



## **The future of fundraising - a multi-country study of multi-generational giving that looks at multi-channel giving habits**

Swedish Fundraising Council Conference |

# Why do Canadians from Toronto love Sweden... two good reasons...

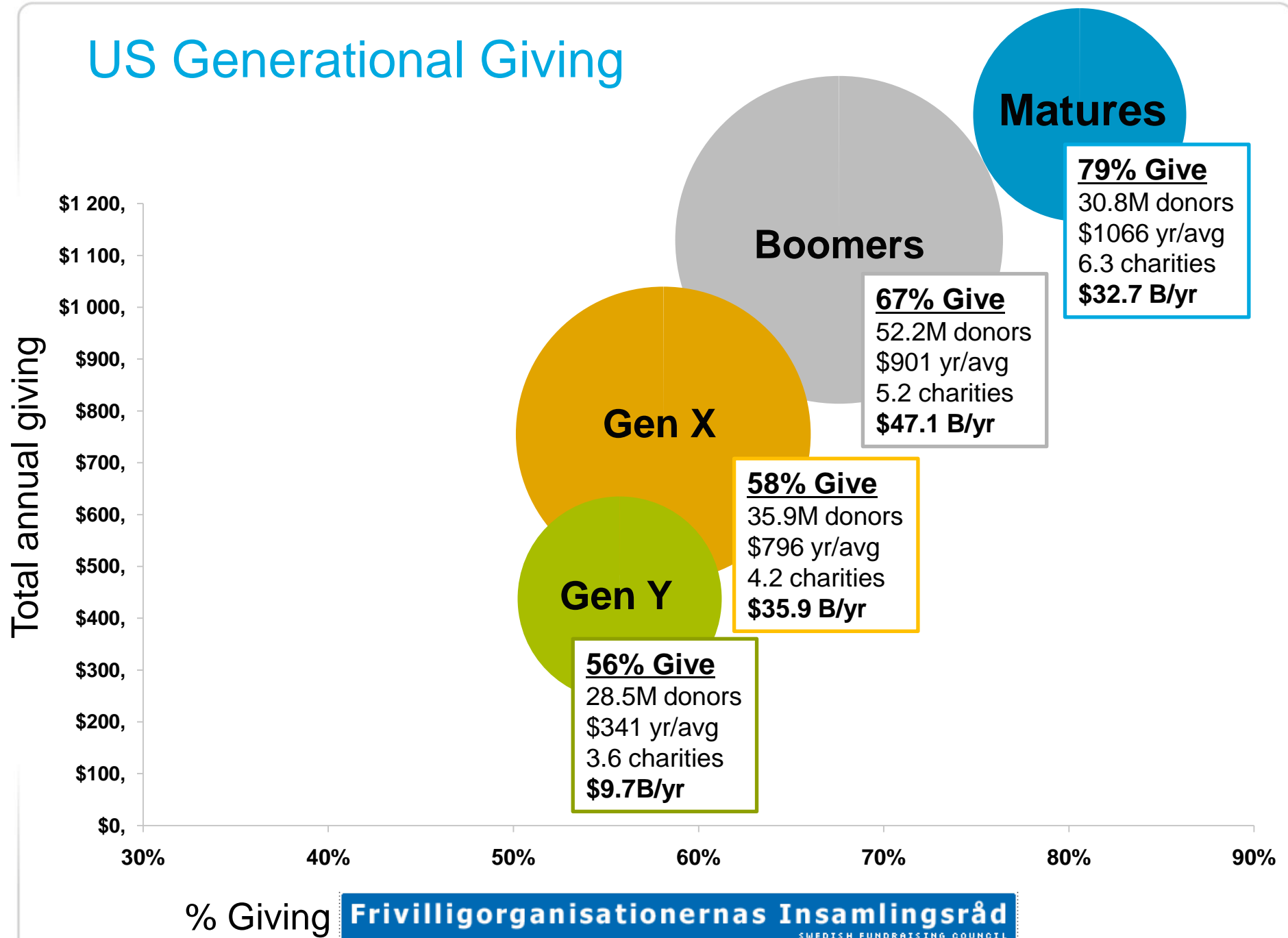


Cartoonby

