

The Next Generation of Giving in Canada

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HI!

“

Make everything as
simple as possible,
but not simpler.

Albert Einstein

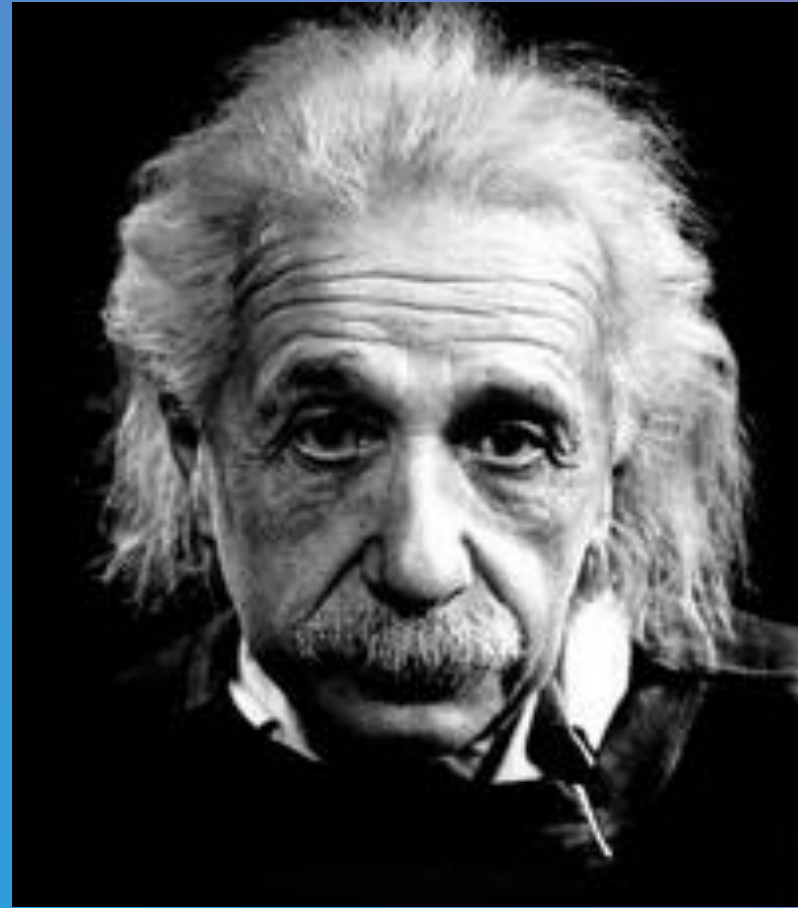


Photo Credit:

https://www.goodreads.com/author/show/9810.Albert_Einstein

”

WHY GENERATIONAL GIVING?


Civics: before 1946, 73+

Baby Boomers: 1946-64, 54 - 74

Generation X: 1965-1980, 38 - 53

Millennials: 1981-1995, 23 - 37

Generation Z: 1996 and beyond, so young!



