

onecause® | WEBINAR

One Size *Doesn't* Fit All

Tips to Market Your Events to
Donors of All Ages



Wednesday, Oct. 18, 2023



Ashley Sanregret
Customer Success Manager



Sarah Sebastian
Director of Corporate Communications

BEYOND THE WEBINAR

- Engage With Us
 - Q & A and Chat (defaults to host/panelists)
 - Share with friends on social
- Continuing Education Credit



- Webinar Wrap-up
 - Webinar on-demand: onecause.com
 - Wrap-up email with Webinar recording
 - Exclusive content
- Survey - WIN: Amazon Gift Card
 - Drive future Webinar content



Learn more about the ALL NEW OneCause Fundraising Platform

PRESENTERS



Dawn Lego (she/her)

Director, Brand Engagement
OneCause



Sarah Sebastian (she/her)

Director, Corporate Communications
OneCause



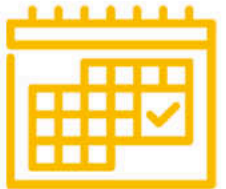
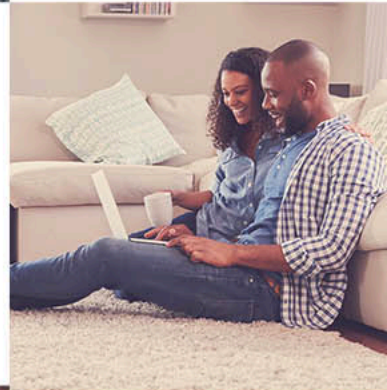
Ashley Sanregret (she/her)

Customer Success Manager
OneCause



Agenda

- Why it's important to understand generational giving patterns
- Research, stats, and tips
- Recap and Q&A



Which Generation Are You?

- A) Boomer: 1946-1964 or Mature 1928-1945
- B) Gen X: 1965-1980
- C) Millennial: 1981-1996
- D) Gen Z: 1997-2012

SO
WHAT?





