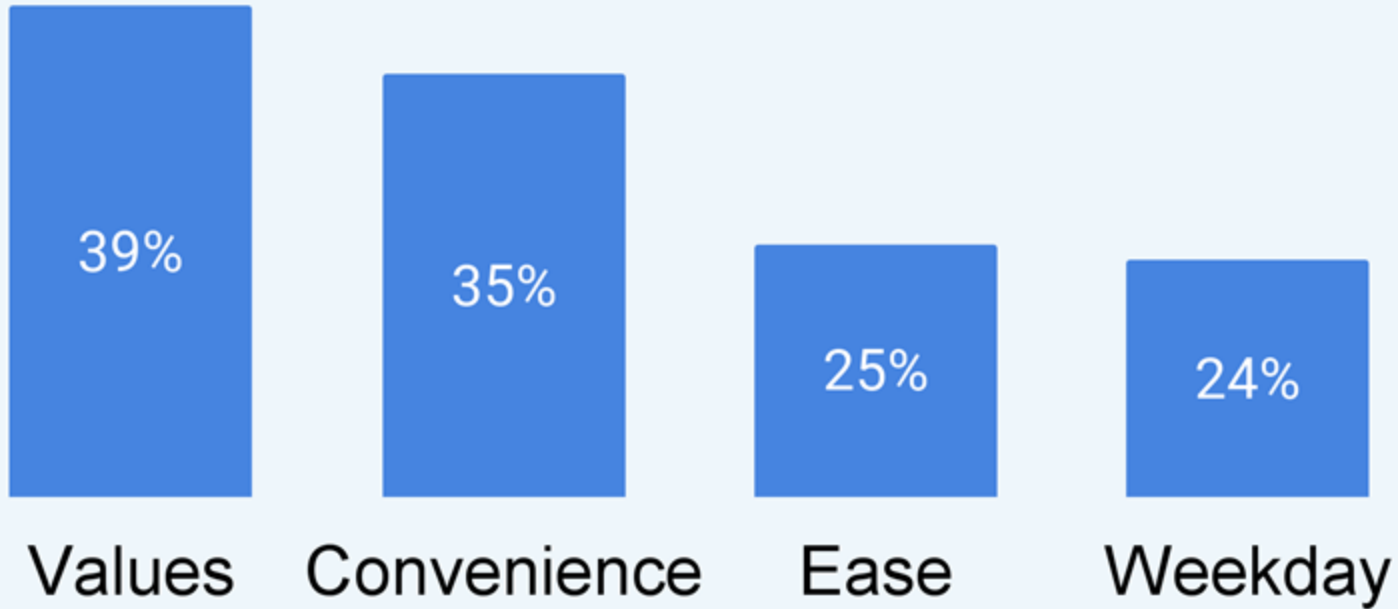
Participation in corporate volunteerism **declined** from 31% before COVID to 24% presently.

Why?

- Change in working situation, hybrid/remote (39%)
- Do not believe they should have to volunteer for an employer program (18%)
- No interest in opportunities offered (15%)
- Not being asked (13%)



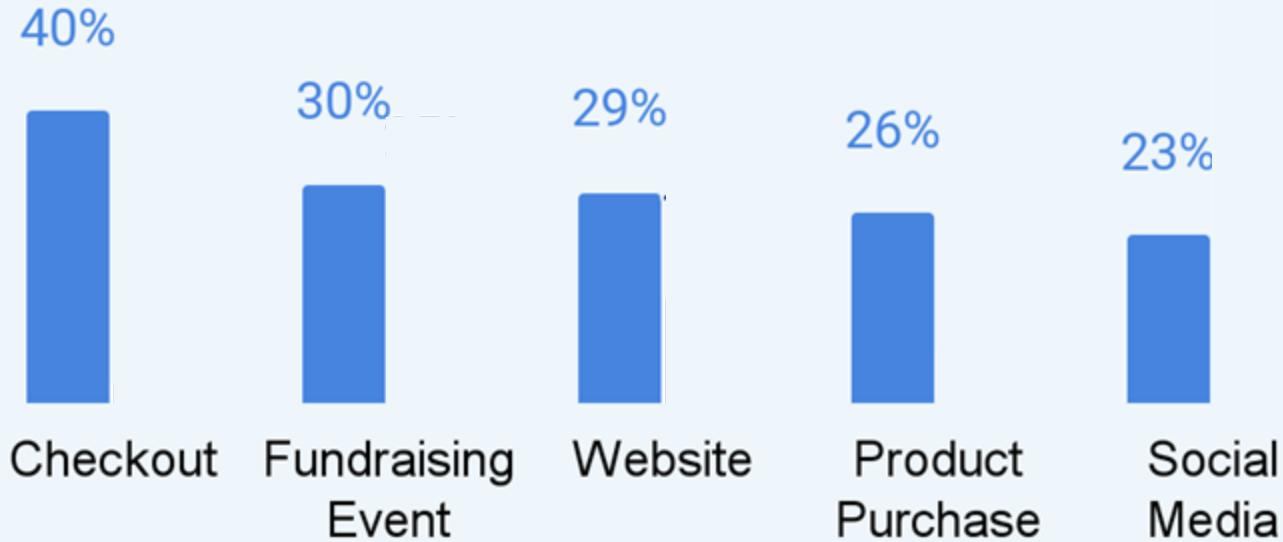
For corporate volunteering, Gen Z places more weight on convenience



