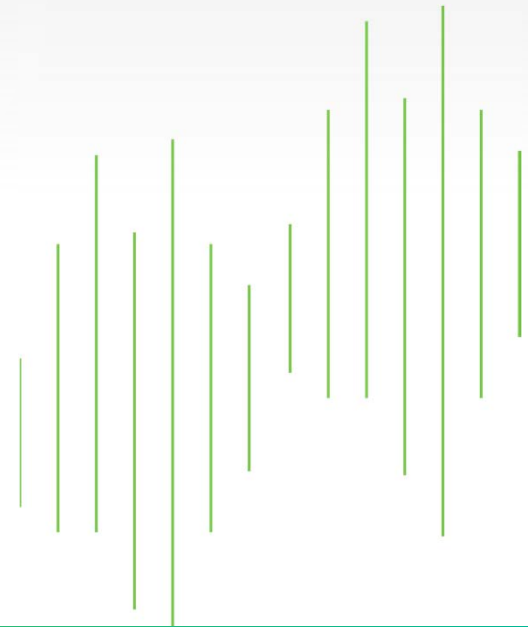




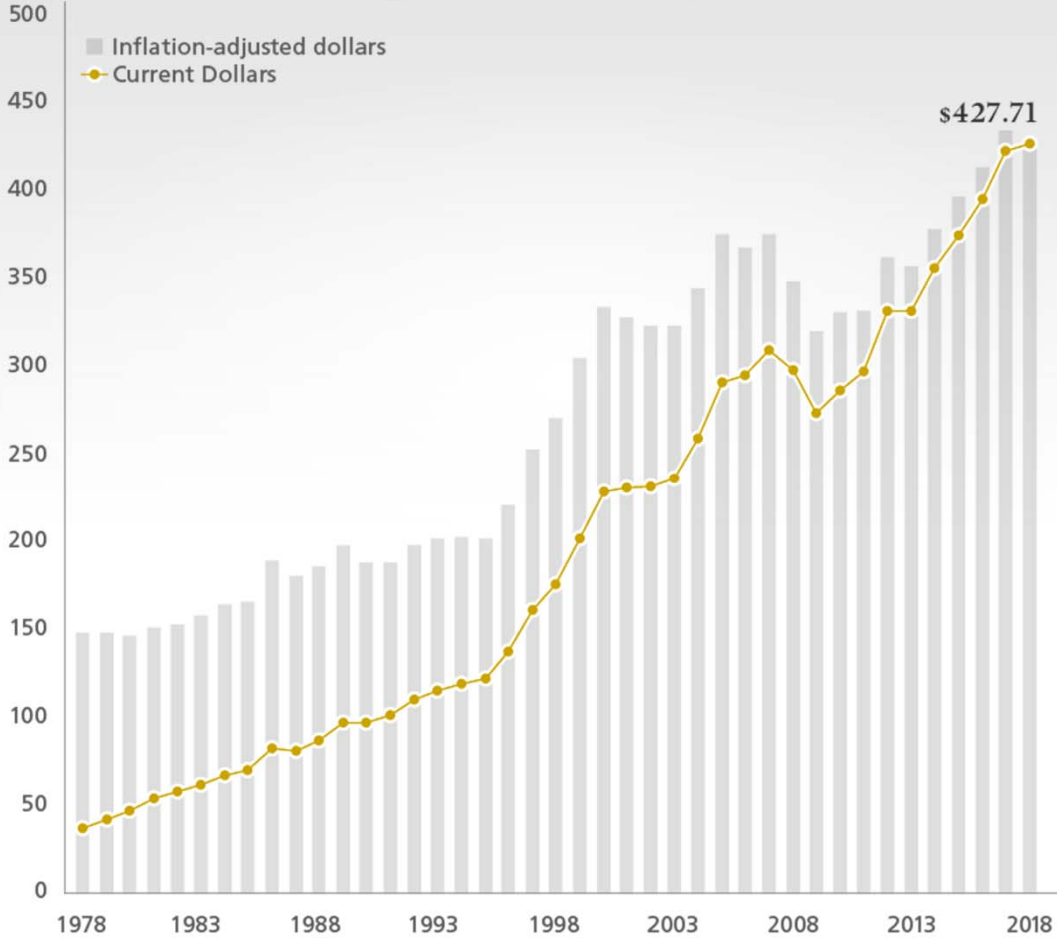
Changing Tides

The Next Generation of Giving

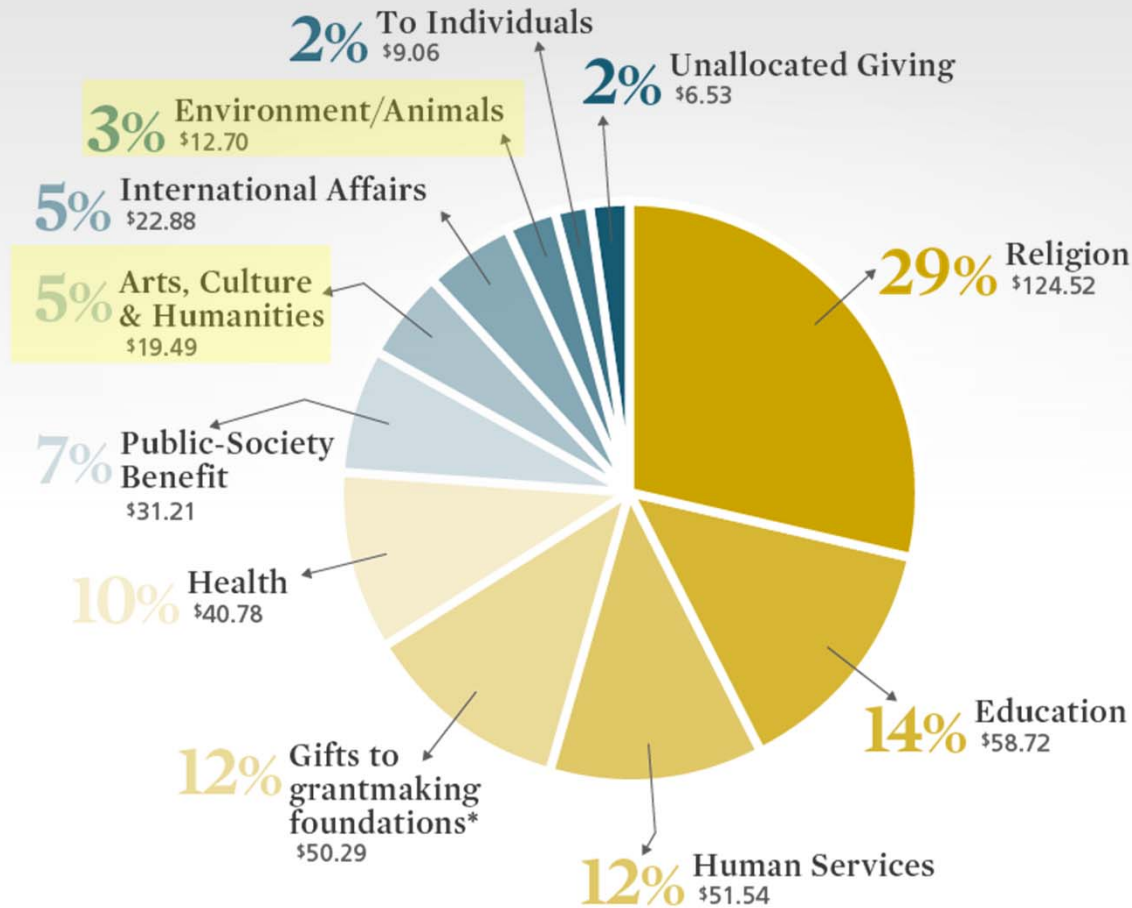
- ▶ Ashley Thompson
Managing Director, Blackbaud Institute