2022 TOTAL GIVING
\$499 BILLION

INDIVIDUALS
\$319 BILLION

Source: Giving USA Study

Research



SAMPLE SIZE

1,101 SOCIAL donors

Quotas to ensure census representation



SURVEY APPROACH

Online survey April/May 2023

Self-reporting questionnaire

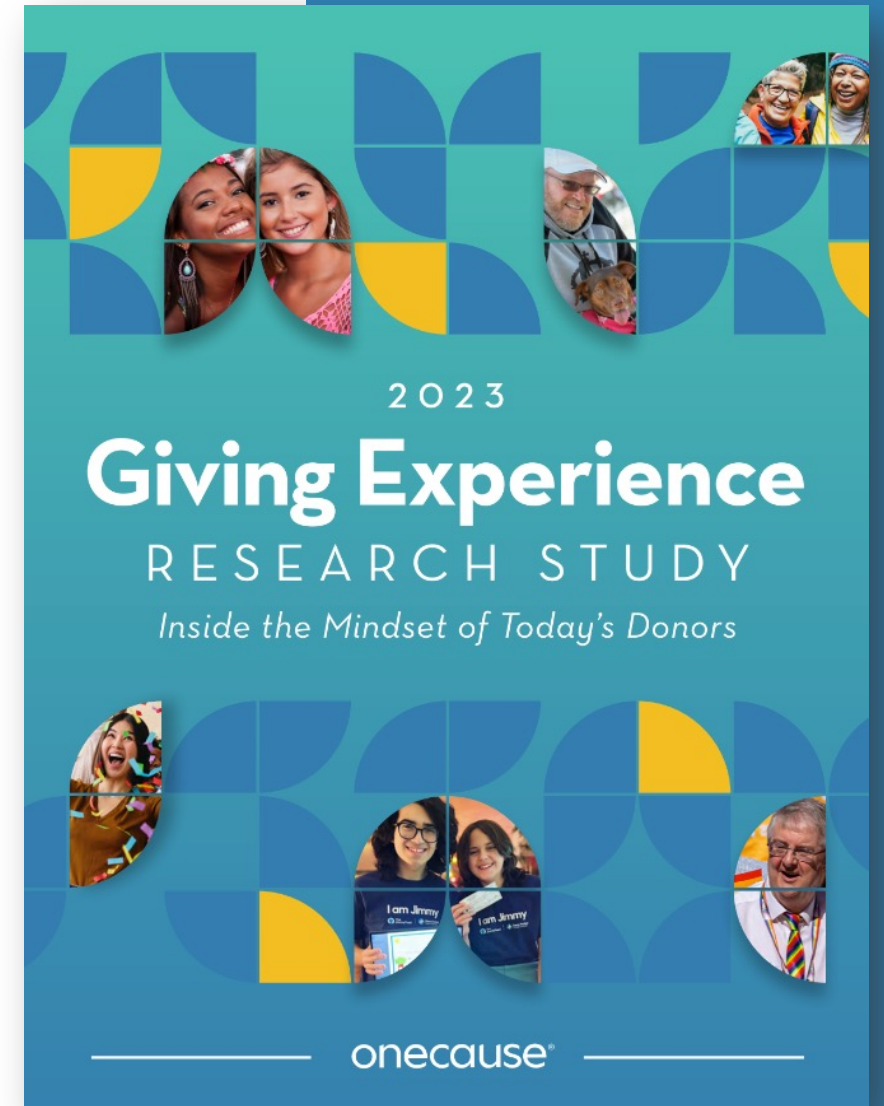
Conducted by Edge Research



SOCIAL DONOR DEFINITION

In 12 months prior to survey:

- Donated or attended fundraising event
- Sponsored someone or participated in a run, walk, ride
- Donated or requested donations in a fundraising challenge, occasion, or giving day





SOCIAL
DONORS

23%
in 2023

29% in 2022
27% in 2021
23% in 2018

~1 in 4 U.S. adults
surveyed identify as
social donors

Social donor numbers appear to be
returning to "normal" levels seen
before the pandemic

Social Giving Experiences

40%

RUNS/WALKS/RIDES



Sponsored someone or participated in a fundraising walk, run, ride

36%

OCCASIONS



Donated or requested donations for an occasion like a birthday or in memorial/tribute

31%

GIVING DAYS



Donated or requested donations for a specific day/month (like Giving Tuesday, Black History Month, etc.)

33%

EVENTS



Donated at or by attending a fundraising event like a gala, golf tournament, or similar event – either virtually or in-person

24%

CHALLENGES



Donated to or participated in a fundraising challenge or virtual campaign (like the Ice Bucket Challenge)

Social Giving by Generation

RUNS/WALKS/RIDES



→ Gen Z 31%
Millennials 34%
Gen X 44%
Boomers 48%

OCCASIONS



→ Gen Z 31%
Millennials 37%
Gen X 37%
Boomers 35%

GIVING DAYS



→ Gen Z 33%
Millennials 42%
Gen X 30%
Boomers 18%

EVENTS



→ Gen Z 41%
Millennials 32%
Gen X 27%
→ Boomers 37%

CHALLENGES



→ Gen Z 29%
Millennials 31%
Gen X 25%
Boomers 12%

Social Giving Generational Recap

Generation	Social Giving Type
Boomers	RWR, Events, Occasions
Gen X	RWR, Occasions, Giving Days
Millennials	Giving Days, Occasions, RWR
Gen Z	Events, Giving Days, RWR, Occasions

Quick Tip: Event Types

BOOMERS

Gala dinners
with auctions



GEN Z

Gaming marathon/day
for charity, TikTok dance
challenge

GEN X

Wine Tasting and Art
Auction, benefit concerts
(bands from their youth)



GEN ALPHA

Family fun runs, involve
kids in creating art pieces
related to cause and
auction them



MILLENNIALS

Unique peer-to-peer
events, themed events
that appeal to nostalgia



MULTIGENERATIONAL

Beach cleanups, Eco
Fairs, community service
days, cultural festivals



Giving Summary

		Gen Z	Millennials	Gen X	Boomers/ Matures
Annual total donations		\$864	\$1218	\$1036	\$1373
Social giving donations		\$178	\$209	\$168	\$128
Top 5 nonprofit types	#1	Social Service Orgs	Children's Charities	Children's Charities	Faith-Based
	#2	Health Charities	Health Charities	Social Service Orgs	Social Service Orgs
	#3	Children's Charities	Social Service Orgs	Health Charities	Health Charities
	#4	Animal Rescue	Animal Rescue	Animal Rescue	Children's Charities
	#5	Youth Development	Youth Development	Faith-Based	Animal Rescue

Gen Z & Y most likely to donate to a current issue or need.

Millennials strongest social givers.

Up 14% in social giving.

SO
WHAT?






PUTTING DATA INTO ACTION



Tip: Spreading the Word

- ✓ Make your event and social giving opportunities EASY to share



	Gen Z	Millennials	Gen X	Boomers/Matures
 Friend, family member, or colleague	45%	50%	61%	59%

Tip: Provide Talking Points

Make-A-Wish Mission Statement

Together, we create life-changing wishes for children with critical illnesses.

The First Wish

The first wish was in 1980. Chris Greicius, a 7-year-old boy diagnosed with leukemia, wanted nothing more than to become a police officer.