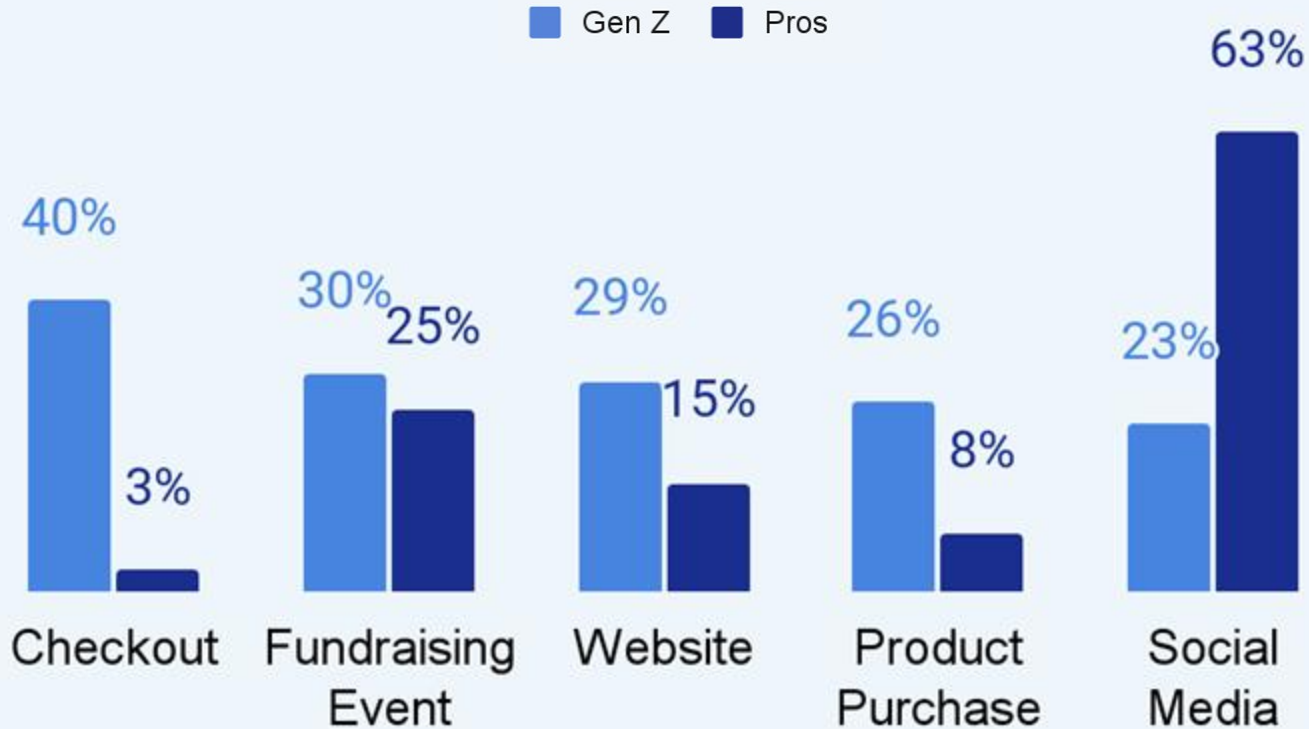
Leverage Events