Survey Method

Methodology

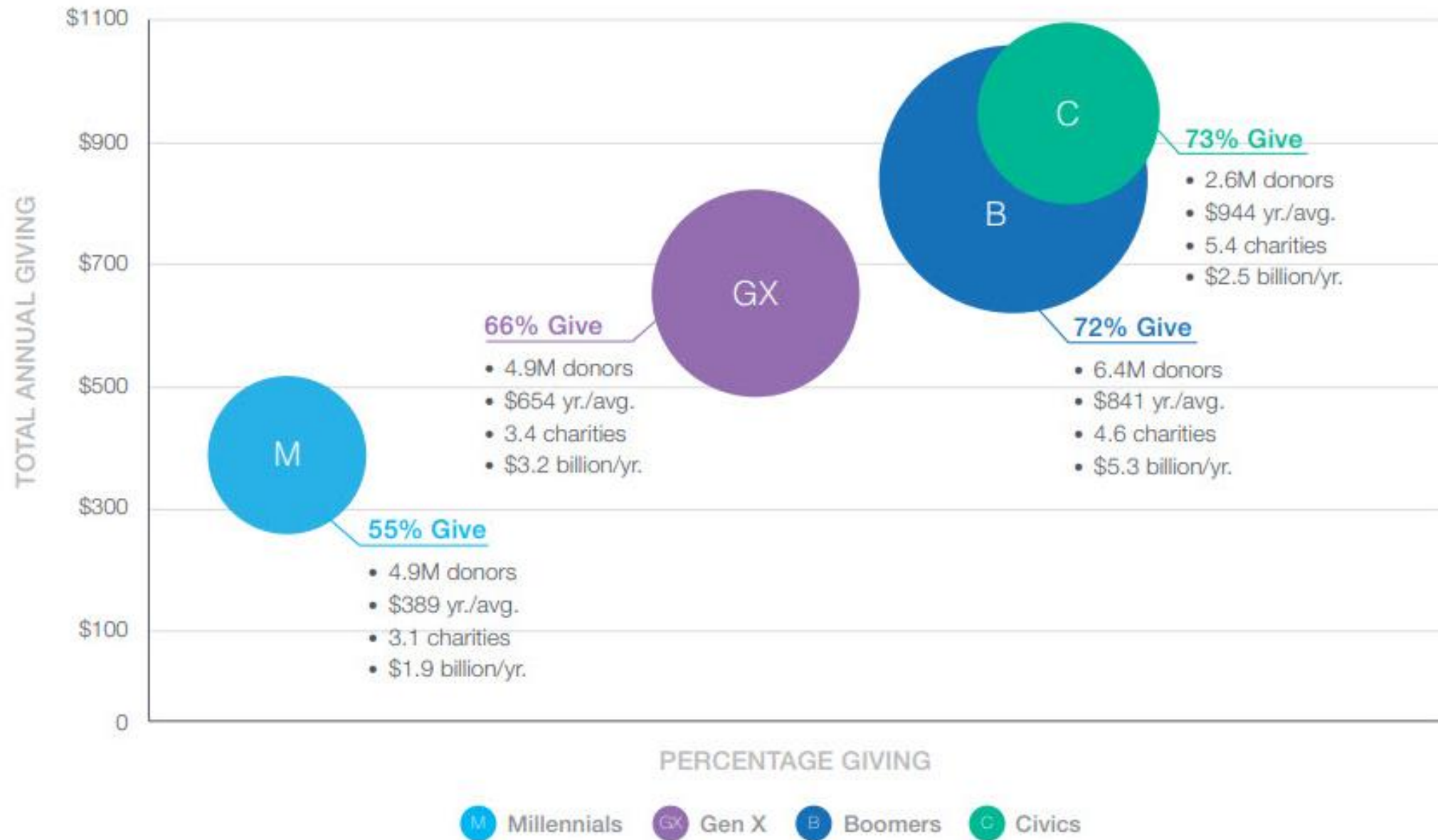
- Survey instrument developed and refined from 2010 and 2013 surveys – identical methodology
- Online survey of 971 Canadian Donors – excluding Quebec
- Adults 18+ who report donating to a charitable cause in the last 12 months (excluding children's schools, places of worship, trade unions, alma maters)
- Conducted January 9-28, 2018 using an established industry sampling partner, consisting of opt-in research participants
- Follow Insights Association/industry best practices
- Data is self-reported, not transactional