YouTube video: [It Started with One Wish: True Story of Make-A-Wish Chris Greicius](#)

Why Wishes Matter

Research shows children who have wishes granted build the physical and emotional strength needed to fight critical illness. This can improve their quality of life and produce better health outcomes.

Tip: Provide Talking Points

The 5 Wish Types

- Have
- Be
- Go
- Meet
- Give

Make-A-Wish grants a wish to a child battling critical illness every 34 minutes.

Currently, Make-A-Wish grants more than 15,600 wishes for children with critical illnesses in the US every year. But there remains a tremendous gap between the number of wishes they grant today and the estimated 27,000 children in the United States who are diagnosed with a qualifying condition annually.

Learn much more about Make-A-Wish at www.wish.org

Tip: Share Images



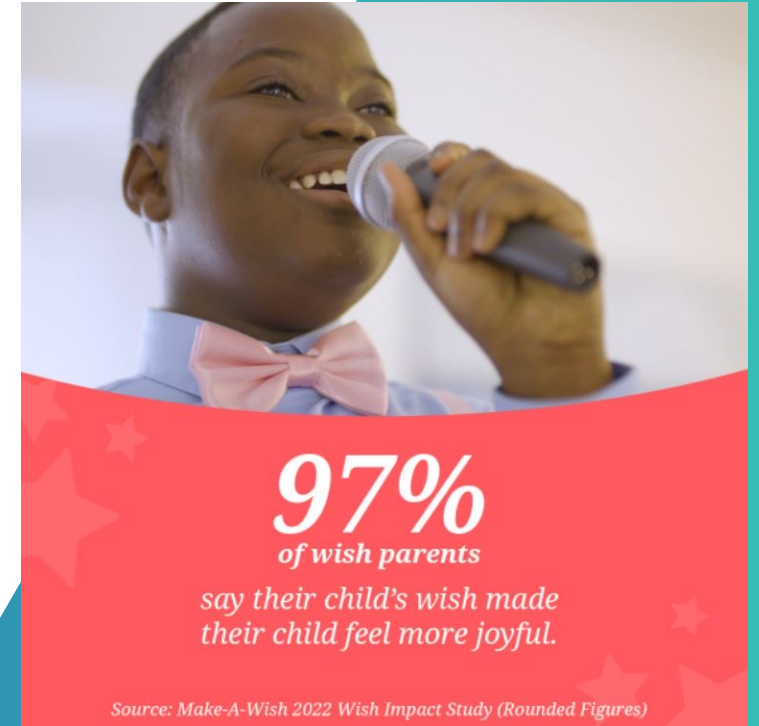
Library of images that people can access.

onecause®

Tip: Share Images



Tip: Use Infographics



Tip: YouTube Videos Tell Your Story

Whatever your interest, there's always a wish you can relate to.


- [Wish Kid Olivia's Rainbow-tastic Playhouse Tour](#)
- [Wish to Meet: Austen meets Demi Lovato and reunites with her post-treatment as a Wish alumni](#)
- [A Wish Stays with You: Disney](#)
- [Wishes Are Waiting](#)
- [Sam's Wish Comes True at NFL Draft](#)
- [Wishes Need Stars Like You PSA](#)

Tip: Leverage Work Networks



Have an annual event? Partner with local companies looking for CSR/volunteer opportunities.



	Gen Z	Millennials	Gen X	Boomers/Matures
 Work	27%	23%	16%	4%

Work Networks: Community

Gen Z

- Tech support
- Social media

Millennials

- Online fundraising coordinators
- Event planning & logistics

Gen X

- Team leaders
- Corporate partnerships

Boomers/Matures

- Ambassadors
- Event Hosts

Gen Alpha

- Even though they may be very young, they can participate in kid-friendly roles, such as greeting guests or showcasing their artwork or projects related to the cause.

Work Networks: Volunteer Ideas

BOOMERS

Ambassadors
Event hosts

GEN X

Team leaders
Corporate Sponsorships

MILLENNIALS

Online fundraising coordinators
Event planning & logistics

GEN Z

Tech support
Social media


GEN ALPHA

Even though they may be very young, they can participate in kid-friendly roles, such as greeting guests or showcasing their artwork or projects related to the cause.

Tip: Imagery & Generations



Take a thoughtful approach to language and imagery you use in digital ads according to age groups

	Gen Z	Millennials	Gen X	Boomers/Matures
 Advertisement	26%	25%	17%	8%

Tip: Representation Matters



In the new
'Little Mermaid,'
Black girls and moms
see themselves



Tip: Try Nostalgia

- ✓ Take a trip down memory lane



Raise Your Glass for the Y-90's Edition

Let's fundraise like its 1999! Join us for the return of the YMCA of South Palm Beach County's totally awesome "Raise Your Glass for the Y" fundraiser at the DeVos-Blum Family YMCA. Come dressed in your best 90's attire* and meet us for some dope food and drinks, along with neat conversation as we raise our glass and funds for the Y's Financial Assistance Program!