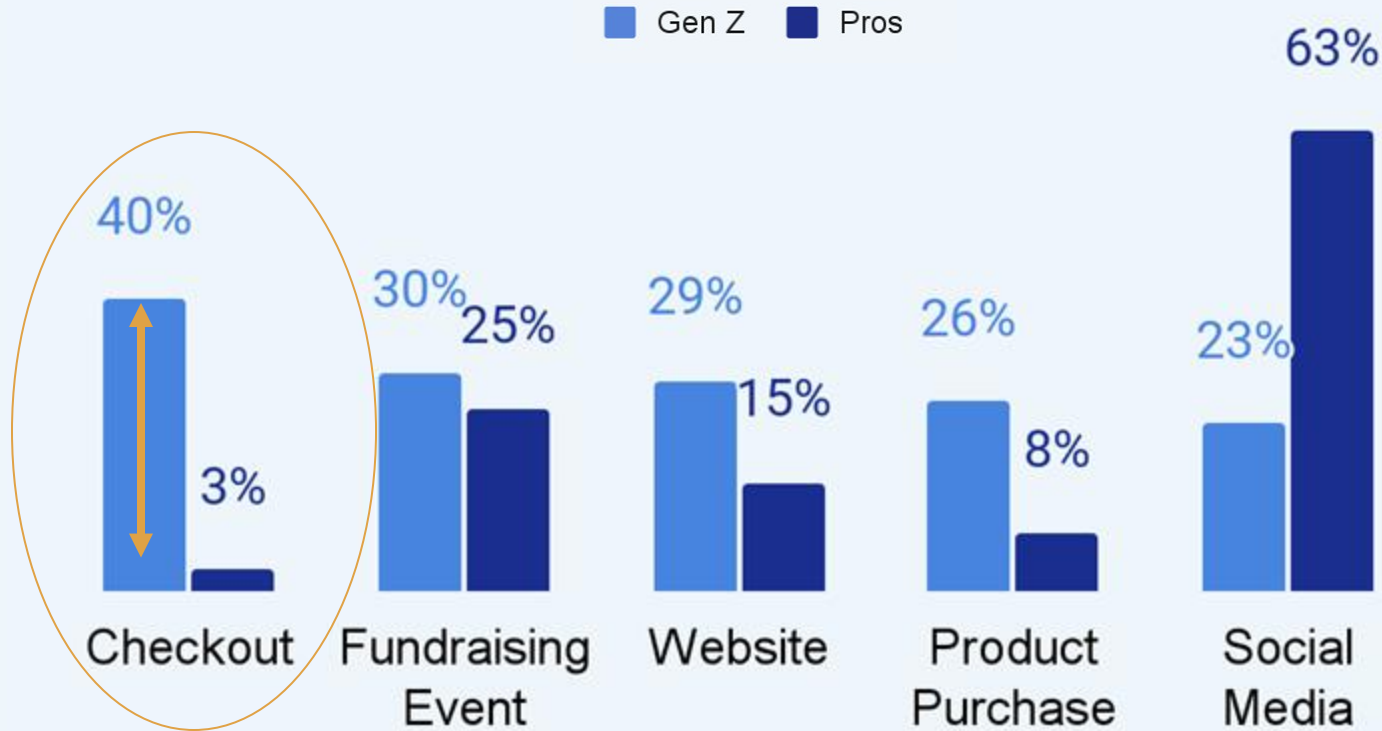
Gen Z gives most at check-out or events