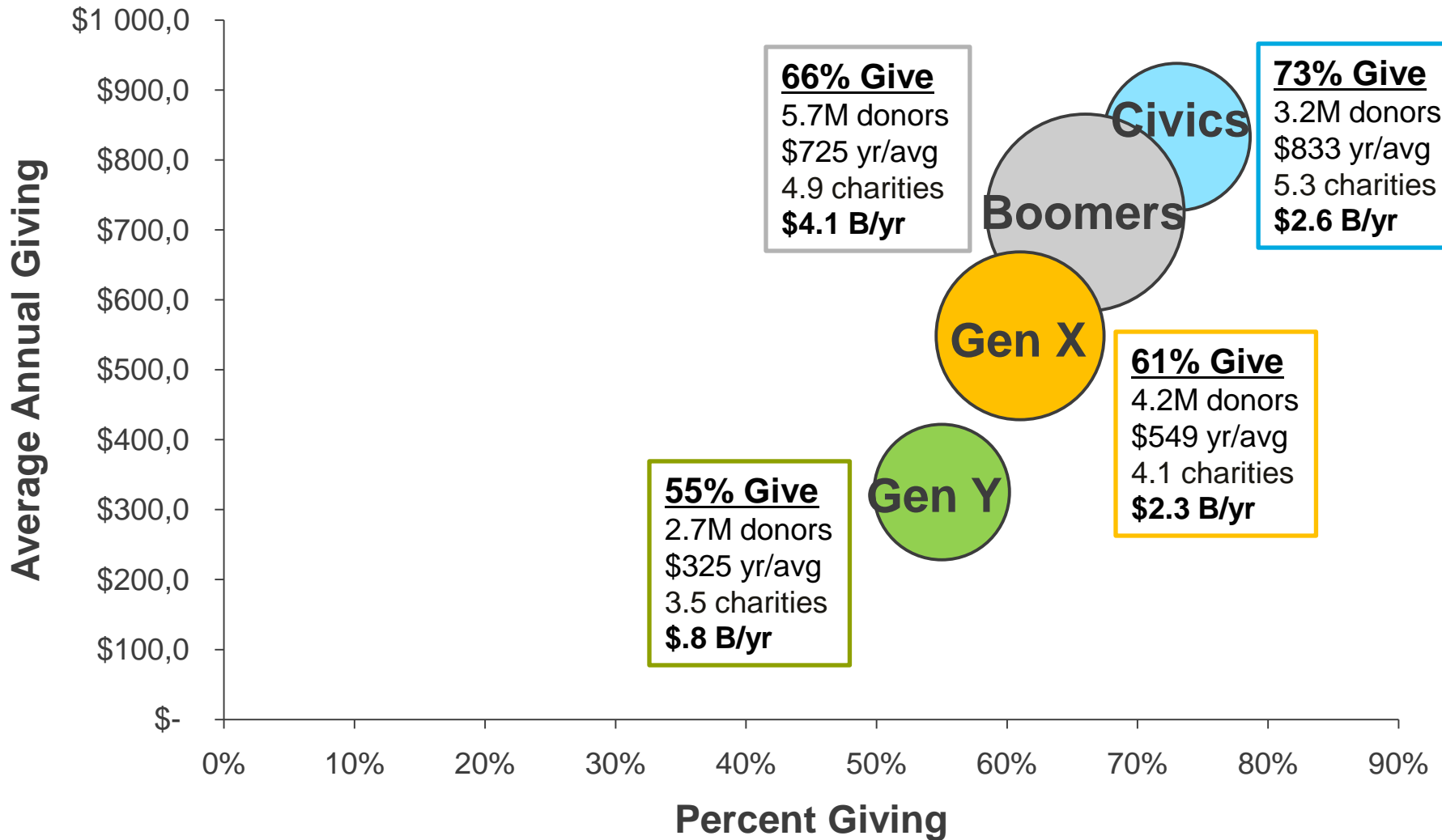


*"You seem familiar, yet somehow strange  
—are you by any chance Canadian?"*

# US Generational Giving

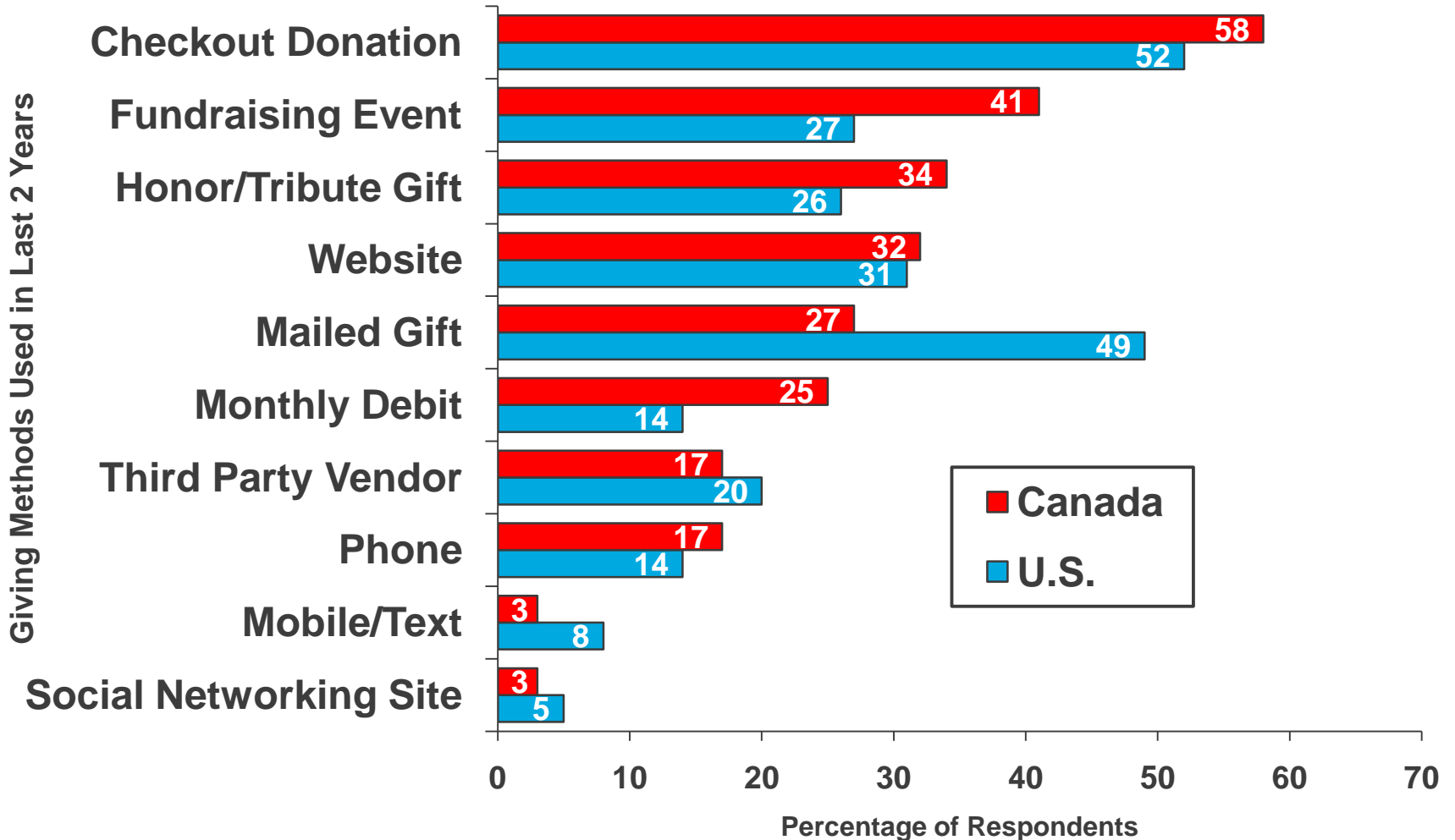


# Canadian Generational Giving



What do you think it looks like in Sweden?  
Let's draw it for fun!