Tip: Billboards & Blips



Want to try something unique?
Explore affordable billboard ads in
high-traffic locations.

- Blip digital billboards

Billboard Cost Estimator

\$ 10

- Peak Times
- Off-Peak Times
- Mix of Both

LOW

100

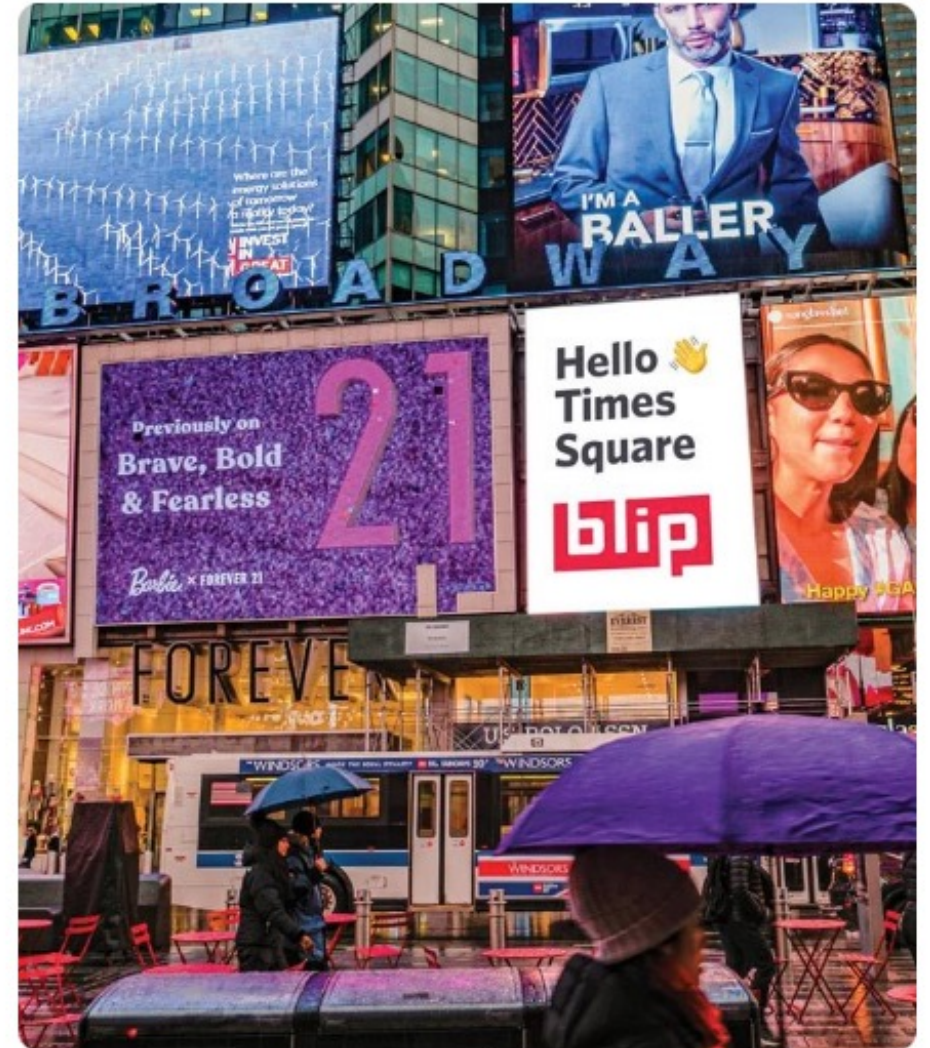
MOST LIKELY

263

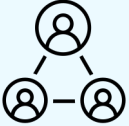

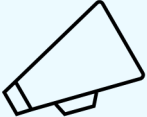
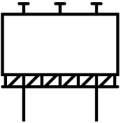

HIGH

333

**Estimated daily blips (ad displays)*



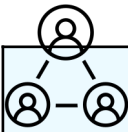


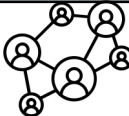
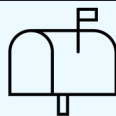

How They Heard: By Generation

	Gen Z	Millennials	Gen X	Boomers/Matures
 Friend, family member, or colleague	45%	50%	61%	59%
 Work	27%	23%	16%	4%
 Direct outreach	19%	31%	16%	26%
 Advertisement	26%	25%	17%	8%
 Celebrity or influencer	22%	16%	12%	3%

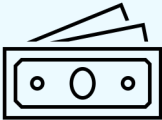
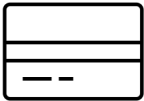

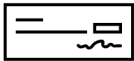
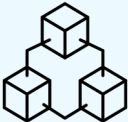
Thinking about the last social fundraising event or campaign you donated to, how did you hear about this donation opportunity? Please select all that apply.

