

**GENERATIONAL CHANGE:
SHAPING YOUR STRATEGIES**

MELISSA BROWN



A look at generations

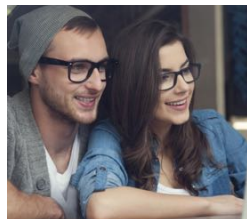


Gen X

Born 1965 – 1980 (or so)
Now about ages 38 to 53
Mostly in or entering “peak earning” years
Super busy with work, family
Feel weighed down by debt, responsibilities

Y (aka Millennial)

Now about ages 24 to 37
½ college/early career
½ “established” (home, job, partner, some kids)
Looking for positive global change



Gen “Z” – no other name yet



- Oldest are 23
- Hyper-connected via technology
- Expect “push” messaging from vendors, NPOs.
- **Experimenting and resume-building through volunteering.**
- Time to build “culture of philanthropy.”

All of these expect actions and words of equity, inclusion, and cultural competence.

AGE-DIVERSE TEAM



Distribute **meaningful tasks**

For some, **your organization is likely a “gig”**

and they contribute significantly

Make time for communication

https://www.sagepeople.com/17-70/multigen-research/?ppc_keyword=generation%20z%20at%20work&utm_medium=paidsearch&utm_source=google&utm_campaign=Research%2017%20-%2070&gclid=FA1aIQobChMlgnD0ypid44wIVjobACh3MDAUsFAAYASAAEgl_yavD_BwE

Two-way communication

Gen X and Millennials seek



Collaborations: decision-making, problem-solving

Continuous **feedback**

On-going opportunities to **learn**

Openness to improvement (change)

<https://www.protiviti.com/sites/default/files/workplace-comm-wp.pdf>

GENERATIONS X, Y & (MAYBE) Z

- Crave **interactions**, in-person and mediated by technology
 - Google Hangout, Zoom, Facebook Messenger, etc.
- Appreciate **cloud-based and collaborative software platforms**
 - Slack, Asana, Dropbox, Invision, etc.—many of these are free
- Expect access to **up-to-date technological tools** and colleagues who can use them
 - Boomers no longer need their kids to understand the remote control
- Want **work/life balance**. It's a job, not an identity.

WORKPLACE GIVING MATTERS

- Gen X and later want **employers to be socially responsible**
- **“Volunteer days”** for teams → higher employee morale
- **Team members give** after hands-on experience
- **Companies** tie giving to employees’



BUILD A PIPELINE – STAFF, VOLUNTEERS, DONORS

- Recruit for **interest in mission**
 - Train for skills
- Create **cohorts for leadership experience**
 - 3 or more individuals at a time
- **Look outside “your bubble”** to find promising candidates



PLAN TO INCREASE GIVING

Melissa S. Brown
& Associates, LLC



- Increase the **percentage** of people who give



- **Retain** existing donors



- Increase the **average amount** per donor

WHAT DROVE GIVING?