# What channels are donors using in North America?

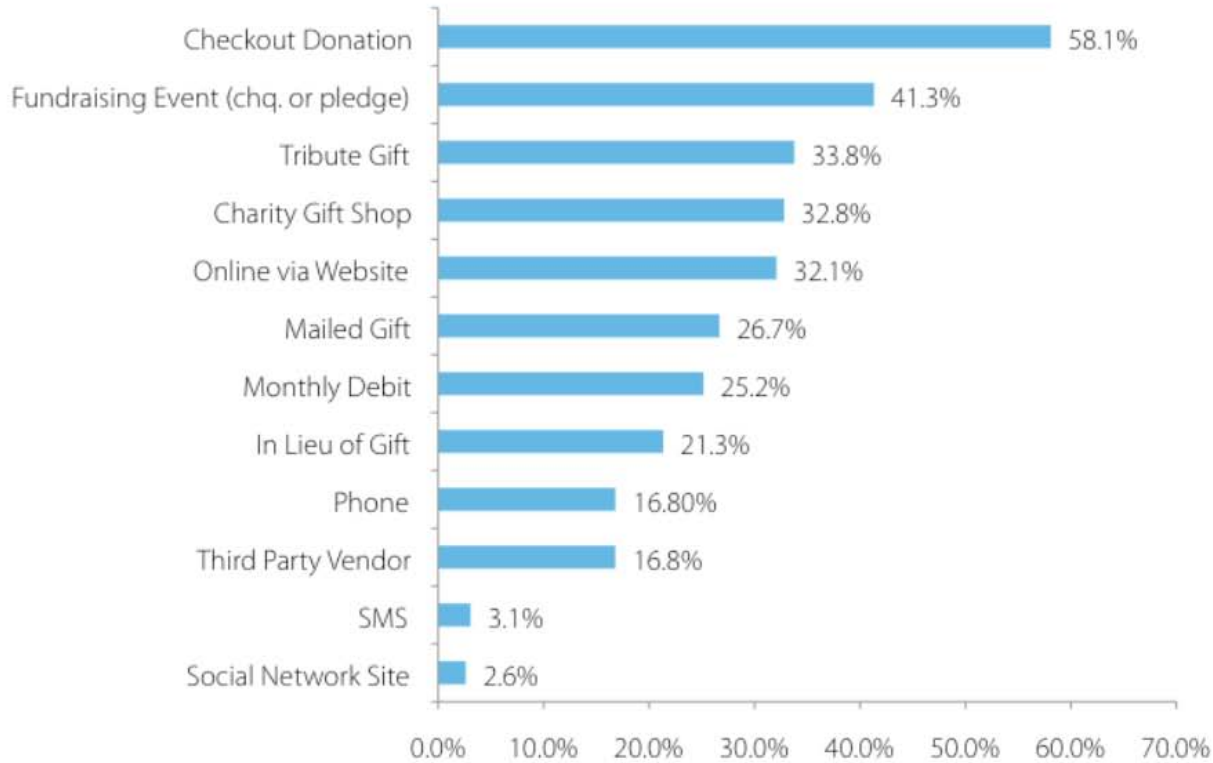


Worksheet 1: Connect the pairs...Which Generation of givers is the most prolific user of the following giving channels?



# Let's look a little more closely...

% donated this way in last 2 years (total)



Gen Y	Gen X	Boomers	Civics
58.5%	63.7%	55.6%	54.7%
27.3%	42.9%	43.8%	44.0%
19.1%	27.6%	36.6%	50.0%
30.2%	34.1%	33.7%	30.3%
41.0%	37.0%	29.1%	23.7%
12.2%	17.3%	33.3%	38.0%
24.8%	28.2%	23.5%	24.3%
22.2%	23.0%	20.6%	19.7%
6.4%	13.8%	21.2%	19.3%
24.2%	20.6%	13.7%	12.0%
7.3%	3.7%	2.3%	0.3%
4.7%	2.8%	2.3%	1.3%

Figure 3: Donation Channels Overall and by Generation

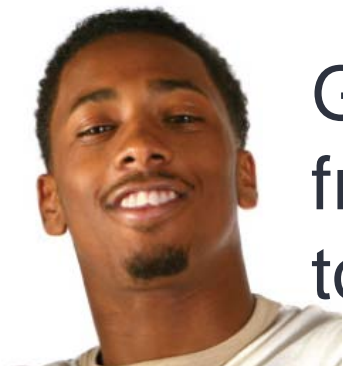
## Core lessons from the data

- Donors of all ages give in multiple ways
- Different groups have different communication preferences
- All donors enjoy being communicated with in a variety of ways
- Donors learn about your organisation in a variety of ways but traditional media and new forms of media are very important channels

## Today being donor centric means...

- Offering a variety of ways to give
- Ensuring various communications are consistent with one another
- Giving opportunities for engagement that are not financial
- Personalizing the giving experience as much as possible

# Generational Profiles



Gen Y (born  
from 1981  
to 1991)



Gen X  
(born  
from  
1965 to  
1980)



Boomers  
(born from  
1946 to  
1964)



Civics  
(born  
1945 or  
earlier)

# Gen Y Donors



- Giving is more random
- Have more time than money
- Like promotional events and giveaways
- Engage with NP in variety of ways (incl. social media)

# Gen X Donors



- Have the \$ but not time
- More casual about giving – often see themselves giving in small ways
- Very motivated to support charitable causes through peers
- Online connected, especially for research/online banking

# Boomer Donors



- Giving more deliberate
- See giving \$ as the way they can help
- Use online/mobile technology but tend to adapt more slowly than Gen X
- Respond well to e-newsletters and advocacy campaigns

# Civic Donors



- More likely to be female
- More likely with income \$30-50 K
- Most loyal and committed BUT
- Most scrutinizing about efficiencies and overhead
- Guarded about giving personal information
- Most responsive to mail, tribute giving

# How did they first learn about the cause?



## Gen Y

Mainstream media	27%
Word of mouth	<b>22%</b>
School	<b>18%</b>
Peer to peer event	<b>14%</b>



## Boomers

Mainstream media	28%
Mail	<b>19%</b>
Word of mouth	16%
Work/job	11%



## Gen X

Mainstream media	24%
Word of mouth	18%
Mail	16%
Peer to peer event	11%
Work/job	11%
Product purchase	11%



## Civics

Mail	<b>35%</b>
Mainstream media	24%
Word of mouth	18%

Do you think Swedes learn about charities for the first time in the same way?