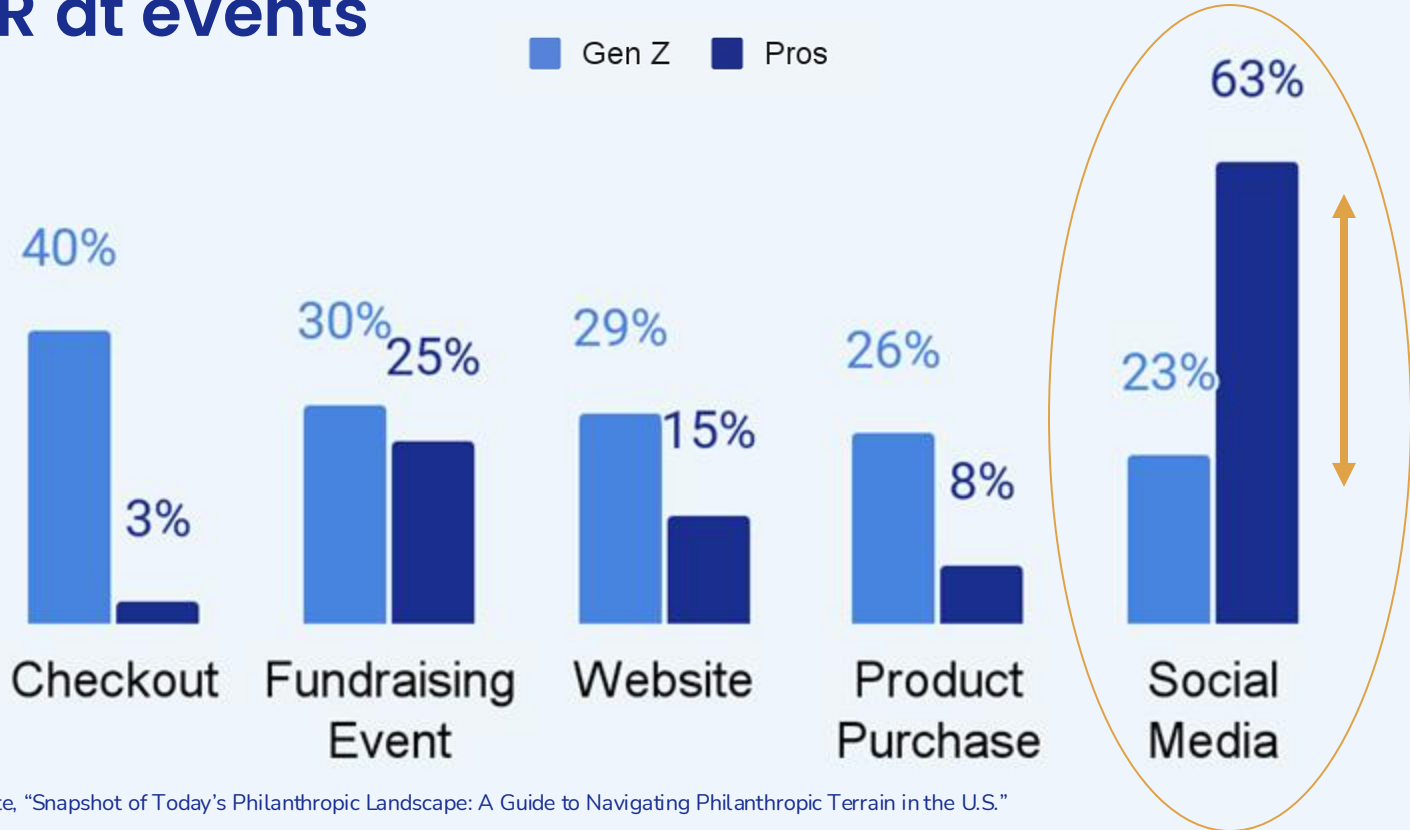
In contrast to how Fundraisers try to engage