DRAMATIC OVERSIMPLIFICATION OF GIVING TRENDS



bigstock-opera-diva-21924536.jpg

PERCENTAGE OF GIVING BY GENERATION IN 2018

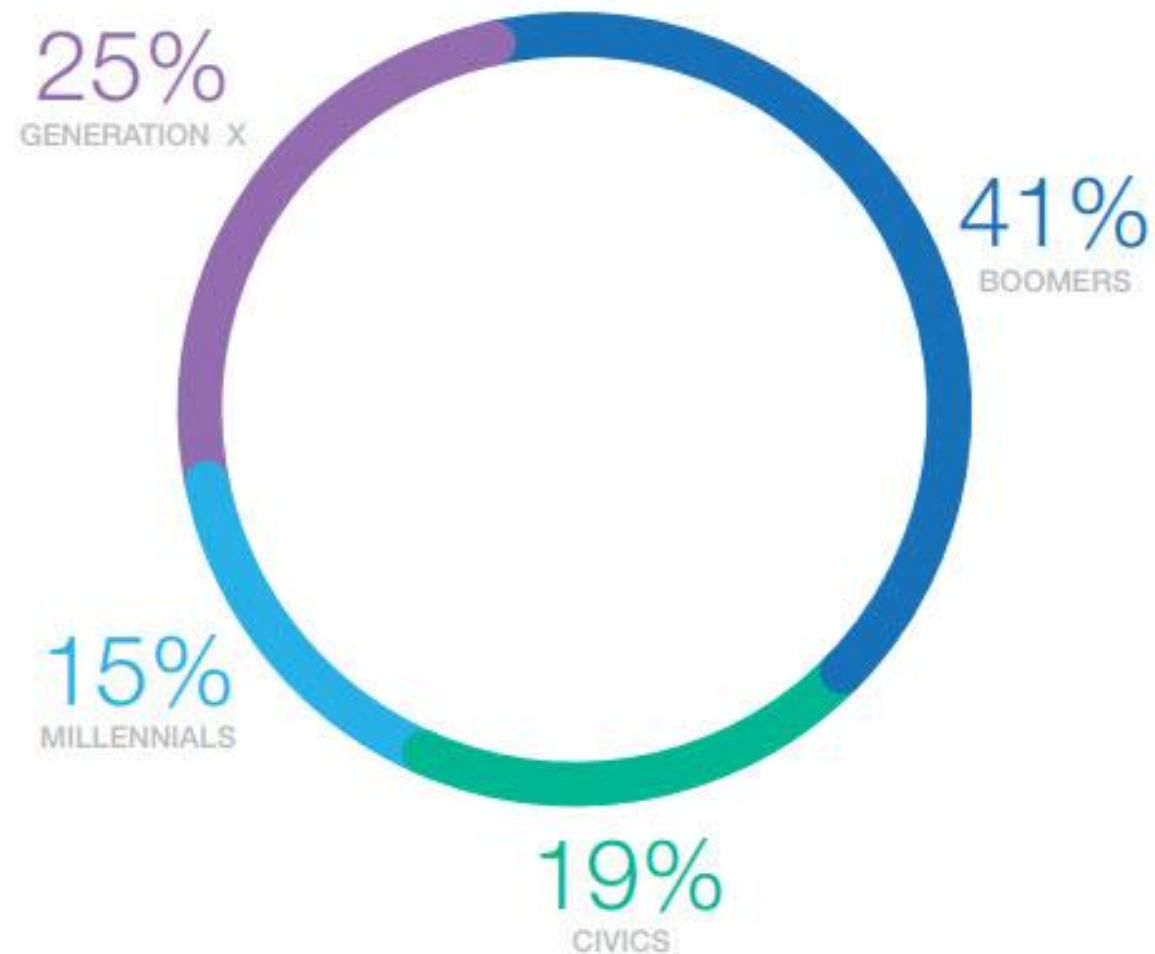




► X-BOOM: Canadian Giving superheroes for the near future

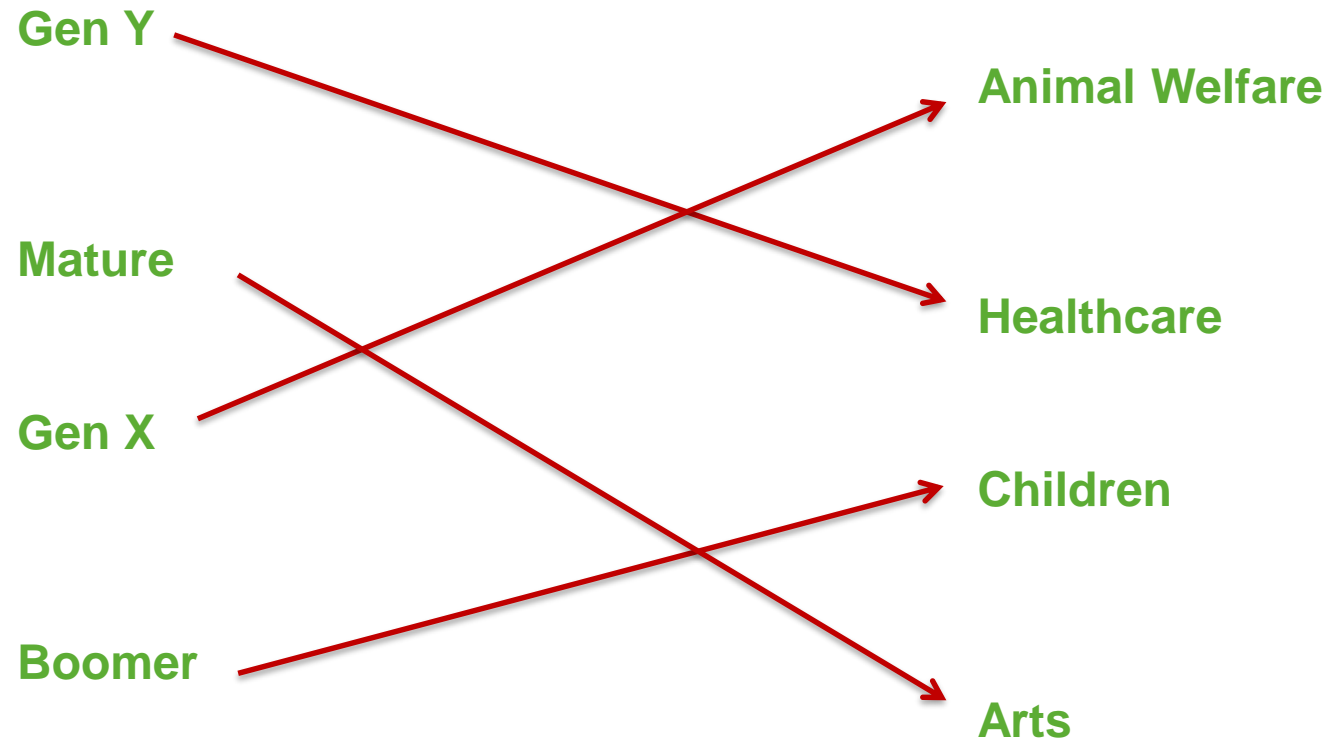
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CONTRIBUTION TO TOTAL GIVING (PERCENT OF TOTAL DOLLARS)



**SO WHAT STRATEGIES
AND TACTICS DO YOU SEE
AHEAD OF YOU AFTER
SEEING THE BIG PICTURE?**

Canadian Generational Giving Priorities



TOP OVERALL GIVING PRIORITIES

MOST FREQUENT GIVING CHOICES BY GENERATION

MILLENNIALS	GEN X	BOOMERS	GEN Z
Health	Worship	Worship	Worship
Animals	Animals	Health	Health
Worship	Health	Children	Arts
Children	Children	Animals	Children
Social Service	Military/Vets	Human Rights	Social Service
Education	Social Service	Social Service	Animals
Environment	Human Rights	Arts	Emergency Relief