# Canadian First Engagement



Gen Y

Direct donation	40%	Supported a friend	<b>15%</b>
Visited website	<b>23%</b>	Donated goods	<b>14%</b>
Information	20%	Attended event	<b>15%</b>



Gen X

Direct donation	49%	Attended event	12%
Donated goods	19%	Supported friend	<b>16%</b>
Visited website	<b>14%</b>		



Boomers

Direct donation	<b>51%</b>	<b>Information</b>	<b>18%</b>
Donated goods	25%		
Supported a friend	18%		



Civics

Direct donation	<b>62%</b>	<b>Information</b>	<b>19%</b>
Donated goods	13%	Supported friend	18%
Visited web site	10%		

## Myth Buster #2



**Who says younger donors are not interested in mail?**

**While more than 4 out of 10 Gen Y and Gen X believe mail is important, less than 3 out of 10 say they receive it! We may be overlooking engaging them by mail.**

**This also supports the need to follow up via multiple channels – we need to be gathering contact information with every interaction.**

# More on Gen Y



## Defining Values

Time to give back  
What's in it for me?  
Online connection

## Value

- Size
- Lifetime value
- Lower cost appeals
- Active supporters/promoters

## ***BUT***

- Require multichannel appeals
- Tracking difficult

## Social Media Habits

(% doing regularly)



70%



49%



25%



16%

## Mobile Habits

**49%** Mobile ONLY phone

**32%** Mobile primary

**42%** Facebook Mobile app

**53%** Texters

# More on Gen X



## Defining Values

Peer-motivated  
Time vs. money  
Online connection

## Value

- Size of gifts to top charities
- Lifetime value
- Lower-cost appeals
- More than dollars
- Viral promoters
- Most Educated, Higher Income

## ***BUT***

- Harder to secure

## Social Media Habits

(% doing regularly)



56% 30% 13% 11% 11%

## Mobile Habits

**28%** Mobile ONLY phone

**37%** Mobile is primary

**27%** Facebook mobile app

**40%** Texters

# More on Boomers



## Defining Values

Giving more  
planned/deliberate

See giving \$ as the best way  
they can help

## Value

- Largest cohort
- Size and dollars
- Income

## Tech/Media Profile

**29%** Facebook (reg)

**17%** Texters

**47%** E-newsletters

**55%** Bank online

**33%** Shop online

# More on Civics



## Defining Values

Pre-meditated giving

Loyal

Guarded

Concerned about  
efficiency/overhead

## Value

- Largest annual contributions
- Greater # of groups
- Tracking/Direct mail responsive