How They Donated: By Generation

How did you make your donation?

	Gen Z	Millennials	Gen X	Boomers/Matures
 In person	48%	52%	45%	35%
 Website donation	49%	39%	35%	36%
 Mobile donation	32%	31%	26%	11%
 Social media donation	18%	23%	15%	7%
 Through the mail	14%	13%	10%	14%
 Text donation	11%	10%	8%	3%

Payment Type by Generation

	Gen Z	Millennials	Gen X	Boomers/Matures
 Cash	42%	46%	31%	19%
 Credit or debit card	53%	52%	53%	50%
 PayPal, Venmo, Apple Pay, etc.	39%	41%	26%	14%
 Check or money order	10%	16%	14%	23%
 Cryptocurrency	5%	5%	4%	–

What payment form did you use to make this donation?

Social Media Platforms

Where did you find out about this donation opportunity?

	Gen Z	Millennials	Gen X	Boomers/Matures
Facebook	16%	55%	74%	89%
Twitter	7%	10%	7%	2%
Instagram	40%	16%	11%	4%
TikTok	12%	6%	1%	–
LinkedIn	–	1%	–	2%
YouTube	22%	10%	6%	–

Fun Fact

For Gen Z, TikTok Is the New Search Engine

Need to find a restaurant or figure out how to do something? Young people are turning to TikTok to search for answers. Google has noticed.

How can you take advantage of this?



Generosity Motivators

Thinking about the last time you donated through social fundraising, how well do each of the following describe WHY you donated?



Generosity Motivators by Generation

Top 10	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 etxactly 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 etxactly how my donation would be used
#6	Close to meeting their fundraising goal	It was easy to do	Clear exactly how my donation would be used	Able to make donation immediately
#7	Care about person who asked vs. organization	Support the person who asked	Able to make donation immediately	Support the person who asked
#8	Inclusive and welcoming	Able to make donation immediately	Support the person who asked	Care about person who asked vs. organization
#9	Thought it would be fun	Directly impact my local community	Directly impact my local community	Inclusive and welcoming
#10	Directly impact my local community	Close to meeting their fundraising goal	Inclusive and welcoming	Friends/colleagues/ family were participating

The background of the image shows a pair of hands holding a smartphone, with the screen displaying a grid of data points. The entire image is overlaid with a semi-transparent teal color. The text 'PUTTING DATA INTO ACTION' is centered in white, bold, sans-serif font. Below the text is a solid yellow horizontal bar.

PUTTING DATA INTO ACTION

Tip: QR Codes Feed Immediacy Needs

NEWS & POLITICS

QR Codes Won the Pandemic

From restaurant menus to the Kennedy Center, the symbols have taken off.

WRITTEN BY **DANIELLA BYCK** | PUBLISHED ON OCTOBER 29, 2021

TWEET

SHARE



Photograph by nensuria, via iStock.

Forbes

How The Pandemic Saved The QR Code From Extinction



Ira Gostin Forbes Councils Member
Forbes Communications Council **COUNCIL POST** | Membership (Fee-Based)
Leadership

Ira M. Gostin, MBA, APR is the principal at [Gostin Strategic Consulting LLC](#), helping global companies tell their stories & move the needle.



GETTY

We'll see you soon!