Linkage

Knows anyone in
organization

Ability

Income or assets

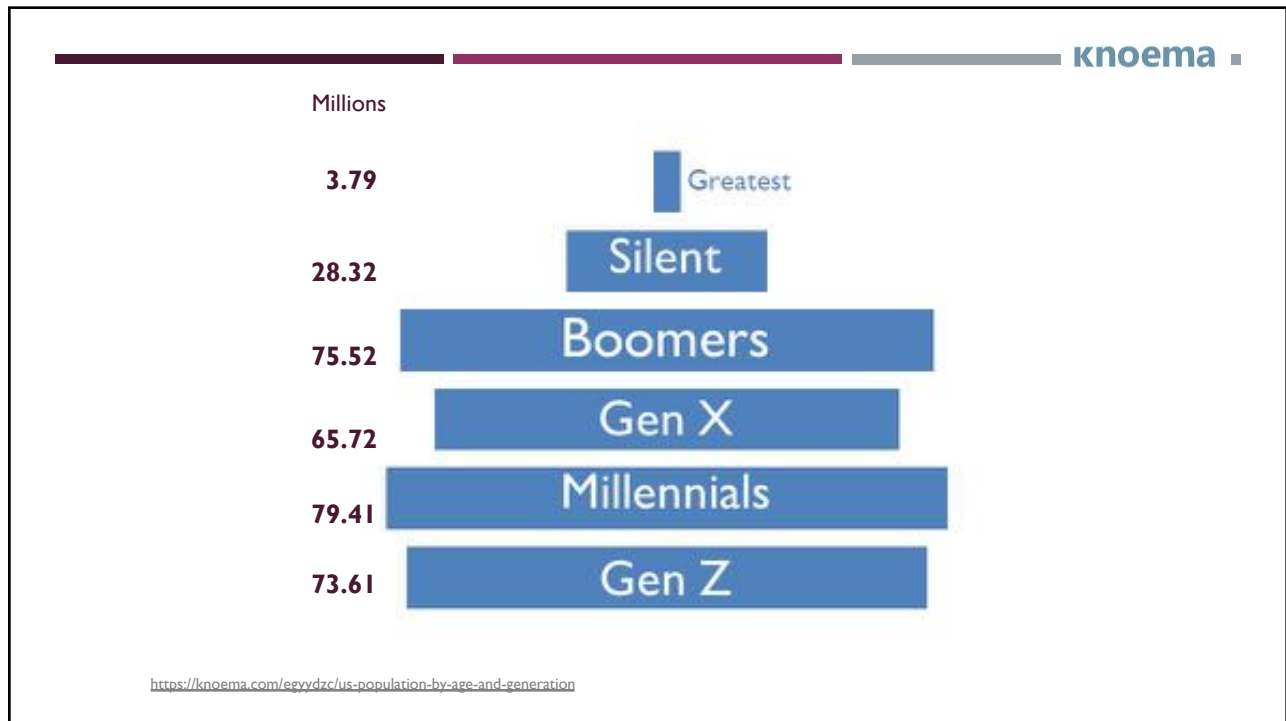
Interest

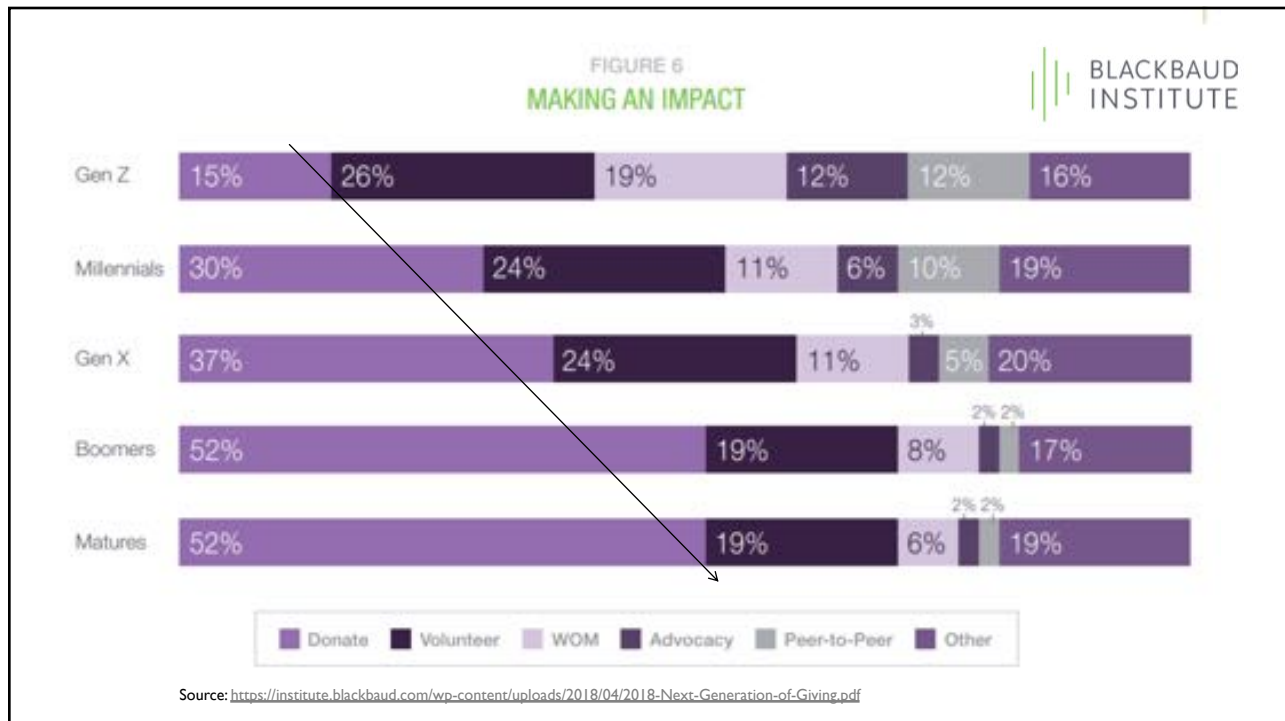
Can be engaged in
mission

What drives giving now?