In contrast to how Fundraisers try to engage



Gen Z prefers to give during transactions OR at events





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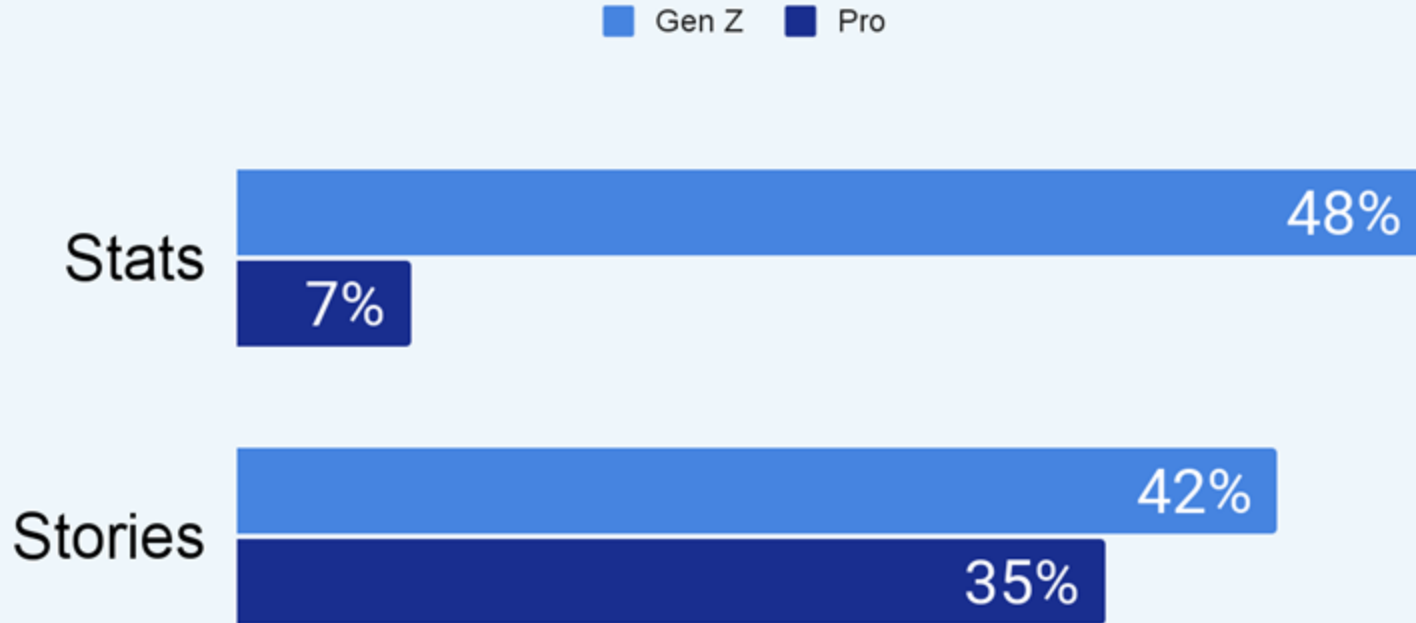
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Wrapping Up



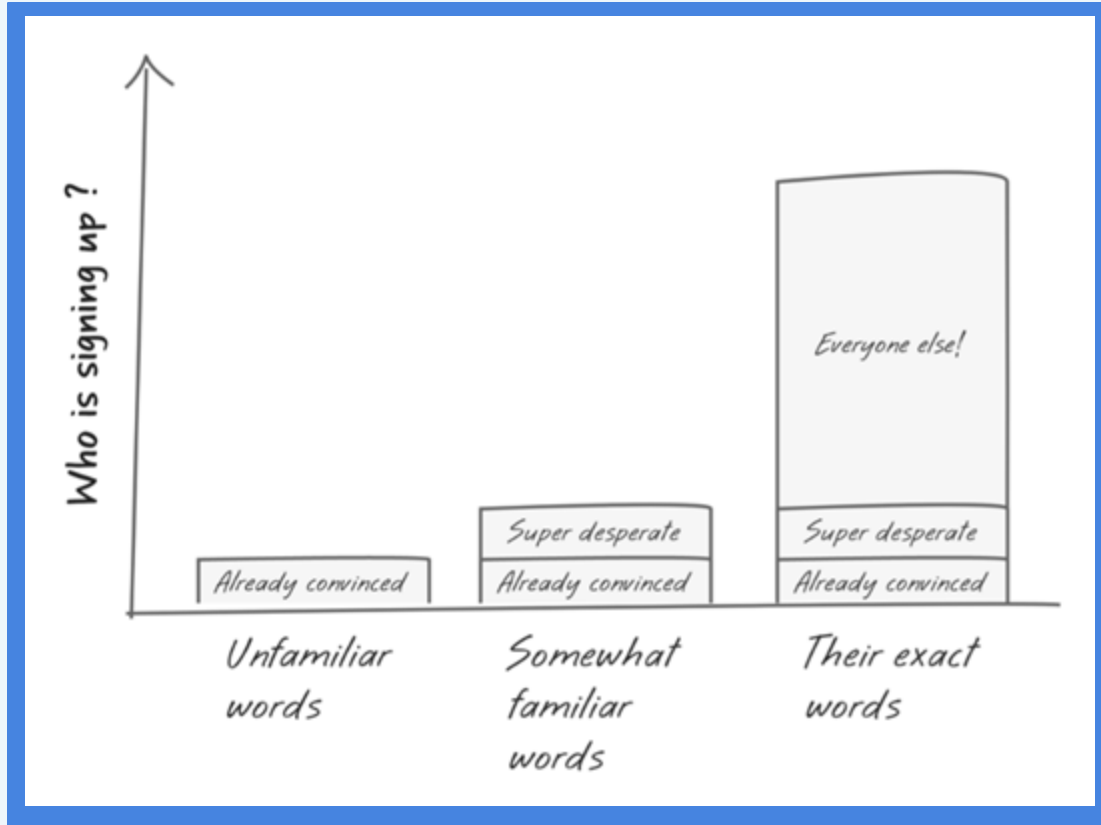
Importance of stats and stories to Gen Z



What language or message resonates most with your Gen Z volunteers?