Total Giving (In Billions Of Dollars)

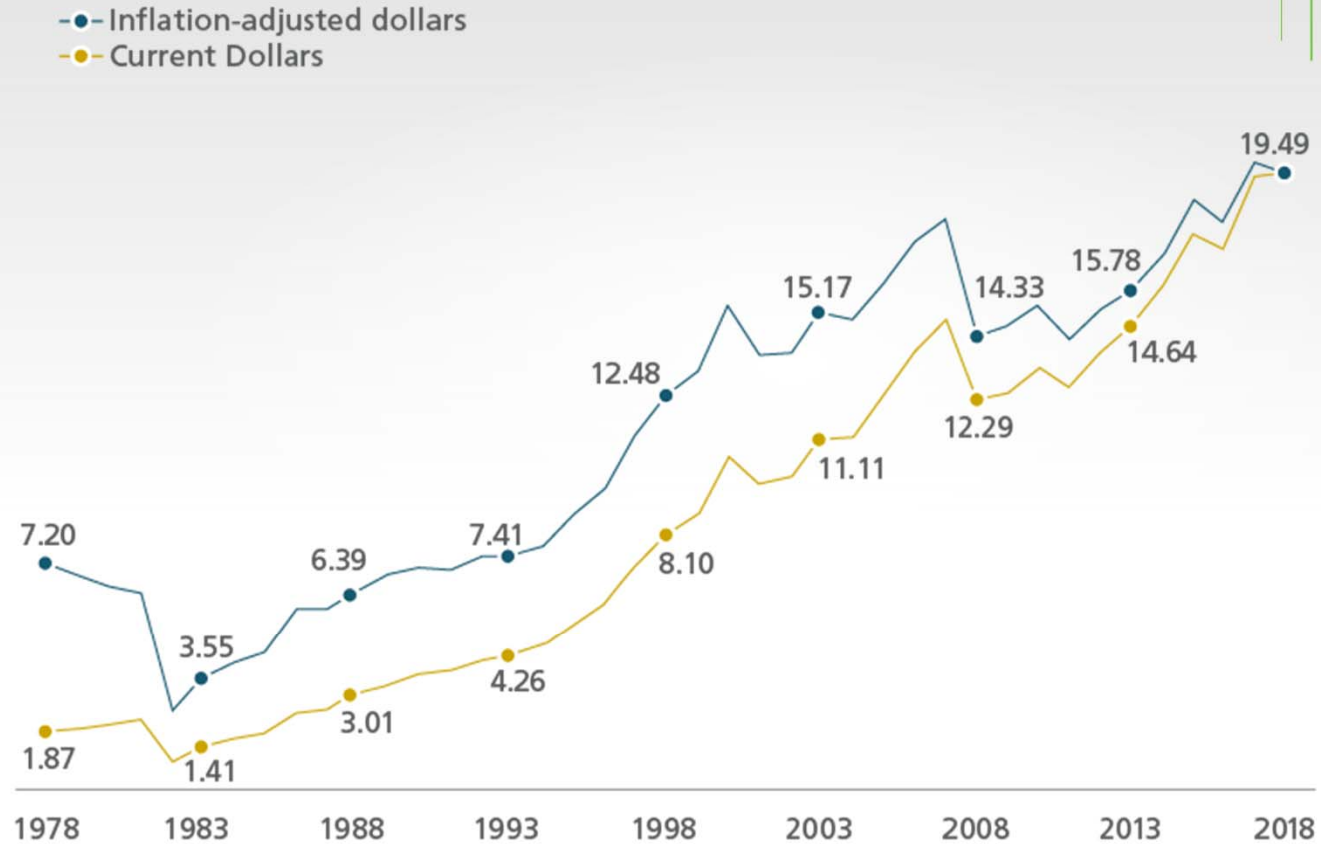


By Recipient *(In Billions)*



Source: Giving USA 2019

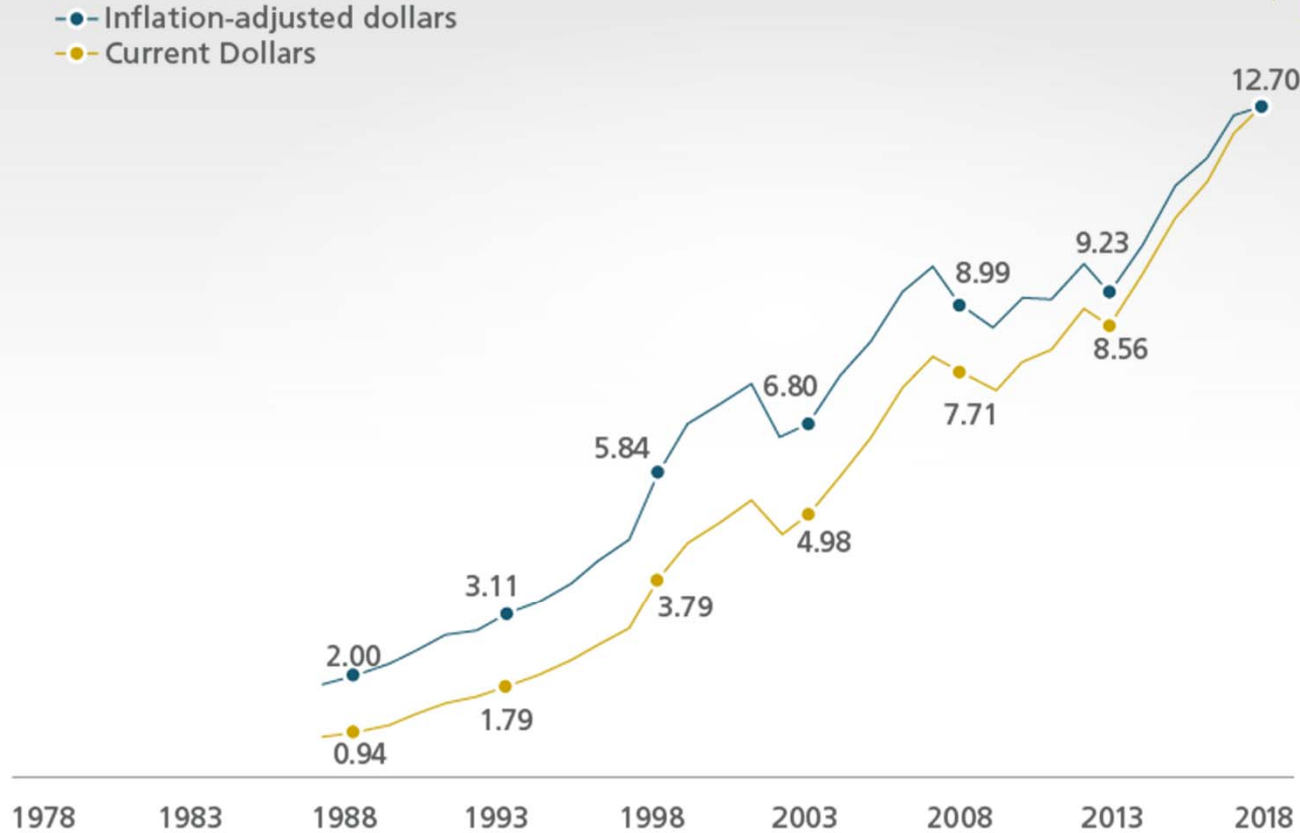
Giving to Arts, Culture & Humanities (In Billions)