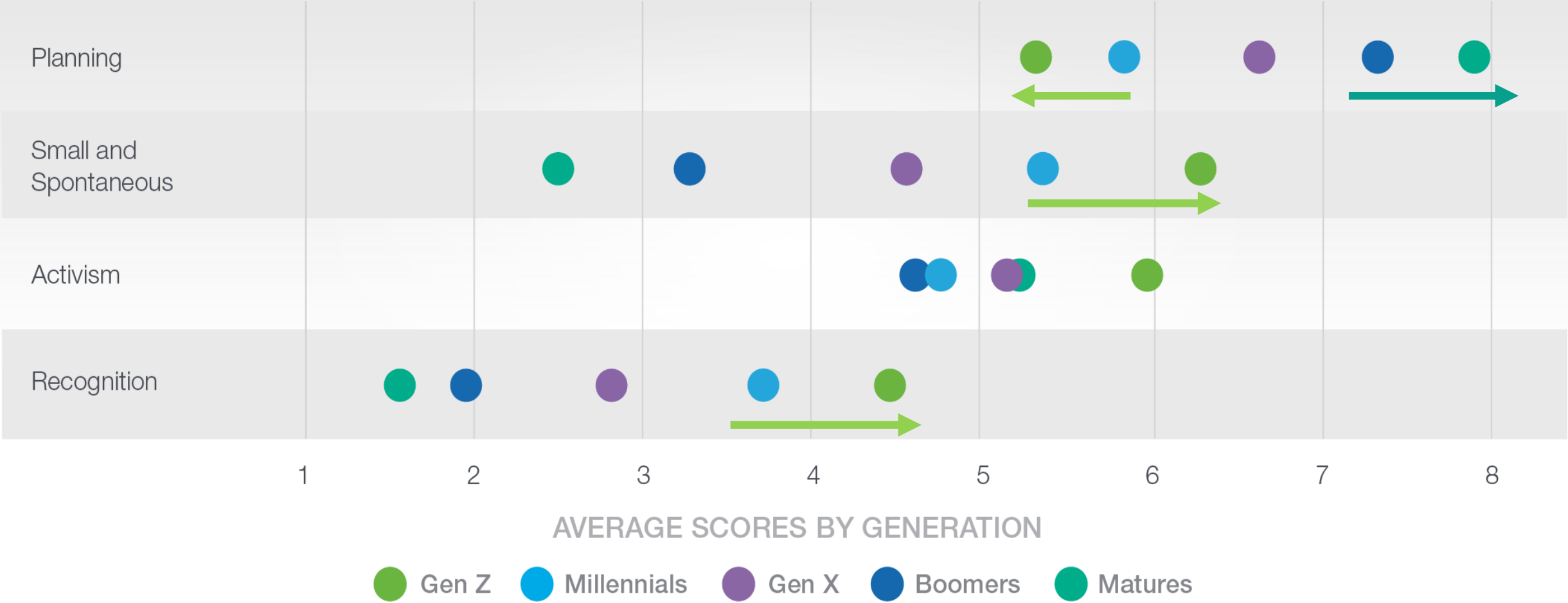


HEY DAN PALOTTA, CANADIAN DONORS PRIORITIZE FINANCIAL STEWARDSHIP...

WHAT DONORS WHO ARE RESEARCHING FINANCIAL INFORMATION LOOK FOR



MINDSETS THAT DRIVE GIVING





**Gen X: Hard to
get their
attention**



**Millennials: Like
to direct their
donations**



**Matures: Easily
annoyed by the
ask**



**Boomers: Like
to prioritize their
giving**



**Gen Z: I want to
be cultivated**



“ ”



“ ”



“ ”



“ ”



“ ”

Generational Exercise:

- You are a copywriter for your social impact organization and you've been asked to write an email to a generational cohort...
- Take a few minutes and write the opening paragraph in your email. It can be a solicitation, an advocacy email, whatever you'd like
- But we want you to make sure that you think through the representative generational statement and let that influence your writing
- When you're done – share with those around you.



**SOCIAL
TECHNICAL
ECONOMIC
ENVIRONMENT
POLITICAL**

Trend: Technology Smart or Mobile Phones

Enhance

- Accessibility - Apps, Donor Info
- Communications – SMS, Social
- Response time – Text to Give
- Collaboration

Retrieve

- Data - Text, Photos, Videos, Donor Information!
- Money – mobile payments

Reverse

- Letters, The Art of Writing
- Movements to “Unplug”
- Security Concerns

Make Obsolete

- “Land line” Phones, Computers, Cameras
- Money, Credit Cards
- Privacy and anonymity
- Permanence of “place” work or home

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



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

For 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 240 children to register and a \$200 in sponsorship get to participate. If they raise more, there are prizes and a "Gold Medal Game" with the pros.

"One hundred thousand is my goal," Mark says. "I fund research and hope a cure for cancer." The event is earmarked for the Cancer Society. Mark that MHFC becomes an event for all minor communities across the



GEN Z

84% DONATED

70% VOLUNTEERED

3 of the top 10 fundraisers for the Canadian Cancer Society four years ago were under 15

Do you have a generational fundraising plan for Gen Z?



