

# 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!*

## Gen Z

### Facts

- 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

### Facts

- 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.

## Gen X

### Facts

- 86% of Gen X donors made their donation in-person or via a donation website.
- Ease is the #1 motivator to give for Gen X.
- Almost half (47%) of Gen X donors gave via website donation.

### RECOMMENDATIONS

- ✓ Offer opportunities to give 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.

## Boomers/Matures

### Facts

- 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.
- Boomers/Matures top the charts when it comes to average annual total donation amount by generation (\$1373).

### RECOMMENDATIONS

- ✓ Spread the word with ambassadors and provide incentives to recruit new 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