5% of giving since 2010

Source: Giving USA 2019

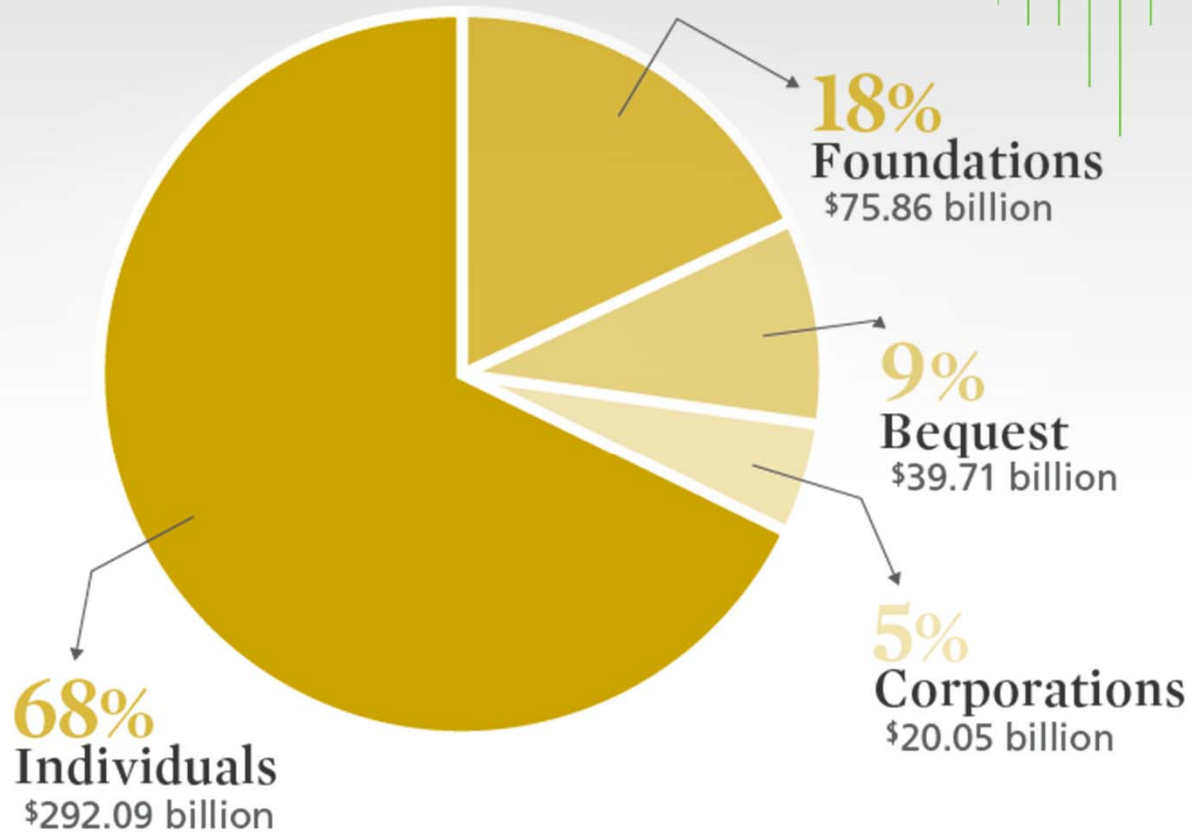
Giving to Environment & Animals (In Billions)



3% of giving since 2011

Source: Giving USA 2019

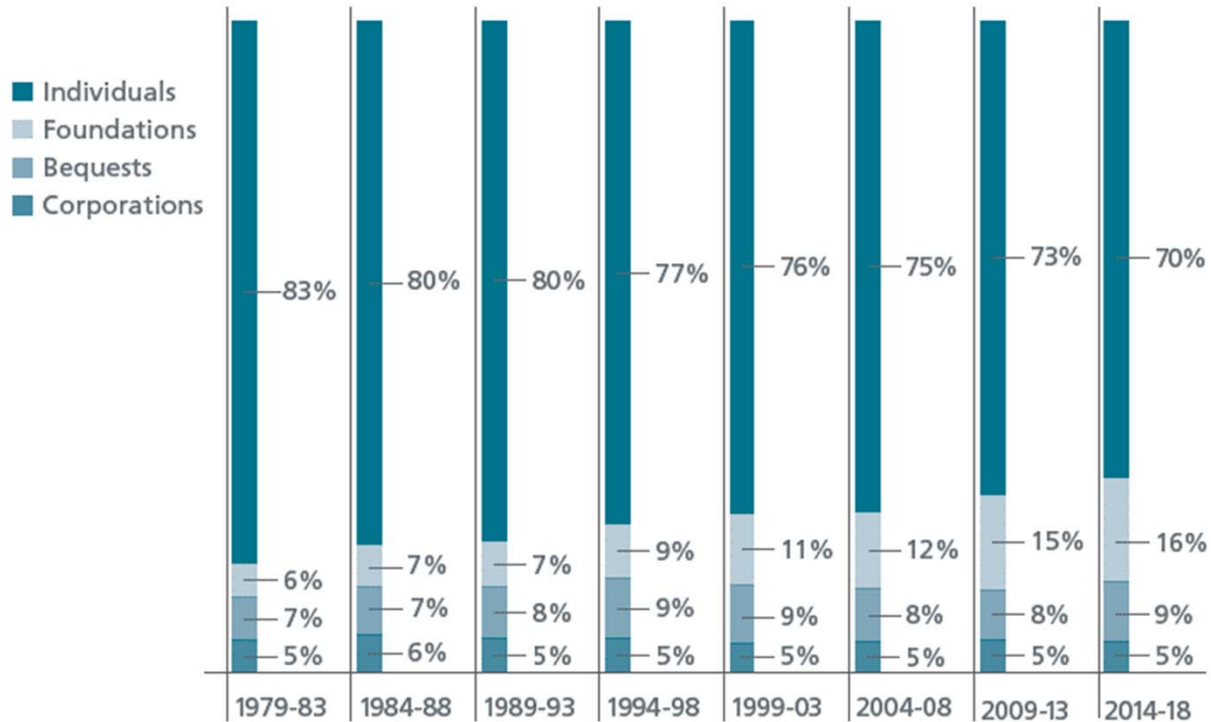
2018 Contributions By Source (\$427.71 Billion)