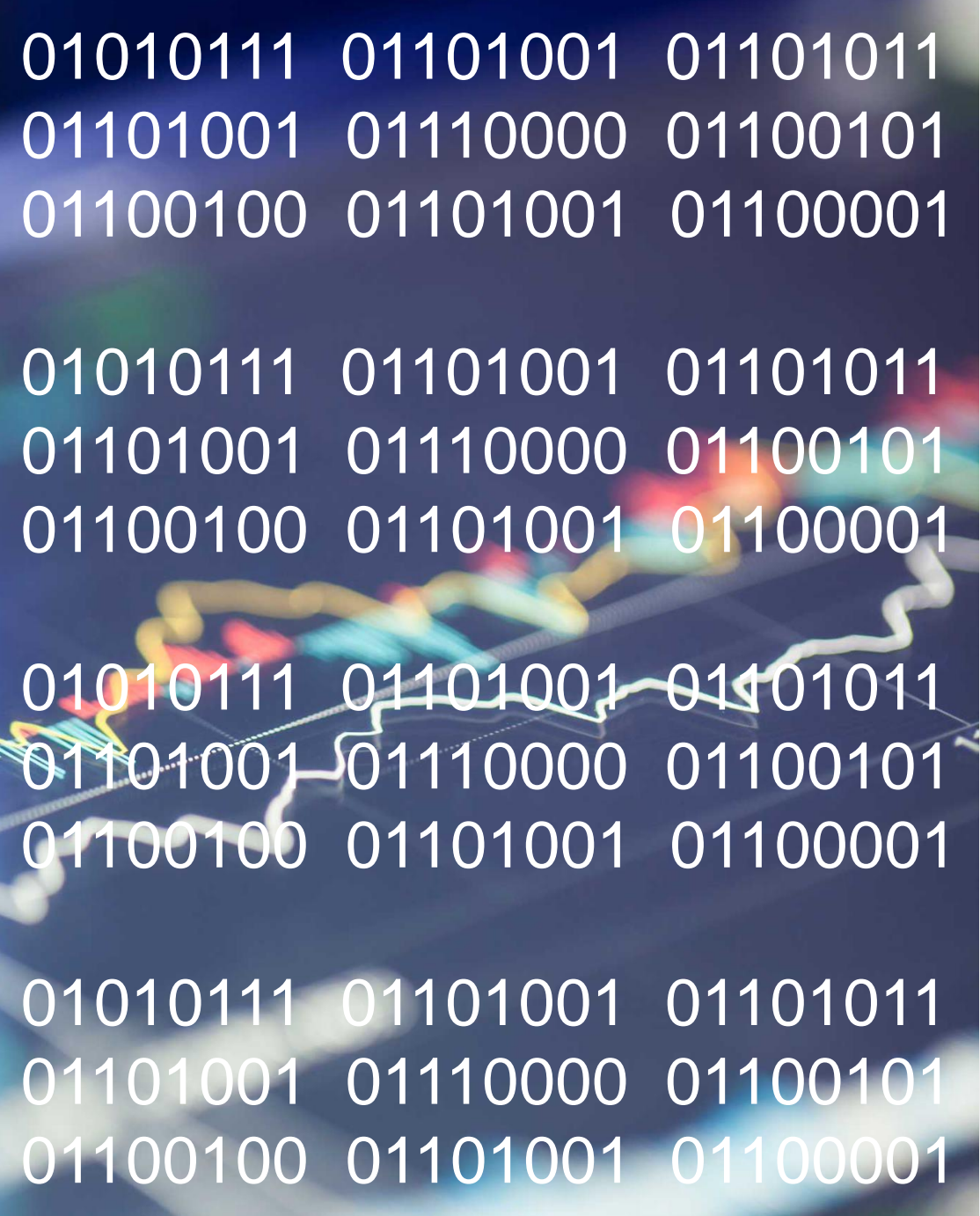
SOCIAL + TECHNOLOGY = GAMERS

Players and fans raised \$13 million for
the Breast Cancer Research Foundation.

\$250,000 War Child Campaign ... Armistice Day



[Image: Activision Blizzard]



TECHNOLOGY DATA

Know Your Donors.

Scoring frameworks

Dashboards

Measuring outcomes and impact

Transparency and accountability

Smart AI

Chatbots



ECONOMIC – HYBRID ORGS

New organizational models require “new” systems.



POLITICAL/REGULATORY

The one thing you can be certain of?
Taxes

The one thing that is still open for
interpretation?