## ***BUT***

- Smallest cohort and shrinking
- Less open to new appeals

## Tech/Media Profile

**17%** Facebook (reg)

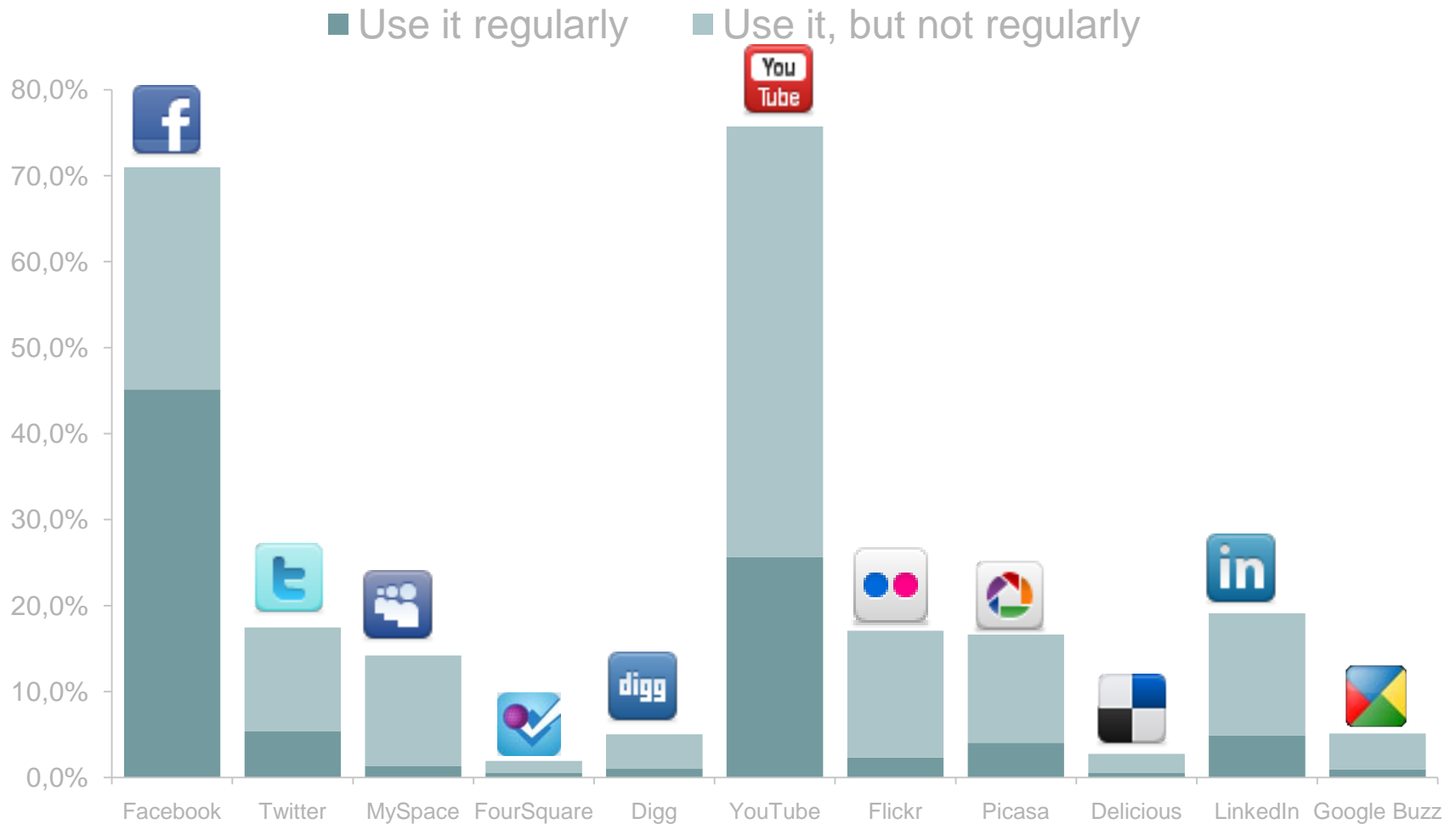
**5%** Texters

**48%** E-newsletters

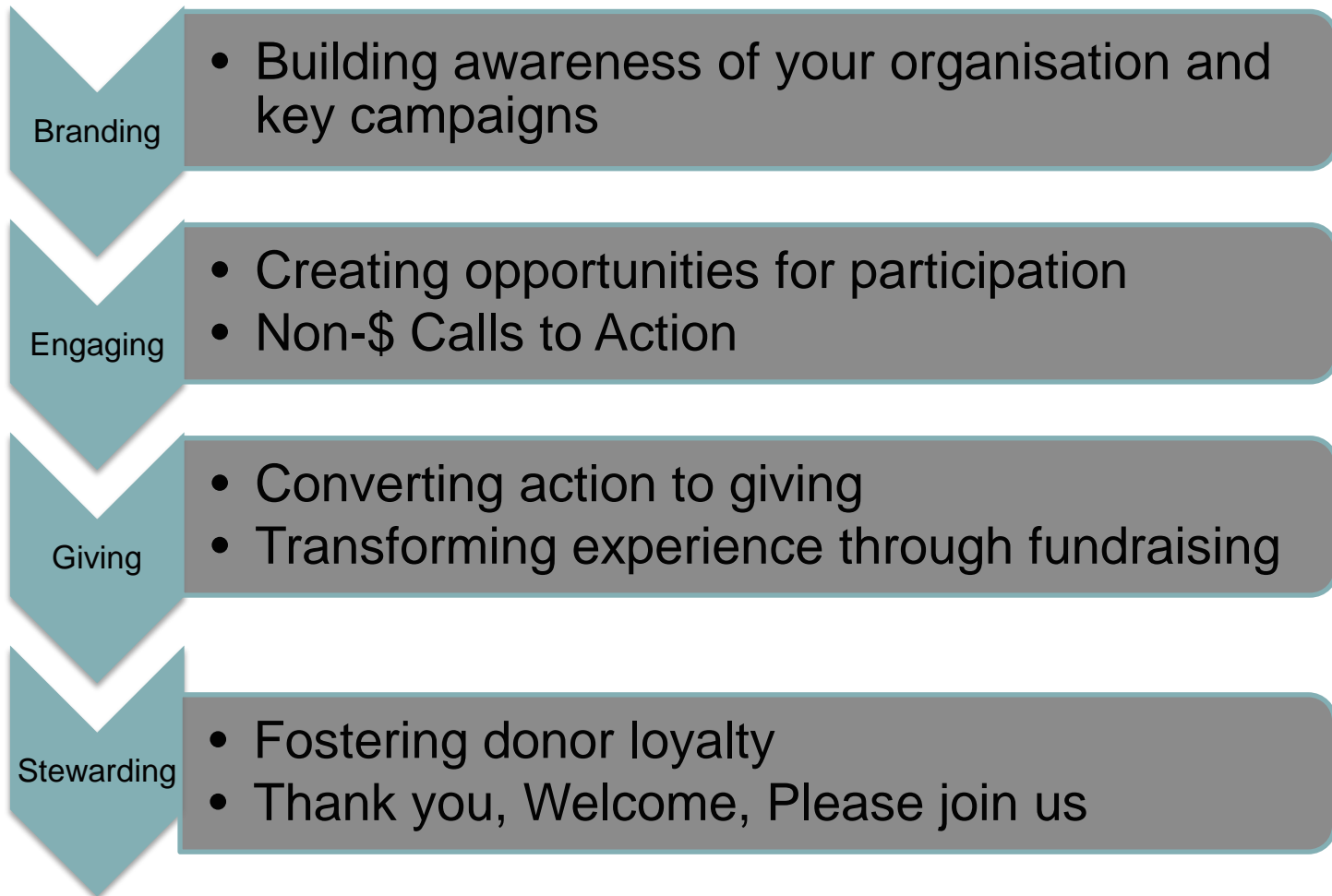
**57%** Bank online

**34%** Shop online

# Donors are using social media...



# The BEGS™ model



## An example of multi-staged conversion... the BEGS model...

Post-campaign conversion phone appeal:

Online advocates who took part in a Call to Action were called within 12 months after they signed up. They were also sent a voice message to tell them of the upcoming call one week prior.