16th Annual Night of Gratitude

Sep 8, 10:00 AM • The Westin

Ticket 1 of 2



Iris Stanton

A10004

Ticket Type
General Admission

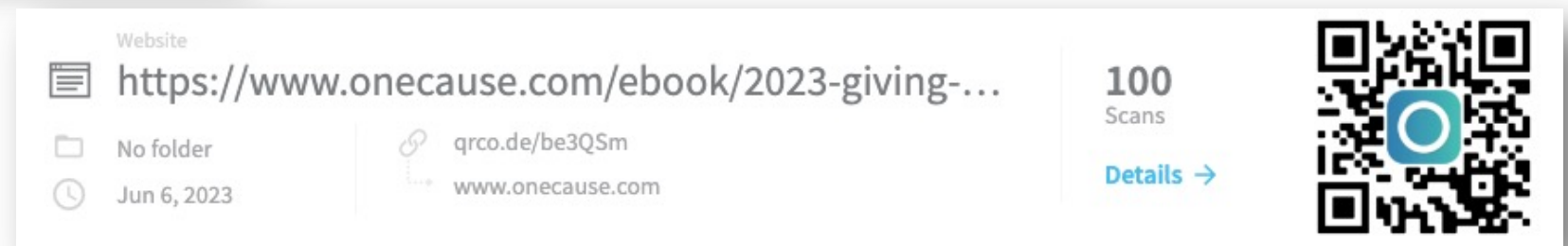
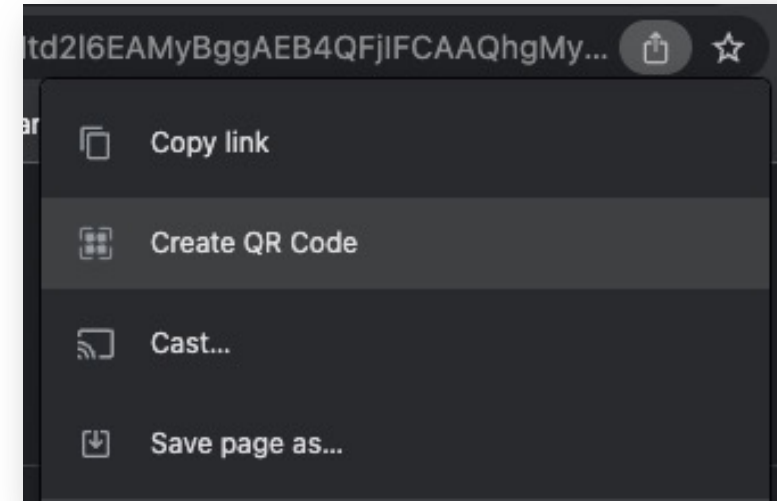


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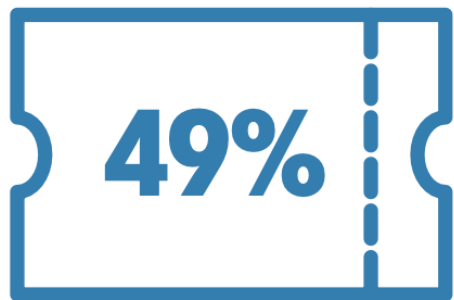
Ticket T
Gener

Tip: QR Codes Feed Immediacy Needs

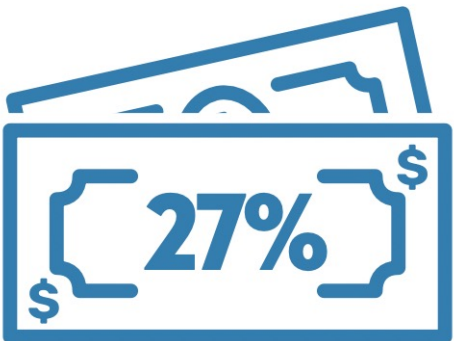
- ✓ Include QR codes in direct mail, email, ads, etc.
- ✓ Consider creative ads with a QR code to learn more information
- ✓ Ensure destination URL is mobile-optimized



Tip: Make Them Feel Like VIPs



of event donors said their last event offered a VIP ticket/experience



of all ages purchased a VIP ticket/experience

	Gen Z	Millennials	Gen X	Boomers/Matures
Rated VIP options as "very important"	36%	42%	29%	14%
Purchased a VIP option	23%	42%	26%	10%

Tip: Welcoming and Inclusive Messaging

- ✓ Create welcoming messaging/resources for all ages
- ✓ Build inclusivity into your events, campaigns, and community resources

Welcome Grandparents, Relatives, and Special Friends!

Grandparents, extended family members, and special friends, whom we lovingly refer to as “grandfriends,” are an important part of our Redwood Day community. We invite you to be a part of your grandchild(ren)’s or special friend’s experience at Redwood Day in any of the following ways:

Generations Day

Redwood Day traditionally hosts an annual Generations Day event on our campus on the Friday before Thanksgiving week. The event is dedicated to our grandfriends so they can meet our leadership, mingle with each other, learn about the School, and most importantly, be a part of their student’s experience at Redwood Day. During the pandemic, we have offered virtual events instead. This year we are thrilled to bring the event back in person!

Please visit our Gen Day page [HERE](#) for more information.

Diversity, Equity, Inclusion, and Belonging (DEIB)



As a community, we work together to make the world a more just and inclusive place for everyone.

At Redwood Day, we inspire students to embrace and honor differences and develop the emotional courage to respect and appreciate the diversity within our community and beyond. Through engaging in our program, we want every student to be seen and heard, feel safe and valued, and experience belonging. We want students to see, hear, support, and value others while fostering active allyship. Redwood Day embeds cultural competence, equity and inclusivity, and social justice throughout our curriculum and programming for students and adults.

We view diversity broadly, and much of our curriculum and programming reflects this in developmentally appropriate ways, focusing on topics such as ability, age, appearance, family structure, gender identity and expression, language, nationality, race/ethnicity, religion, sexual orientation, and socioeconomic circumstance. Redwood Day’s diversity philosophy also informs our admissions and hiring practices.