CASL

GDPR

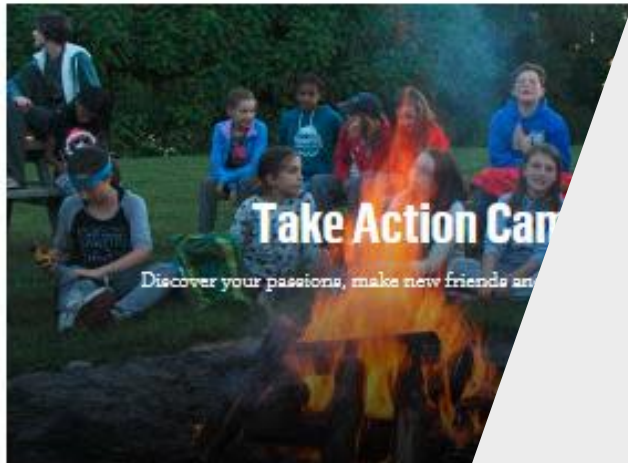
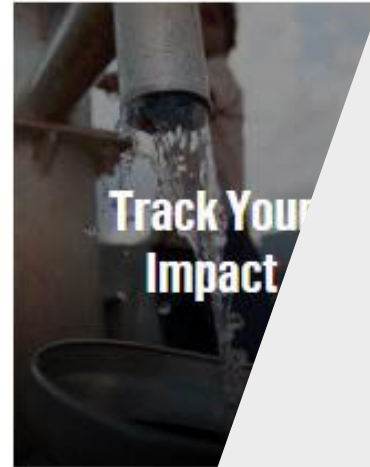
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Welcome to ME to WE

ME to WE is an innovative social enterprise that provides products that make an impact, empowering people to change the world with their everyday consumer choices.

ABOUT ME TO WE



CASE STUDY

We Day—along with associated brands Me To We and Free The Children—is dedicated to the proposition that young people must be taken seriously as a potent source of positive change.



Trend Exercise:

- You are your social impact organization's trend expert and you have been tasked with leading a trend analysis of one key topic (technology, etc.)
- Make four categories on a sheet of paper: enhance, reverse, retrieve, make obsolete
- Work in pairs or some groups if you'd like on a common subject



ACTING ON TRENDS CASE STUDY

How do you add Generational Responsibility?

- **A CGO** – *Chief Generational Officer*
– a generalist who provides strategy and integration to other executives and the organization from a generational perspective
- Giving all current executives an expanded responsibility that must include generational thinking
- Concentrating generational strategy and tactical leadership with the CMO, CTO (data), and CDO positions



How does leadership generation-proof their organization?

- Hire managers/directors who understand the role of generational giving/engagement
- Training staff who need to incorporate generational thinking into their work (at least read Next Gen!)
- Uncover generational champions
- Assign them to review whether the organization has the staff (skills), structure, technology and culture to make a generational shift – or to add more generational strategy and tactics
- Give leadership and managers the ‘room’ to add generational thinking to their work
- Create generational pilots that can be:
 - Tracked over time
 - Used to test generational messaging/offers
 - Used to test generational channel choices
 - Used to test the ROI for generational tactics and strategies

