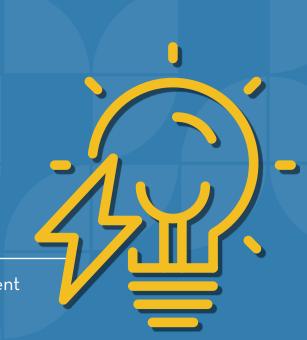
### 12 Must-Have Strategies to

### **Reach Social Donors** in All Generations

Top strategies to tailor your outreach, engagement activities, and impact messaging by generation. Sure-fire tips to grow your giving!



### Facio

Four in 10 donors in the combined Gen Z and Millennial group said they were motivated by an event/challenge/campaign seeming like it would be fun.

21% of Gen Z donors gave via mail - the most of any generation for this channel.

Gen Z was more likely to **trust** an organization if they presented themselves well in marketing and on their website.

### RECOMMENDATIONS

- ✓ Make "fun" a focus in your next campaign. Games, bands, and more can get this group to engage with your cause.
- ✓ Consider putting more budget in your next direct mail campaign to reach these donors.
- ✓ Refresh your website and marketing materials to make sure your mission shines through.

# Millennials

### Facio

21% of Millennial donors gave via social media - the most of any generation for this channel.

Care for the nonprofit mission is the **#1 motivator** to give for Millennials.

Millennials continue to give

higher average social giving donations (\$209) compared to other generations.

### RECOMMENDATIONS

- ✓ Craft a social media plan centered around your event calendar.
- ✓ Highlight your mission with creativity before, during, and after your campaign. ✓ Look at your fundraising
- calendar and see if there is a gap for a social giving campaign.

### 86% of Gen X donors made

Facio

via a donation website. Ease is the #1 motivator to

give for Gen X.

their donation in-person or



Almost half (47%) of Gen X donors gave via website

donation.

## ✓ Offer opportunities to give

RECOMMENDATIONS

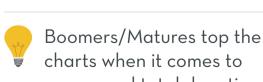
- in-person as well as online. ✓ Evaluate giving ease for donors and consider
- investing in a more robust fundraising platform. ✓ Optimize your website for donation with an
- embeddable donation form.

# RECOMMENDATIONS

Boomers/Matures

### 59% of Boomer/Mature donors heard about a giving

opportunity through a friend, family member, or colleague. Trust is the #1 motivator to give for Boomers/Matures.



charts when it comes to average annual total donation amount by generation (\$1373).

### ambassadors and provide incentives to recruit new

✓ Spread the word with

- donors to your cause. ✓ Build trust by making sure your rating profiles (like Charity Navigator) are up to date.
- ✓ Segment your donation requests by generation and increase your average ask amount for these donors even ask for a recurring gift.

2023 Giving Experience Research

The 2023 Giving Experience Study explores insights and trends from 1,100+ social donors. We've got the inside scoop on what drives event, peer-to-peer, or campaign donors to give.

**GET THE STUDY**