Interest	Linkage	Ability
Emotional or sensory experience related to mission	Connection with <u>trusted individual</u> connected to organization	Will find a way IF cause matters and organization is trust-worthy

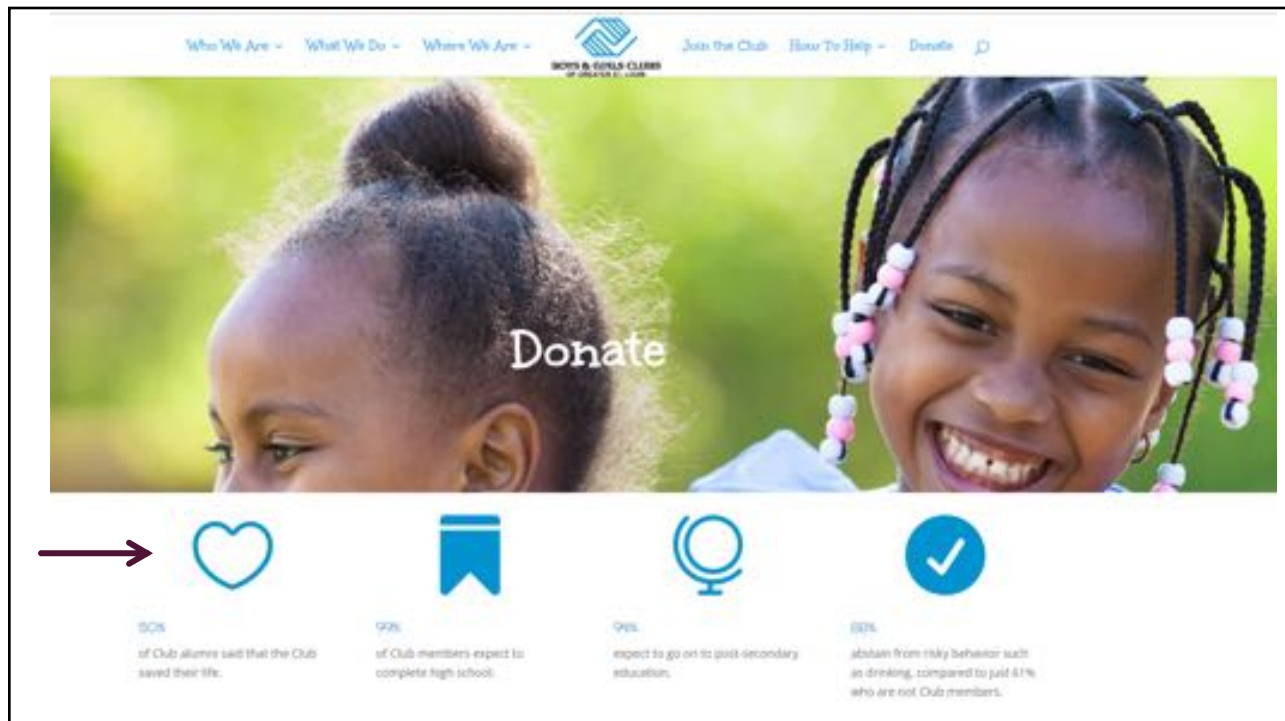




GEN X, MILLENNIALS & PROBABLY Z

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- Impact.
 - Stories work better than data.
- Make giving fun.
 - Humor, where appropriate
 - Competition
 - Social – giving groups
 - Family, friend network, social network



ELICIT EMOTION AND BUILD TRUST

■ Communicate **mission, impact**

- “Drip” messaging. Small doses, relatively frequently.
- “Push” messaging – sponsored. Make it easy to find your organization.
- Photos on Instagram, Snapchat. Use Facebook.

■ Share the **good, bad & ugly**

- Website with impact stories, transparent financials
- “What we’ve learned”
- Direct experiences available