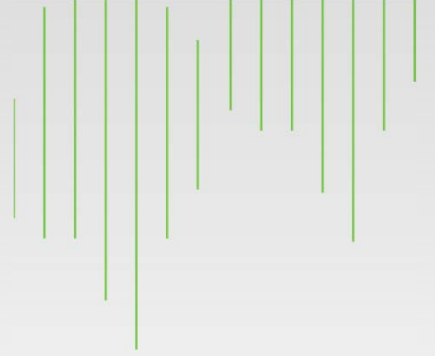
Source: Giving USA 2019

Giving By Source

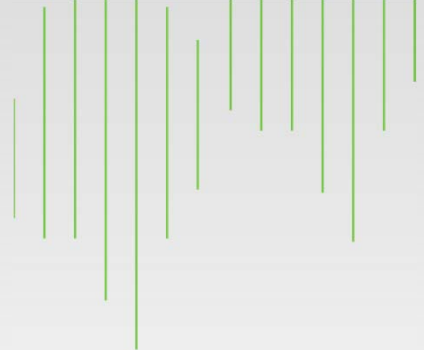
Giving by source: percentage of the total in five-year spans, 1979-2018
(in billions of dollars)



Source: Giving USA 2019



WHY GENERATIONAL GIVING?



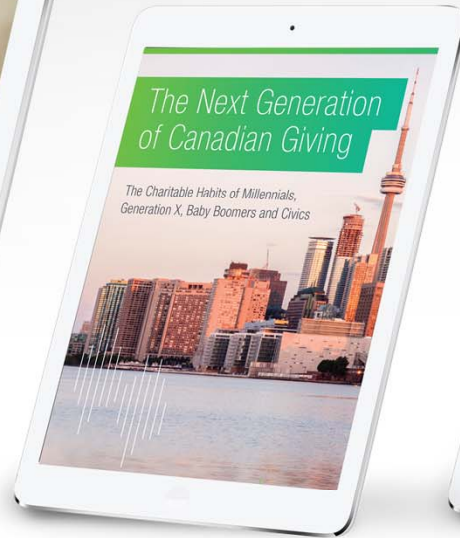
Matures: before 1945 (74+)

Baby Boomers: 1946-64 (55-73)

Generation X: 1965-1980 (39-54)

Millennials: 1981-1995 (24-38)

Generation Z: 1996 and beyond (23-)