Affinity Groups

Affinity groups provide support, connection, and affirmation to people whose identity and experiences are shared. In addition to affinity groups for Middle School students, we also offer student-led affinity groups for Middle School lesson planning and are supervised by a faculty/staff member. Current groups offer:

- Gay/Straight Alliance (GSA)
- People of Color (POC)

Faculty and staff meet in race-based affinity groups throughout the school year. The following are the underrepresented families at Redwood Day including:

- Asian/Pacific Islander/Desi American Heritage
- Black/African American Heritage
- Gender and Sexuality Diversity

Tip: Build Trust

[Gen Z] The way they organize things and market/campaign is very professional and that, to me, means trustworthy as well.

[Gen Z] Their website is very descriptive in their mission and their mission is something I believe in as well.

[Gen Z] It feels official.

What makes you feel as if this is an organization you can trust and/or that uses its money wisely?

[Millennial] I select the organizations I donate to very carefully, and that includes scrutinizing their financial reports regarding how and where they use the donations.

[Gen X] I know the organization very well and I did my research before.

[Boomer] They have a good Charity Navigator score.

Tip: Build Trust

- ✓ Add trust indicators to your marketing assets like:
 - Event homepage
 - Website
 - Direct mail pieces
- ✓ Include impact information from past years' events and campaigns
- ✓ Feature testimonials from past event attendees
- ✓ Include an event contact for FAQs in your outreach



Grants Highlights

During the 2021-2022 Grant Cycle 27 grant requests were submitted by our well deserving faculty, staff, and administration. Thanks to your support, **23 grants were able to be approved** by the trustees for a total of **\$116,060** in support! The four grants which were not approved by the Board will be revisited this fall, as they may be impacted by the upcoming [district referendum](#).

The approved grants include:

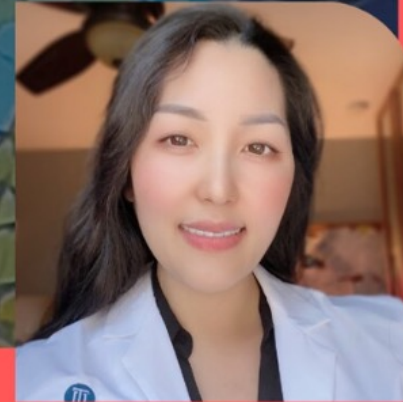
- **One grade level of replacement chromebooks** for the upcoming school year as part of the district's One-to-One Wonderful initiative, which ensures that every student has their own personal device.
- A suite of **Newline Interactive Boards** for the Kindergarten classrooms, which will provide interactive learning capabilities to our young students.
- Securing an **Artist in Residence** at Markham Place School, to work with our talented music students and provide them with a window into the world of a professional musician.
- A **Lu Configuration** to create the Gym of the 21st Century at Point Road School. This incredible system will cast images around the gym to create interactive lessons that can be used for Physical Education, Math, Science, Social Studies and so much more!
- New **3D Pens** for students to create with in the Point Road School STEM program.
- A **3D Printer** for use by our Markham Place School STEM students.

Tip: Be Sure to Share Impact



Latrenda Garner
Diversity Scholarship Recipient
Joint MSPAS/MPH Program
Class of 2022

Fears and stigmas about healthcare are deeply embedded in minority communities because of the lack of racial diversity and cultural representation. Because of this, African Americans have the highest rates of chronic illness, maternal mortality, and infant mortality. However, they are the least likely to seek medical attention and healthcare providers become frustrated when patients do not adhere to their treatment plans; but they fail to consider their own biases or the patient's lack of resources. When providers understand their patients, they can provide care that is both evidence-based and congruent to the patient's physical, mental, and emotional needs. By obtaining the Diversity Scholarship, I know that I will be able to alleviate a small portion of the fears and stereotypes that minorities experience when seeking medical treatment and, hopefully, work in a facility that does not place costs above care.



Kia Yang
Diversity Scholarship Recipient
Joint MSPAS/MPH Program

Receiving the Diversity Scholarship has helped lessen the financial burden placed upon me and my family and has given us an oasis of serenity. This scholarship has given me hope that I can continue to grow personally and professionally. I can continue to help pave a way for those in the underserved communities reach their goals and dreams while I continue to strive for mine. Thank you to all the donors for making this scholarship possible and to the selection committee for choosing me. I will continue to do the best I can for social justice and the underserved communities.

Tip: Be Sure to Share Impact



CAL'S CARES

The Cal's Cares Program is designed to provide events and support for families who have a child that is fighting or has fought pediatric cancer. This program includes the entire family and is provided to help bring joy and fun, as well as allow families to connect to one another. Special thanks to the FT Cares Foundation for their commitment to helping fund the Cal's Cares Program.