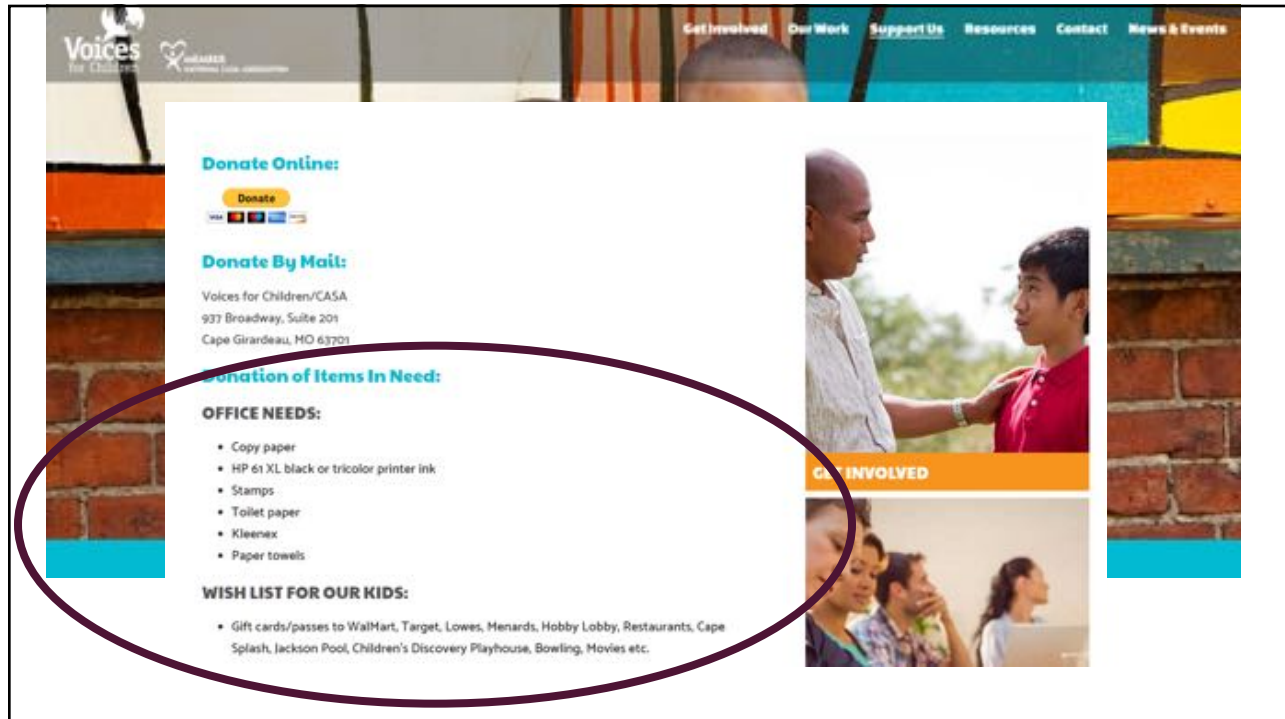
INVITE TWO-WAY COMMUNICATION

- Respond to social media posts
- Short surveys
- YouTube
- “Day in the Life of...”
- Frequently updated, interactive website



1st ask is for something other than money

- Peer referral
- In-kind
- Time, talent and ties
 - Treasure is the last piece
- Charity as “add-on”
 - Amazon Smile
 - Apps for Charity Miles (walking), Donate a Photo (J&J), video games (several)



Voices for Children/CASA
 937 Broadway, Suite 201
 Cape Girardeau, MO 63701

Donate Online:

Donate

Donate By Mail:

Donation of Items In Need:

OFFICE NEEDS:

- Copy paper
- HP 61 XL black or tricolor printer ink
- Stamps
- Toilet paper
- Kleenex
- Paper towels

WISH LIST FOR OUR KIDS:

- Gift cards/passes to WalMart, Target, Lowes, Menards, Hobby Lobby, Restaurants, Cape Splash, Jackson Pool, Children's Discovery Playhouse, Bowling, Movies etc.

ONLINE GIVING IS THE FUTURE



- **6 in 10 under 40** say would give online
- 1/3rd say they **would give via an app**
 - Givelify
 - JustGiving
- Organizations should **consider PayPal**
 - Trust and security
- **Watch Venmo**, in beta testing now.
 - Social dynamic

safe connections
Where violence ends and healthy relationships begin

Donate Today!

1 Amount 2 Your Info 3 Tribute Info 4 Payment

Select an Amount

Make this donation recurring/monthly

Increase my donation amount to cover fees

\$25 \$50 \$100 \$250 \$ Other

Next

RETENTION, RETENTION, RETENTION

- **Personal contact** after a gift
 - Telephone call from volunteer
 - Handwritten letter
 - Special recognition at event
- **Thank volunteer within 48 hours** and invite additional support
- **Stories of impact** “dripped” through all channels
- Segment so donors get the **right message for them.**

Your next steps?

Development review/assessment

- **Collegial, collaborative climate?**
- Staffing - diverse? Job descriptions? Metrics?
- Board engagement? Diversity? Recruitment strategies?
- **Create emotional experience?**
- Do you have **someone “at the other end of the line”** for all communications channels?

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Website review and revision

- 1st place most donors go
- Can donors of different ages see and use website?
- **Can donors get to donate page with 1 click?** Navigate fields to complete?
- Does website **have compelling impact stories?** Some data? Access to financials/graph?

YOUR NEXT STEPS?		
Development review/assessment	Website review and revision	Database designed for retention
<ul style="list-style-type: none"> • Collegial, collaborative climate? • Staffing - diverse? Job descriptions? Metrics? • Board engagement? Diversity? Recruitment strategies? • Create emotional experience? • Do you have someone “at the other end of the line” for all communications channels? 	<ul style="list-style-type: none"> • 1st place most donors go • Can donors of different ages see and use website? • Can donors get to donate page with 1 click? Navigate fields to complete? • Does website have compelling impact stories? Some data? Access to financials/graph? 	<ul style="list-style-type: none"> • Retention plan with messaging, personnel trained? • Renewal rates, upgrade rates, pipeline for major gifts? • Do you know donor ages? Can you get them with screening? • Abilities to segment? Create and send different messages?

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