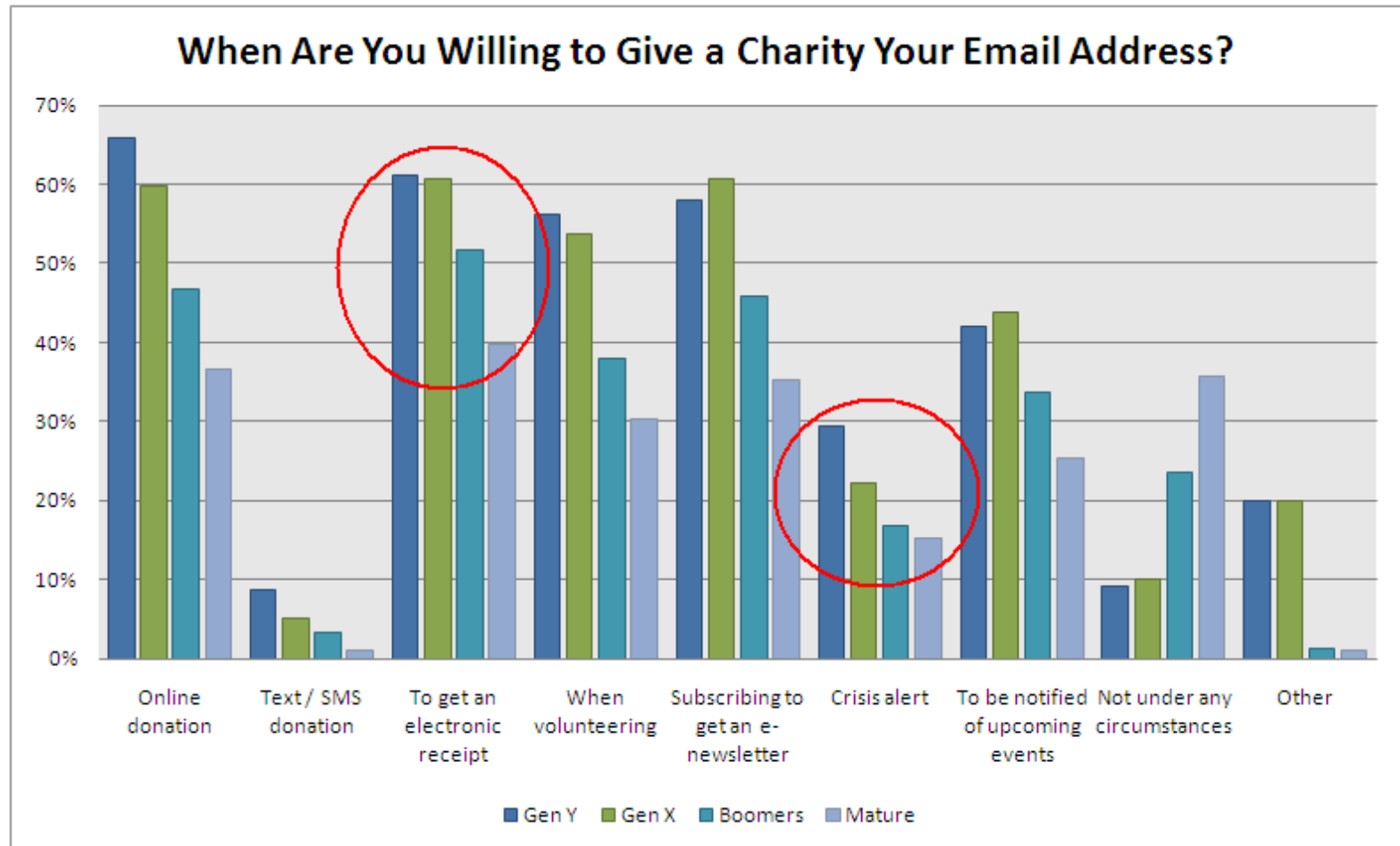


## Case study - continued

Primary ask → **Monthly gift**

Number contacted	4180
New donors gained:	484
Conversion rate:	<b>11.6%</b> (9.2% monthly!)
Ave. gift:	<b>\$11.26</b> monthly <b>\$42.46</b> single
Year 1 ROI:	<b>.98</b>
Net cost/new donor:	<b>\$3</b>

# How do we get Canadians emails? And what about Swedes?



Two huge questions to ask  
yourself:

**Question 1:** If Boomers and Gen X are proven to hold significant financial value as donors why are we spending the majority of our marketing dollars on civics?

Because that's all we've done for the last 15 years!?

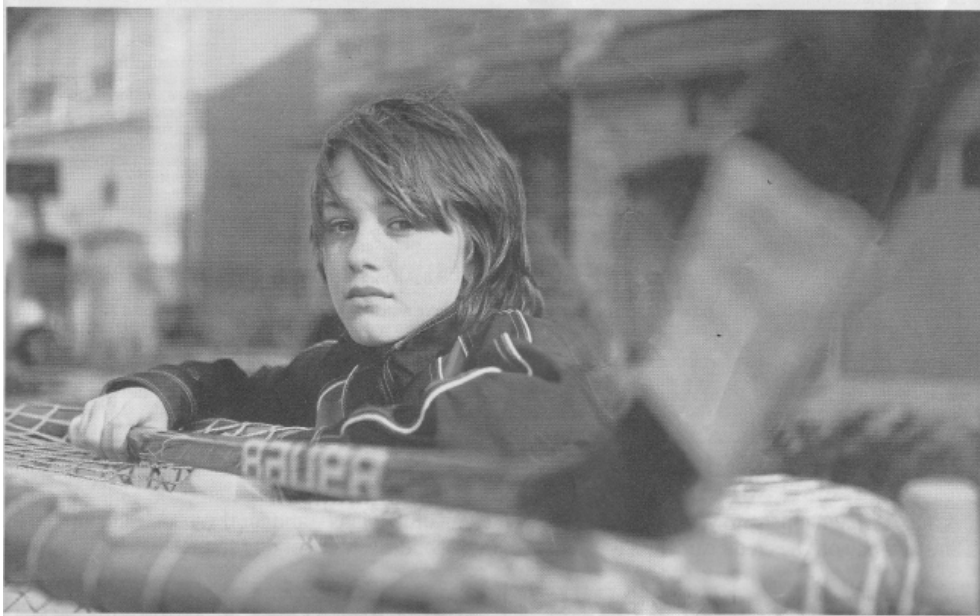


**Question 2:** If fundraising is so profoundly integrated, profoundly cross-channel, and profoundly interconnected then where can we find a wrecking ball for the silos we've built?



# One last group – the millennials... the Gen Z...

## Who could say no to this face? Meet the new generation of fundraisers



Children are three of the top 10 money generators for the Ontario branch of the Canadian Cancer Society, **Tralee Pearce** reports

**F**or Mark Mannarn, coming up with the concept for his charity event was simple. "I love hockey. And I hate cancer," the 12-year-old says.

The result? Minor Hockey Fights Cancer. Feel Like a Pro Day, in Toronto.

Mark lost his grandmother to pancreatic cancer last year. His mother, Judy, is now fighting breast cancer. And after participating in a school program about student advocacy called We Day, Mark put the pieces together.

At his event at York University

ing Paul Coffey, will host hockey clinics for boys and girls. The first 240 children to register and raise \$200 in sponsorship get to participate. If they raise more, there are prizes and a "Gold Medal Game" with the pros.