GZ

44% Give

- 9.3M donors
- \$341 yr./avg.
- 4.6 charities

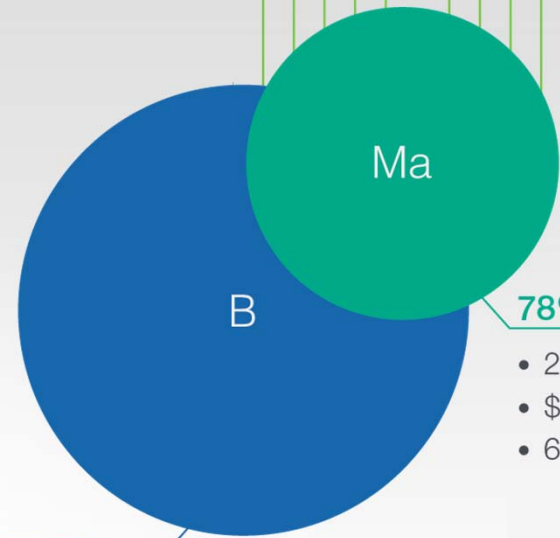


51% Give

- 34.1M donors
- \$591 yr./avg.
- 3.5 charities

55% Give

- 35.8M donors
- \$921 yr./avg.
- 3.8 charities



75% Give

- 55.3M donors
- \$1,061 yr./avg.
- 4.2 charities

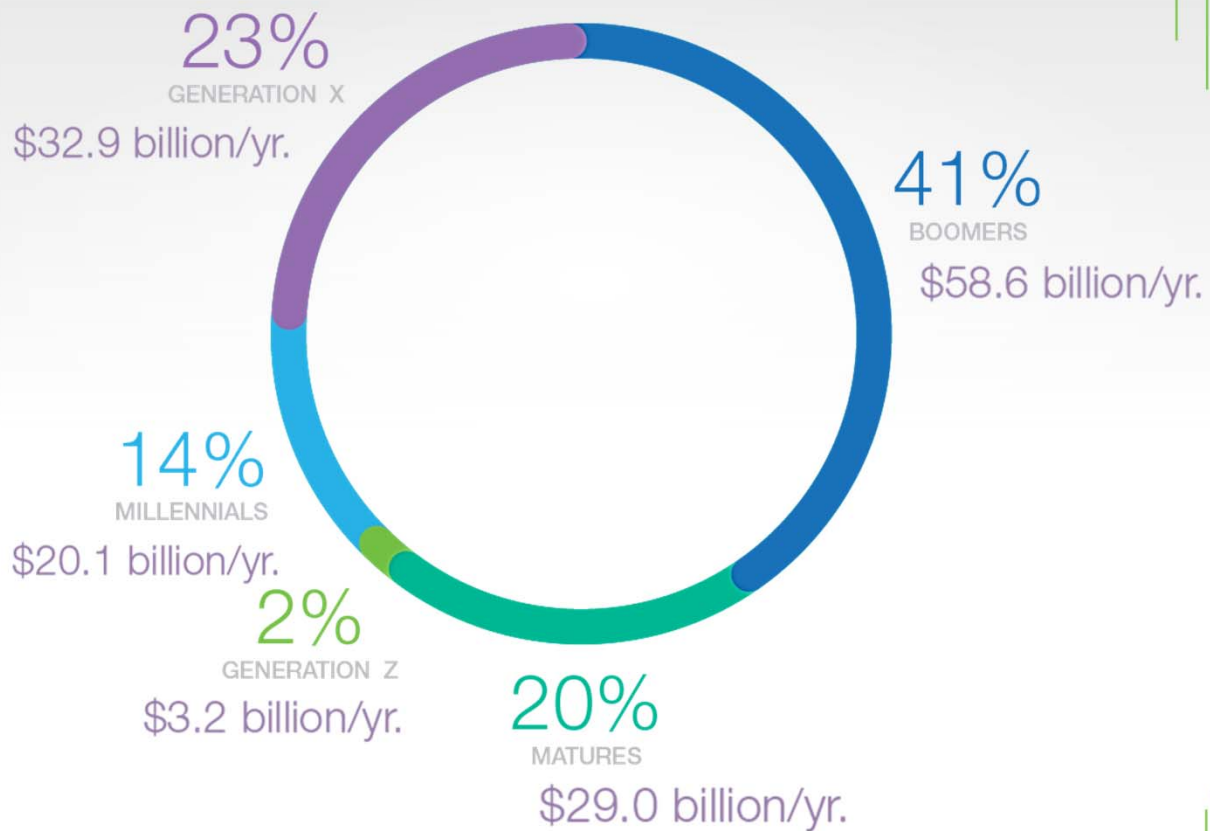
78% Give

- 23.5M donors
- \$1,235 yr./avg.
- 6.3 charities



BLACKBAUD INSTITUTE
FOR PHILANTHROPIC IMPACT

Contribution to Total Giving

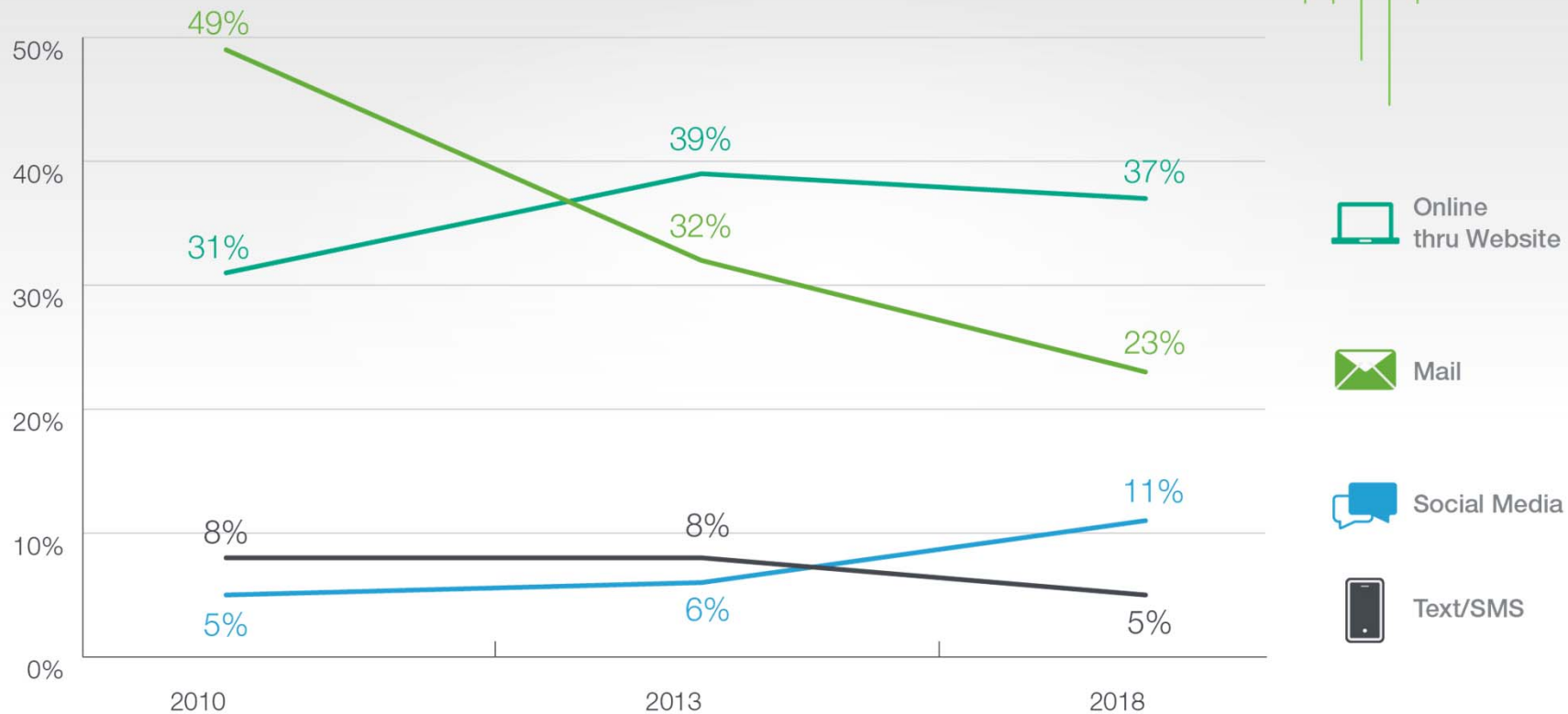



Source: Blackbaud Institute



WHICH CHANNEL IS BEST?