Egg Hunt

In early April, 72 of our families had a hoppy day of egg hunting in the park. Despite the chilly spring day, the kids found all 3,000+ treasure-filled eggs and even got to meet the Easter Bunny. Thank you to all the volunteers who devoted hours helping stuff the eggs to create magic for our kids. Mother Christy J. said, "We had a blast hunting eggs, eating snacks, playing with our new toy, seeing our friends and hugging the Easter Bunny!" This annual outing is always such a fun one for the entire family to enjoy; holidays can be challenging when a child is in treatment, which is why it is important for us to provide the opportunity for these families to jump into the festivities.



Wahoo! It's Mario Time! In April, the Cal's Cares program rented out an entire theater and hosted over 75 families for an outing to see the brand new Super Mario Bros movie. Events like these provide a moment of laughter and lifelong memories for the entire family to enjoy.



Shane's ANGLERS

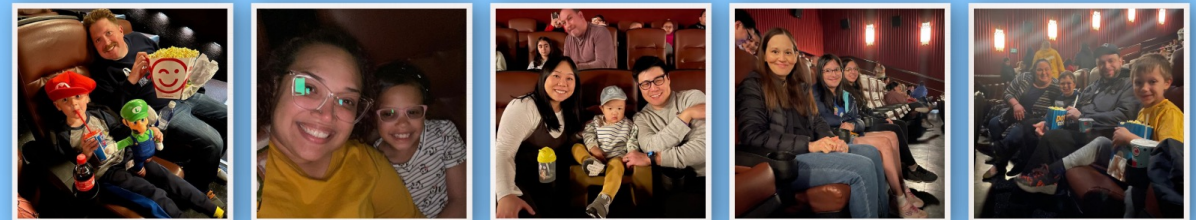
Fishin'! Our Shane's Anglers Program takes our families out for an evening of fishing every day during the Summer. These outings provide quality time away from cancer that the entire family can enjoy. Sarah Z., the mother of 11-year-old Sophia, shared what a fantastic time their family had at their fishing outing. "She loved Mitchell, her fish, and was so adventurous, doing as she hasn't before, like baiting the hook and removing the caught fish. It was especially nice to have her and her Dad get some one-on-one bonding time. We would love to come out as a family again one day but this excursion was a truly special moment that they will treasure forever!" The program is in memory of Shane Callaghan, who had a passion for fishing. Special thanks to the Callaghan Family, BCI, the Max McGraw Wildlife Foundation, and all the awesome volunteer fishing guides for continuing to support this program year after year to honor Shane's memory and legacy.



Did you know? A \$50 donation provides lifelong memories by covering the cost of a family member to attend a Cal's Care's event.



Wahoo! It's Mario Time! In April, the Cal's Cares program rented out an entire theater and hosted over 75 families for an outing to see the brand new Super Mario Bros movie. Events like these provide a moment of laughter and lifelong memories for the entire family to enjoy.



Impacting Retention

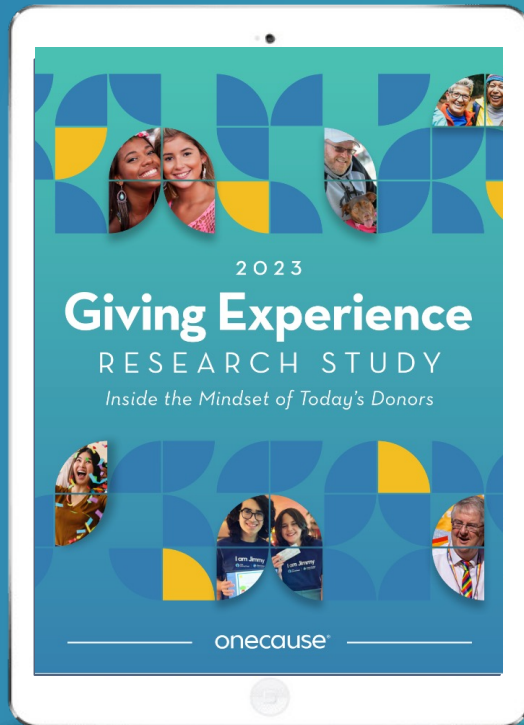
Which of the following impacts your decision to give to this organization or cause again? Select all that apply.





Questions?

Access to Full Findings



DOWNLOAD
2023 GIVING EXPERIENCE RESEARCH

<https://www.onecause.com/ebook/2023-giving-experience-study/>

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How to Confirm the Gift



Meredith Terrian

Trainer, Fundraising Academy
Founder & Principal, The Allied Group



Wednesday, Oct. 25, 2023





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info@onecause.com

www.onecause.com

888.729.0399