"One hundred thousand dollars is my goal," Mark says. "It's to fund research and hopefully find a cure for cancer." The proceeds are earmarked for the Canadian Cancer Society. Mark is hoping that MHFC becomes an annual event for all minor-hockey communities across the country, "like

Mark Mannarn, 12, who lost his grandmother to pancreatic cancer and whose mother has been diagnosed recently with breast cancer, has organized a fundraising event later this spring called Minor Hockey Fights Cancer.

DELLA ROLLINS FOR THE GLOBE AND MAIL

12 years old

Raising \$100,000 online

What will they be like in 10 years, 20 years, 30 years?

The future is now!

PETA – it goes both ways for parents...

# WORKSHEET 2 – CURRENT AND FUTURE DONORS

2011 Donor Cohort	% of donor database	Favourite ways to give to you	2021 Donor Cohort	% of donor base	Favourite ways to give to you
Gen Y					
Gen X					
Boomer					
Civic					

Gen Z?

# A Big Table in the Big State of Texas...

**SEARCH**

The Web CNN.com

Search ENHANCED BY Google

- Home Page
- World
- U.S.**
- World Business
- Technology
- Science & Space
- Entertainment
- Travel
- Weather
- World Sport
- Special Reports

**Register Here**  
 Be the first to know.

**ON TV**

- What's on
- Business Traveller
- Global Office
- Music Room
- Talk Asia
- Services
- Languages

## Six killed in Raleigh car accident

Sunday, November 2, 2003 Posted: 0910 GMT (5:10 PM HKT)

**RALEIGH, North Carolina (AP) -** Six people were killed Saturday night when a van slammed into a car involved in an earlier collision near a stadium where a college football game had been played in the afternoon, authorities said.

The accident occurred about 9 p.m. at an intersection outside the North Carolina State Fairgrounds and Carter-Finley Stadium, where North Carolina State's football team had defeated Virginia a few hours earlier. It is unclear whether any of the victims had attended the game, televised regionally by ABC.

A Chevy Blazer ran a stop sign at the intersection, striking another Blazer. As those involved in the accident got out of their vehicles and pedestrians stopped to help, the van apparently struck one of the automobiles and some of the people who were in the road.

Five people died at the scene and a sixth died being transported to a hospital, said Sgt. Everett Clendenin of the Highway Patrol. Two people were being treated for non-life-threatening not been released late Saturday.

Clendenin said the van's driver, who was unharmed, faces charges, including driving while impaired. His identity was also not released.

"This is going to be one of those (accidents) that's going to take some time" to



Emergency workers survey the scene where six people were killed in a multiple vehicle accident.

**Story Tools**

- SAVE THIS
- EMAIL THIS
- PRINT THIS
- MOST POPULAR
- MADD DON'T LET IT HAPPEN AGAIN

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# Integration is also between departments...

Online News Source	Existing Relationship	E-Philanthropy Story Button?
CNN.COM	?	?
USATODAY.COM		
NYTIMES.COM		
AOL.COM		
MSN.COM		

# How Did They First Learn About the Cause? How would MADD react?



## Gen Y

Mainstream media	27%
Word of mouth	<b>22%</b>
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## Boomers

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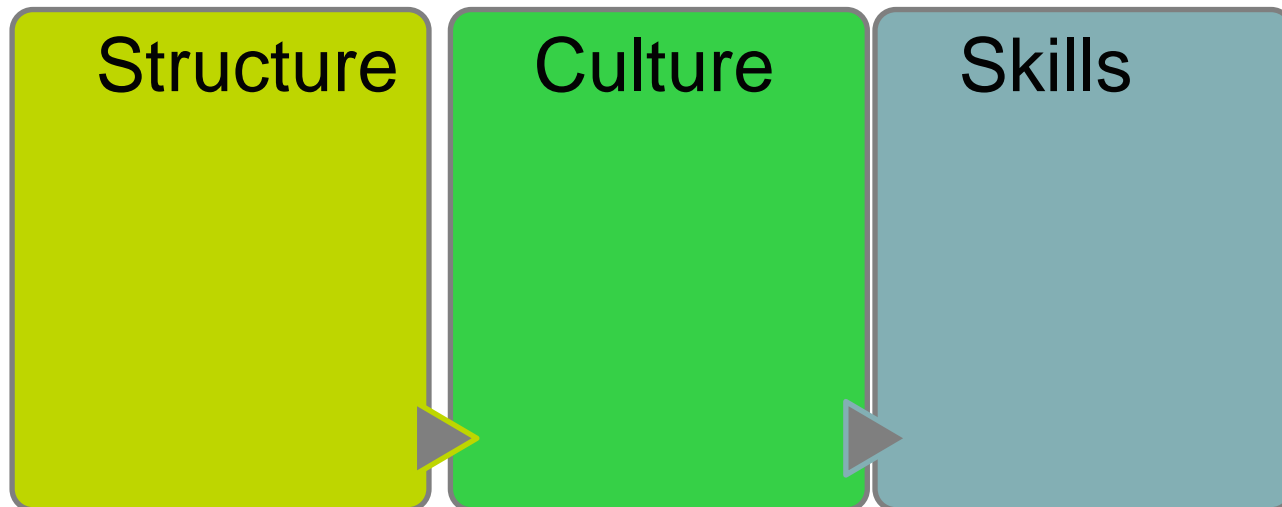


## Civics

Mail	<b>35%</b>
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Word of mouth	18%

# Barriers to becoming a multi-channel, multi-generational success

- There are a few common barriers to implementing an effective multi-channel, multi-generational plan

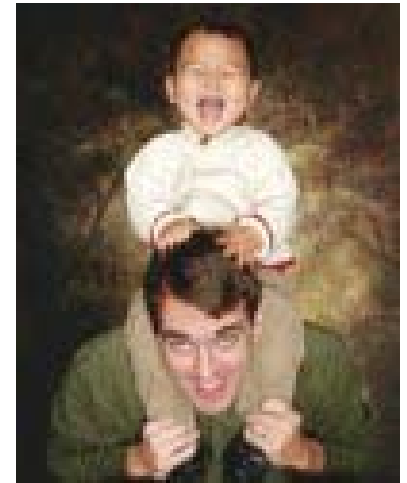


# Structure: the Nooner

Humane Society US: Business rules that create integration

## *The Nooner*

- 9 minutes
- PR, online, video, pubs, and member services
- Quick reports/discussions



# You need the business rules

The meetings ensure that:

- All communication channels are in synch on messaging, timing, etc.
- We respond to breaking news immediately and effectively
- We more effectively plan our campaigns and how to launch/run them
- We give campaigns and program staff an easy way to communicate – and coordinate -- their ideas/goals/events to drive our mission forward
- Action groups not working groups



Who is this person?