Channel Giving Over Time



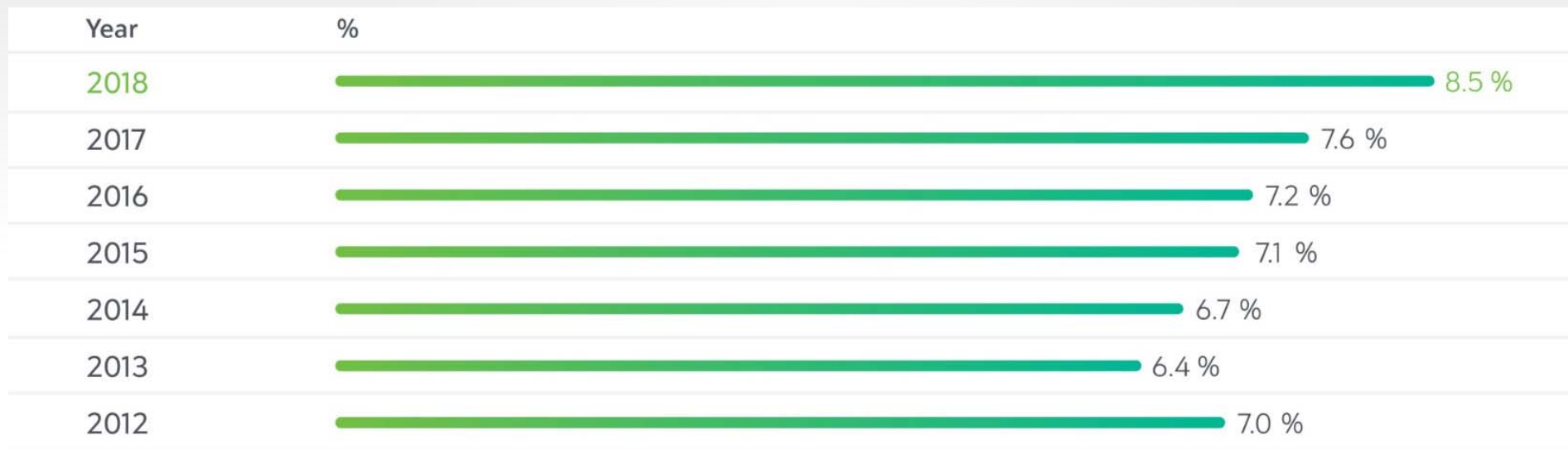
 Online thru Website

 Mail

 Social Media

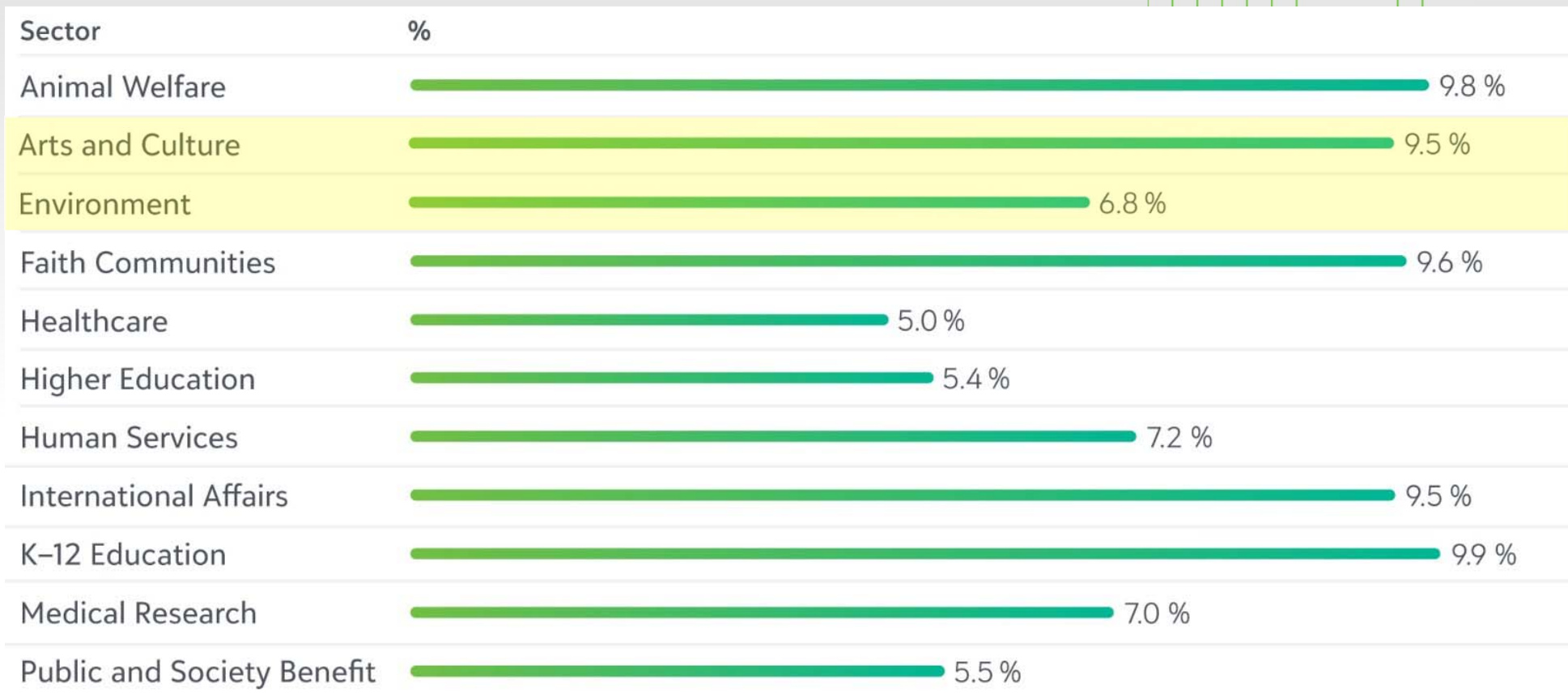
 Text/SMS

Percent of Fundraising from Online



Source: Blackbaud Institute

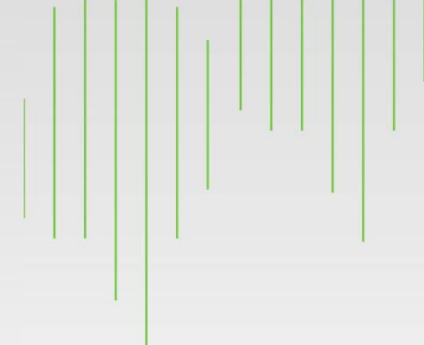
Percent from Online by Sector



Source: Blackbaud Institute

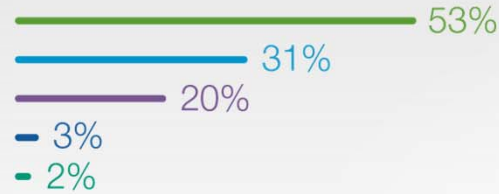
Acceptable Giving Channels

	GEN Z	MILLENNIALS	GEN X	BOOMERS	MATURES
Friend or their family member	71%	67%	65%	67%	60%
Letter in the mail	59%	58%	58%	54%	50%
A radio/TV program	65%	59%	51%	43%	29%
Email	54%	54%	49%	37%	22%
Social network message	50%	43%	33%	22%	7%
Request to leave a gift in your will	35%	30%	24%	17%	11%
Call to update you on current activities	44%	35%	19%	13%	13%
Text/SMS message	30%	32%	21%	9%	5%
Street canvasser	49%	27%	19%	7%	3%
Phone call	26%	25%	11%	10%	6%
Representative at your door	33%	22%	12%	7%	3%



Online Channels to Connect with Orgs (at least Monthly)

View/post videos



Sign online petition



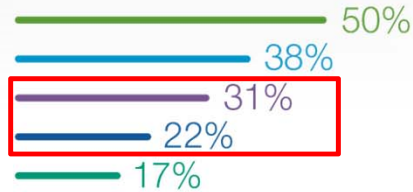
Audio/podcast



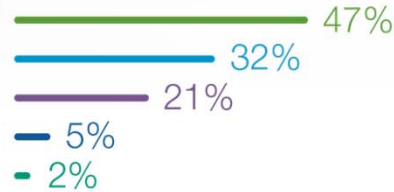
Participate in Virtual Reality



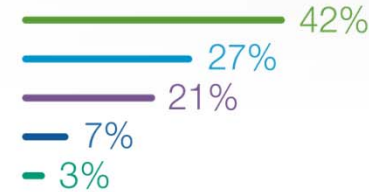
E-newsletter



Read/post blog



Forward message/link



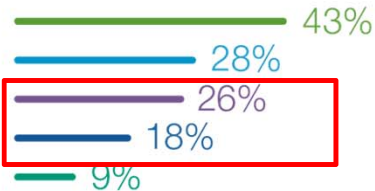
Live chat



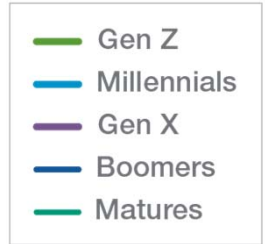
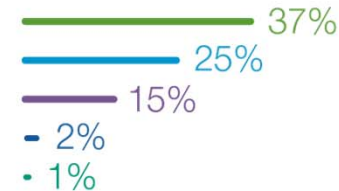
Purchase a product