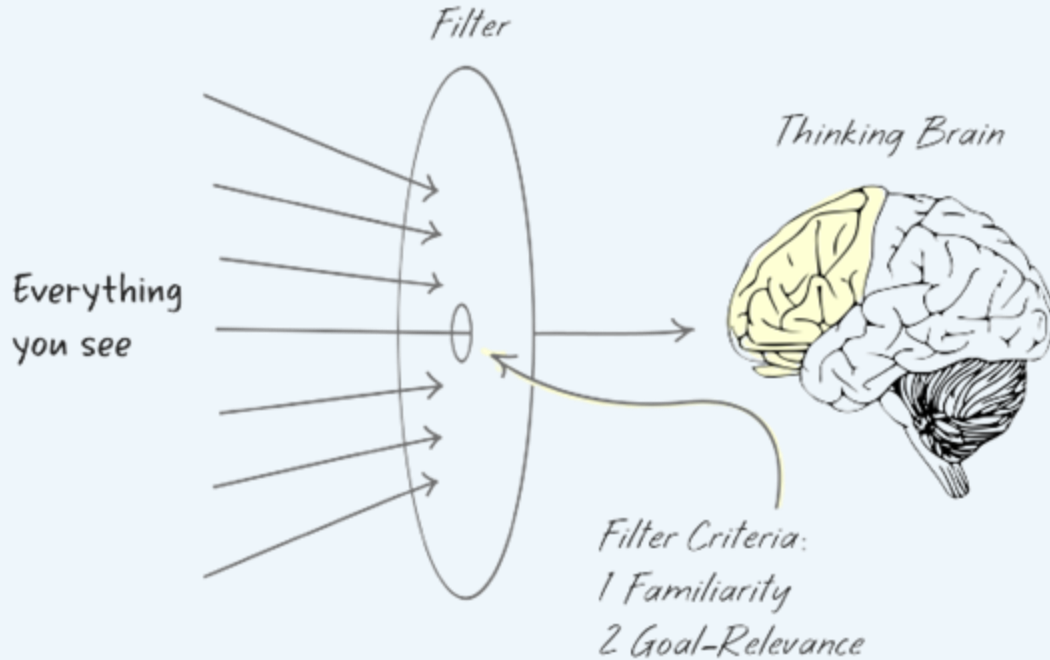


Words Matter in Creating Messages that Resonate



Why is Language So Critical?

How selective attention works



People have short attention spans so you need to spoon feed them the information.

5-10x increase in conversion



Interview New Volunteers

1. Find somebody who has recently volunteered with you.
2. Ask them to walk you through their volunteering process from the very beginning.
3. As they recount their journey, ask questions to understand what they were struggling to do, where they looked for help, and which alternatives they tried.
4. As they go, politely interrupt them to clarify two things: vague terms & causality



Interview and Get to Know Your Gen Z Volunteers



Find somebody who has recently volunteered your product or service.

Interview and Get to Know Your Gen Z Volunteers

Ask them to walk you through their volunteering process from the beginning.



Interview and Get to Know Your Gen Z Volunteers



As they go, politely interrupt them to clarify vague terms & causality.

Interview Your Gen Z Volunteers – Vague Terms



“Better”

“Convenient”

“Flexible”

“All-in-one”



Interview Your Gen Z Volunteers – Causality

“Do you remember why you decided to volunteer on that particular day?”





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- 1. Individual giving continues to decline while volunteering is on the rise**
- 2. Volunteers are more likely to give, give more, and continue giving**
- 3. Gen Z loves to volunteer**
- 4. Corporate and events are two preferred ways to recruit Gen Z volunteers & donors**
- 5. Use language market-fit to tailor your message**



1 Take Away & 1 Tip



Questions?

Time to hear from you

Stay Connected



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Website: civicchamps.com



LinkedIn: [@gengwang](#)



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