Arguably, the man who has built the most globally recognized hotel brand...

## Culture

- **Four Seasons** and Sharp's four key principles for service excellence:
- Quality
- Service
- Culture
- Brand

On average, the Four Seasons can charge 25-30% more per room than it's closest competitors...

# SKILLS

- They NEVER looked for past experience for non-executive positions. They looked for:

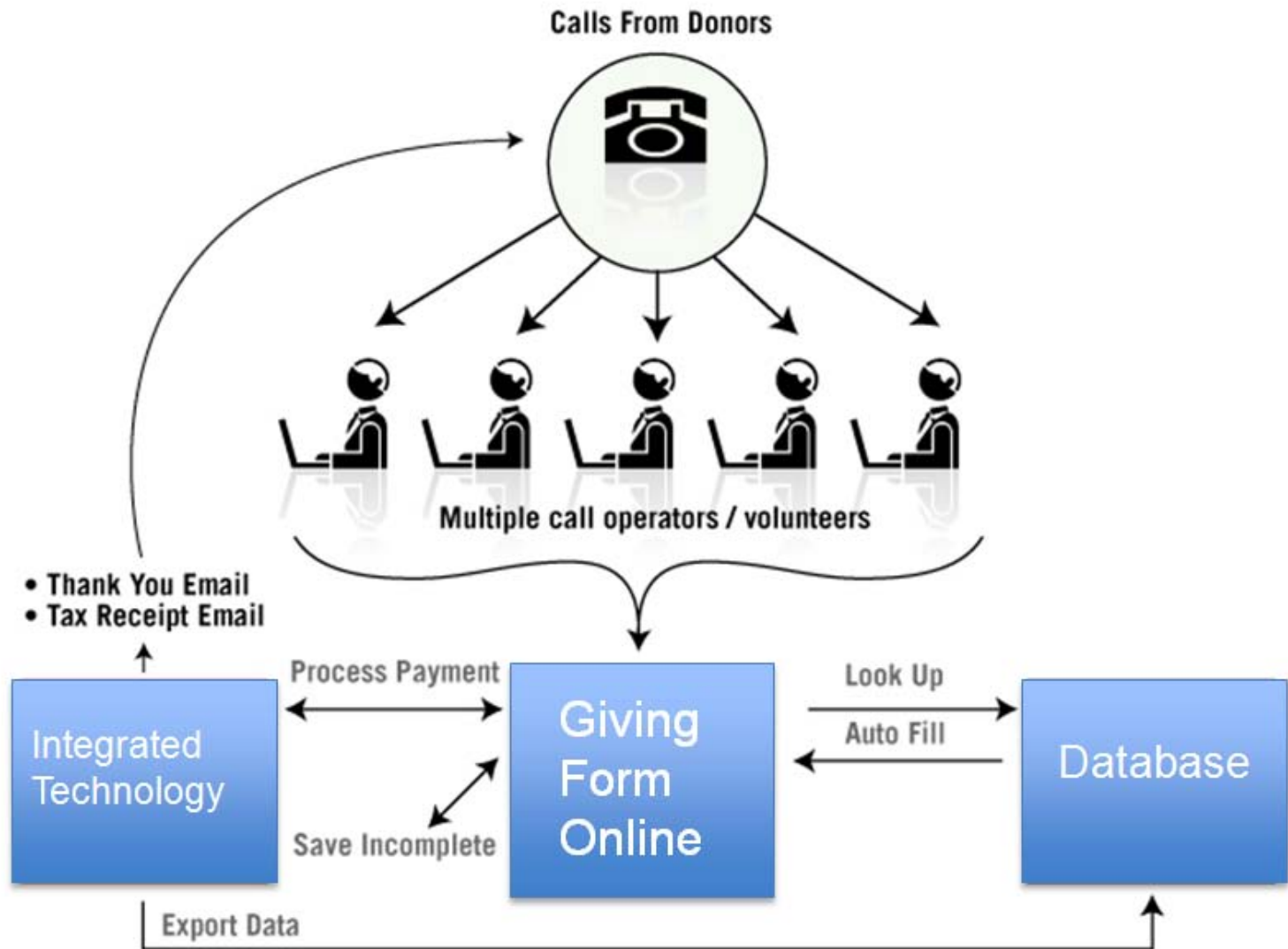
1. attitude;
2. manners;
3. ability to problem solve;
4. to engage with the customer

**Is that how you hire fundraisers?**

# Customer Service – in non profit organizations

**Princess Margaret Hospital Foundation** – one of the top 5 cancer-research fundraising hospital foundations in the world

**Lynn Douglas, Vice President, Community Giving and Community Programs** implemented staff meetings on how to treat customers (donors) better and the **number one desire**: staff wanted **more training/more tools** to give donors a better customer experience



# Who are you as an integrated organization?

## Organization Type A

Tension	Behaviour	Outcome
Fear	Blaming	Burnout, detachment
Anxiety	Self-interest	Stagnation, isolation
	Political	Downgrading

## Organization Type B

Tension	Behaviour	Outcome
Innovation	Cooperation	Achieve Goals
Creativity	Teamwork	Shared Success
	Productive	Rewards

How many are Type A  
and how many are Type  
B? Be honest!



# Worksheet 3



On a scale from 1 to 5 with 5 being completely prepared for an integrated fundraising future, please rank your key elements:

- a) Structure
- b) Culture
- c) Skills

**Embrace the future!**

**It's complicated BUT  
beautiful...**