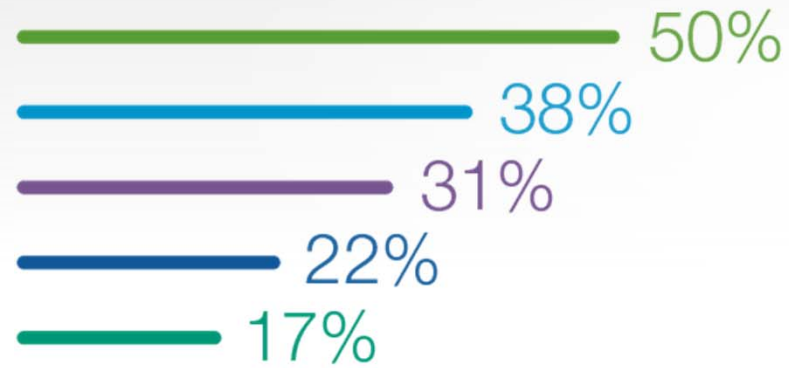
Online mag/newspaper



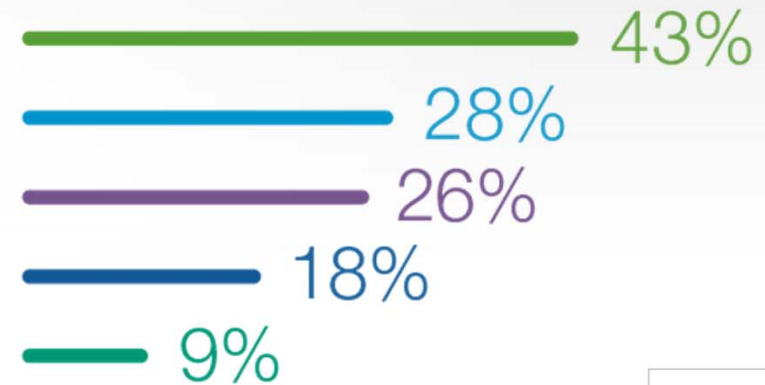
Contribute to forums



E-newsletter



Online mag/newspaper

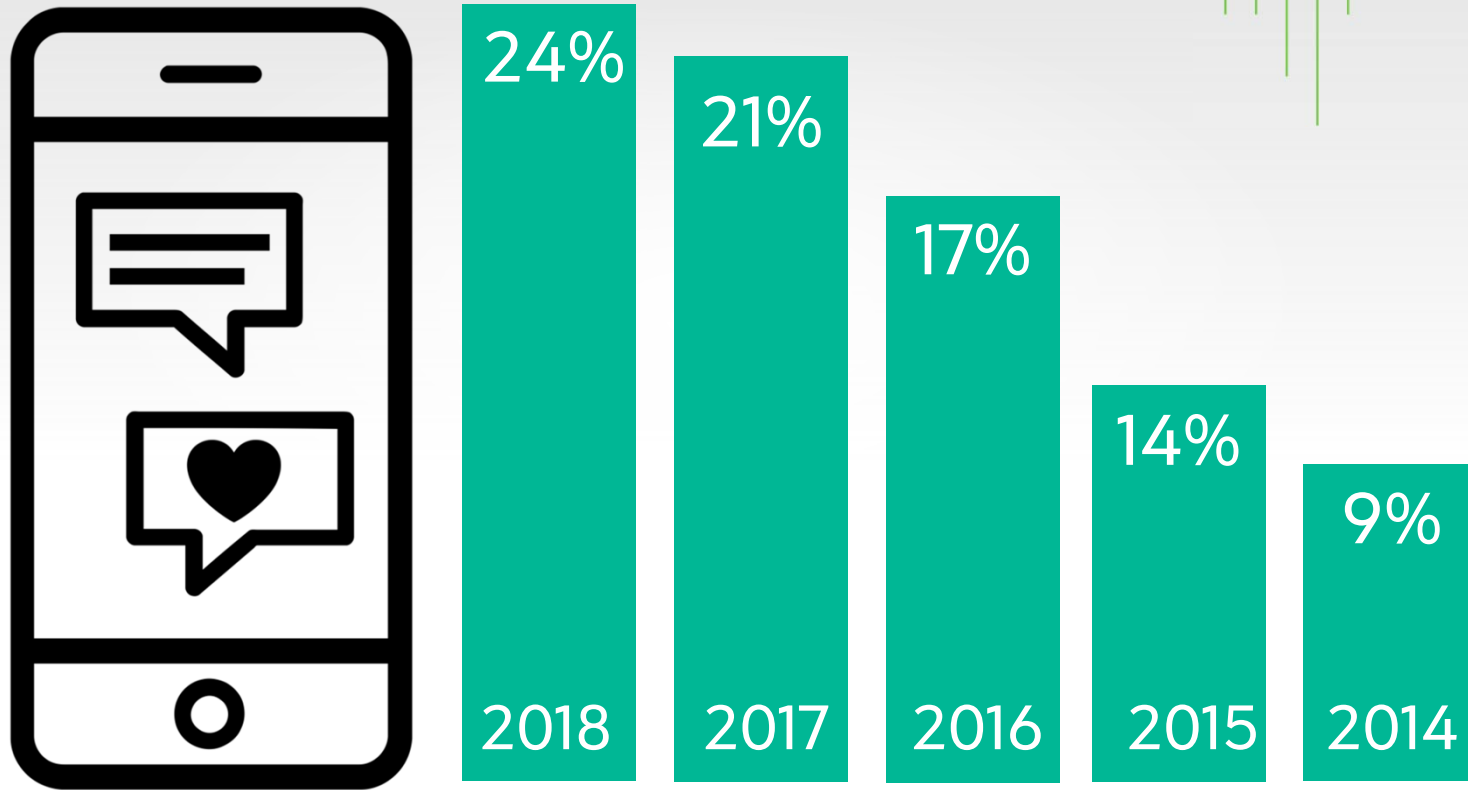


Donors Willing to Give Via Mobile



Source: Blackbaud Institute

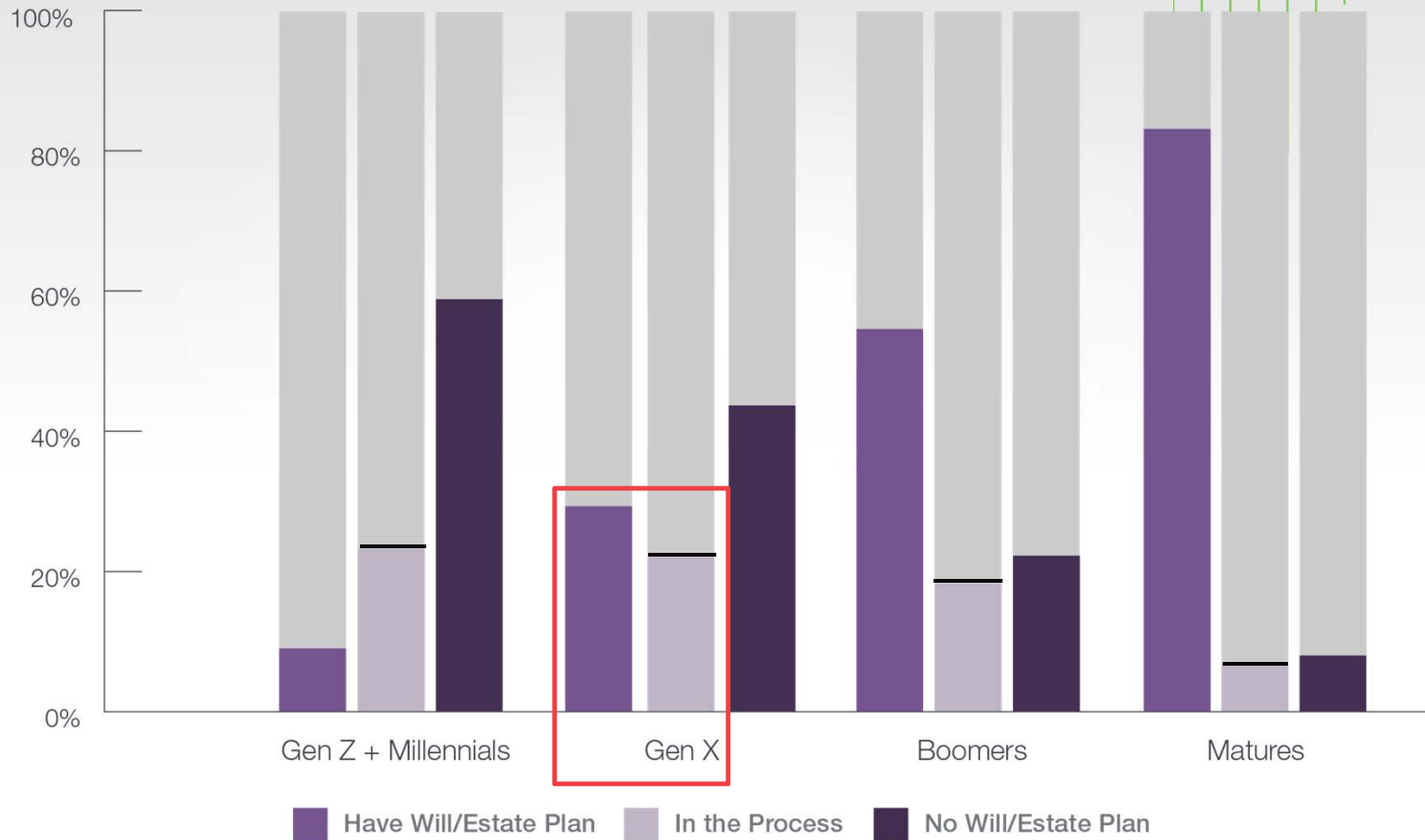
Percent of Online from Mobile



Source: Blackbaud Institute

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Planned Gifts



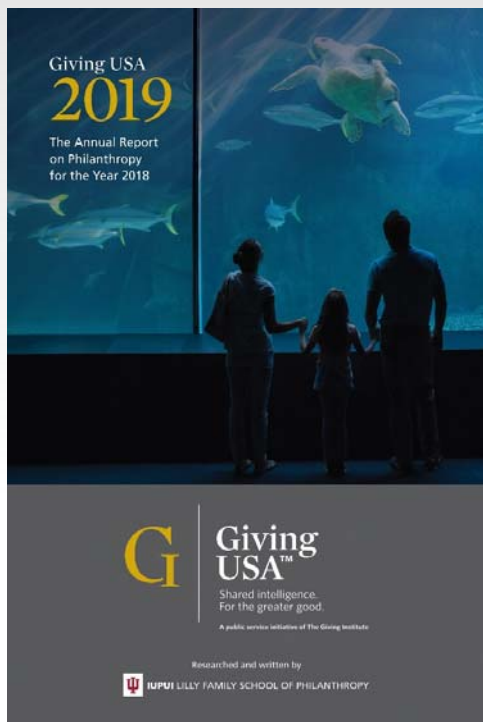
RECOMMENDATIONS

1. Focus on the generations that matter today.
2. Redouble your focus on the fundamentals.
3. Get your house in order.
4. Commit to testing.



“ Fundraising is not mining or hunting; it’s farming.

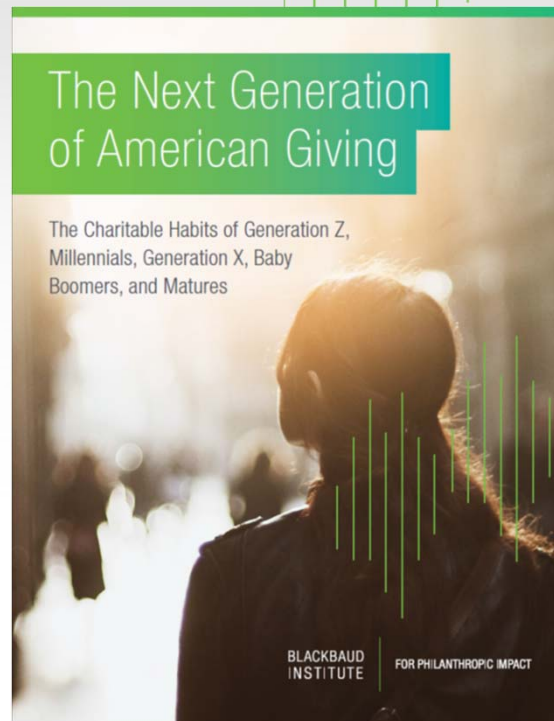
Learn More



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www.blackbaudinstitute.com



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The Blackbaud Institute Index




Your Source for Charitable Giving Trends

2019 Quarterly Overall Giving Trends by Sector

-  Animal Welfare >
-  Arts and Culture >
-  Environment ✓

Q1 2019 V Q1 2018 LAST 12 MONTHS
3.9% **1.6%**

In 2018, overall charitable giving in the United States increased 1.5% on a year-over-year basis. For the first time in 2018, the [Charitable Giving Report](#) split giving to Environment and Animal Welfare organizations into two separate sectors. The Environment sector experienced a 2.9% decrease in overall giving and a 1.4% decrease in online giving. Environment organizations received 6.8% of total fundraising from online giving in 2018¹.

-  Faith Communities >
-  Foundations >
-  Healthcare >

The Next Generation of American Giving

The Charitable Habits of Generation Z, Millennials, Generation X, Baby Boomers, and Matures

How do you focus the ways different generations give today and plan for how they'll give tomorrow?

Don't miss the return of this highly anticipated report, last published in 2013, for the answers.

The first step to building meaningful relationships with supporters is to learn about them at a fundamental level. The Next Generation of American Giving helps you do just that, by revealing multichannel preferences and charitable habits of Millennials, Generation X, Baby Boomers, Matures, and by giving you a first look at the charitable perspective of up-and-coming Generation Z.

Key findings include:

- Fewer Americans give, so understanding and retaining the donors you have is more important than ever
- Giving is distributed across more channels than ever before
- Baby Boomers remain the most generous generation, and the number of Boomers saying they give is increasing
- Generation X is on deck...and there are way more Gen X-ers than you think



Thank you!

ashley.thompson@blackbaud.com

www.blackbaudinstitute.com



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