

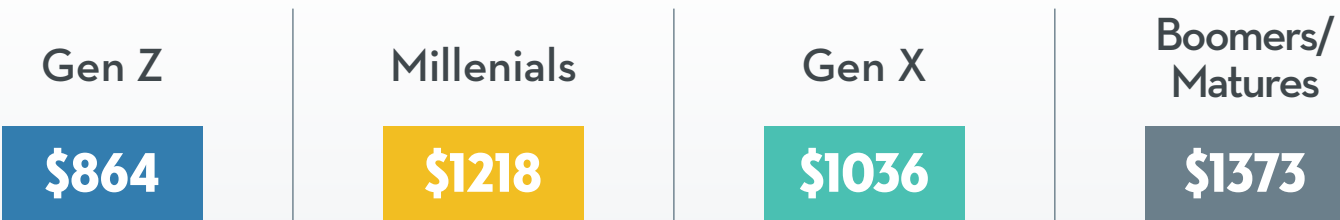
# Boomers, Gen X, Millennials & More

## Social Giving Trends for 2023

To understand the giving needs by age group, we've broken down social giving trends by age demographic. **You might be surprised!**

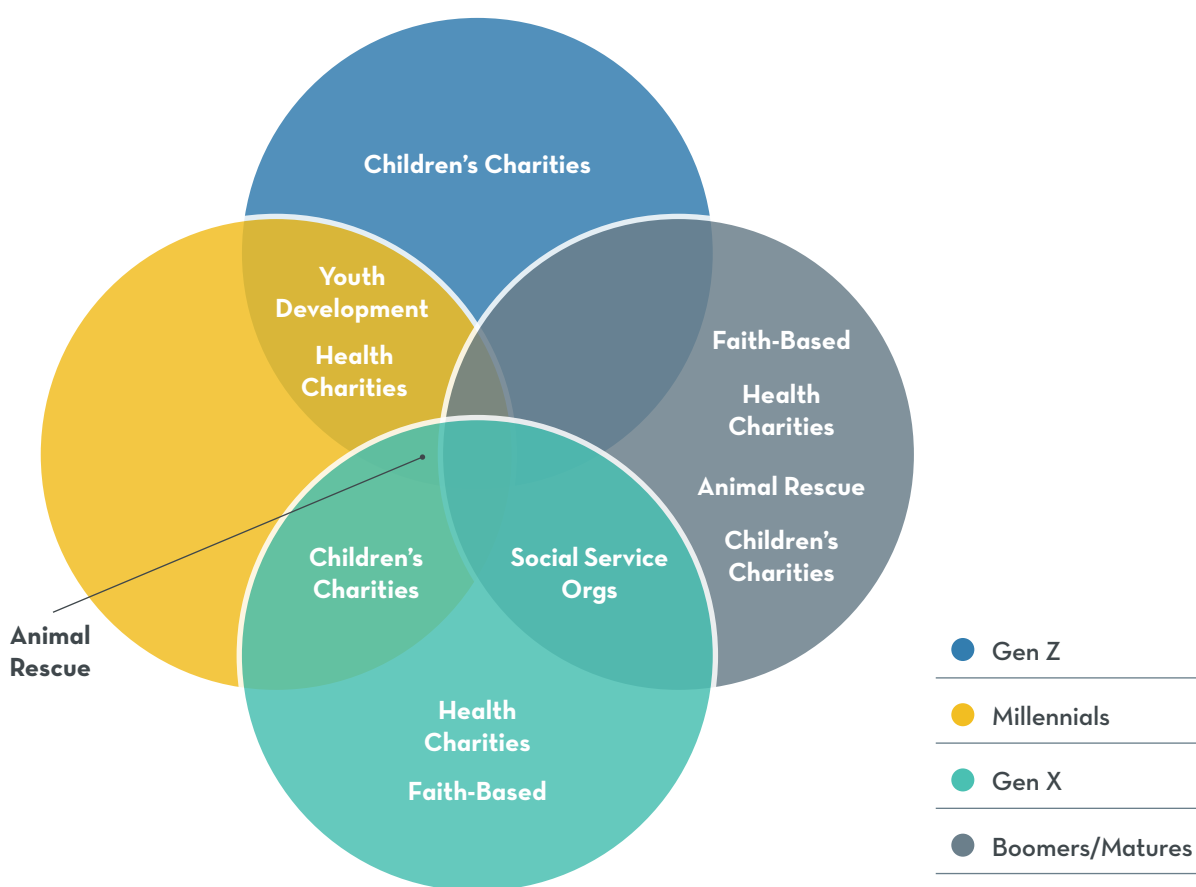
### How Much are Your Donors Giving?

Did you know that generational donors are inspired by different things? Each generation has a different total of annual giving.



### Where Today's Donors are Giving

According to the 2023 Giving Experience Research Study, giving motivations are different by generation. Here's the inside scoop to what causes each group of social donors is drawn to.



### The Why Behind Giving

Want to uncover the mindset of why today's donors give? We've got you covered! See why today's donors are motivated to give to your cause.

Top 5	Gen Z	Millenials	Gen X	Boomers/Matures
#1	Care about the mission	Care about the mission	It was easy to do	Trust organization
#2	Trust organization	Clear exactly how my donation would be used	Care about the mission	It was easy to do
#3	It was easy to do	Would make a difference	Trust organization	Care about the mission
#4	Clear exactly how my donation would be used	Trust organization	Would make a difference	Would make a difference
#5	Would make a difference	Care about person who asked vs. organization	Care about person who asked vs. organization	Clear exactly how my donation would be used

### Giving Behavior of Donors

Looking at the social giving trends in behavior based on generation, we can see how donors are more likely to respond in their giving.



Percentage of sample

	Gen Z (1996-2003)	Millennials (1981-1995)	Gen X (1965-1980)	Boomers/ Matures (Before 1964)
Donated more money	50%	43%	32%	27%
Gave to more orgs	47%	47%	38%	28%
Donated in response to a current issue or need	36%	38%	29%	20%

## 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](#)