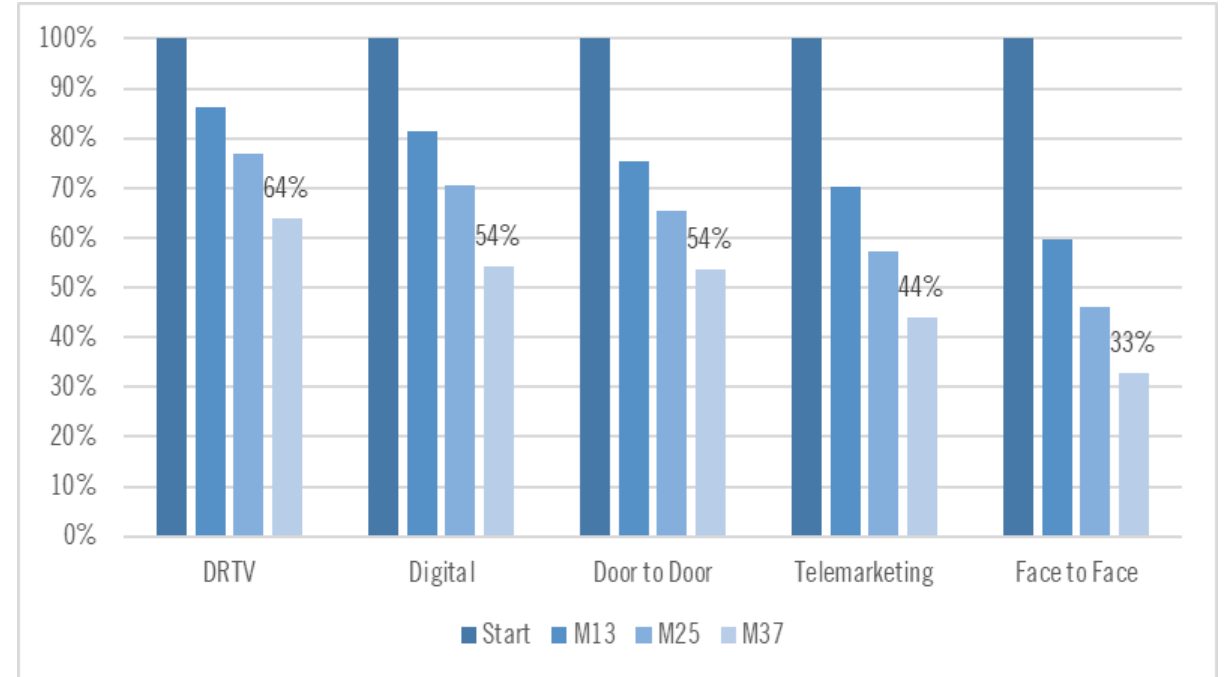
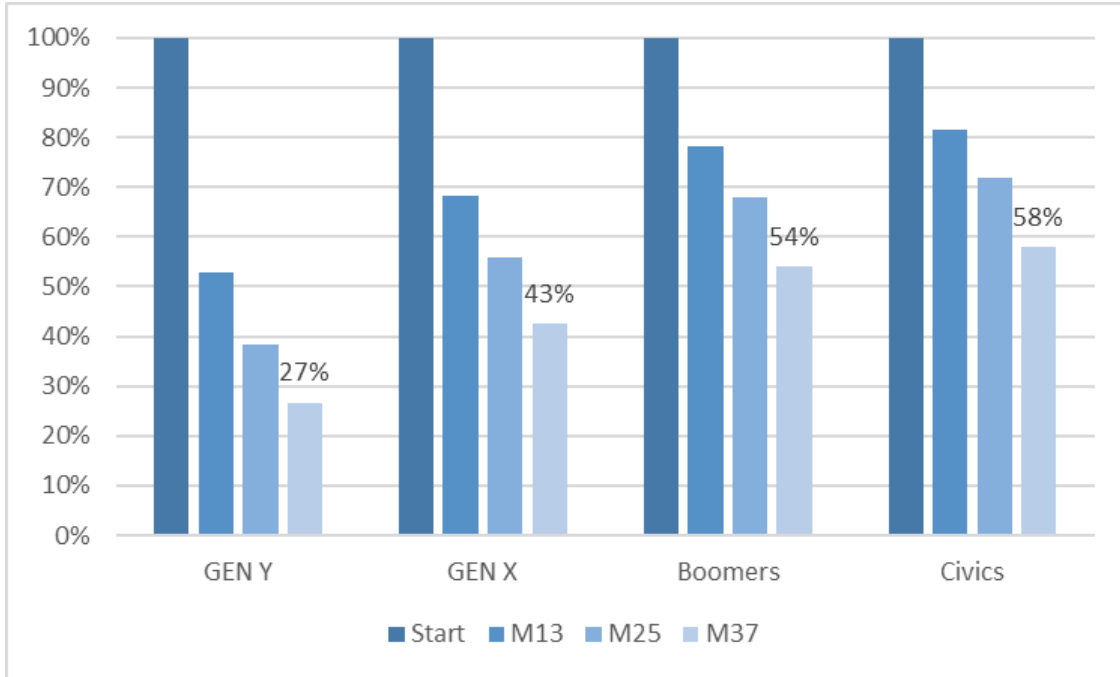
A generationally-focused fundraiser



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They gathered data over three years...

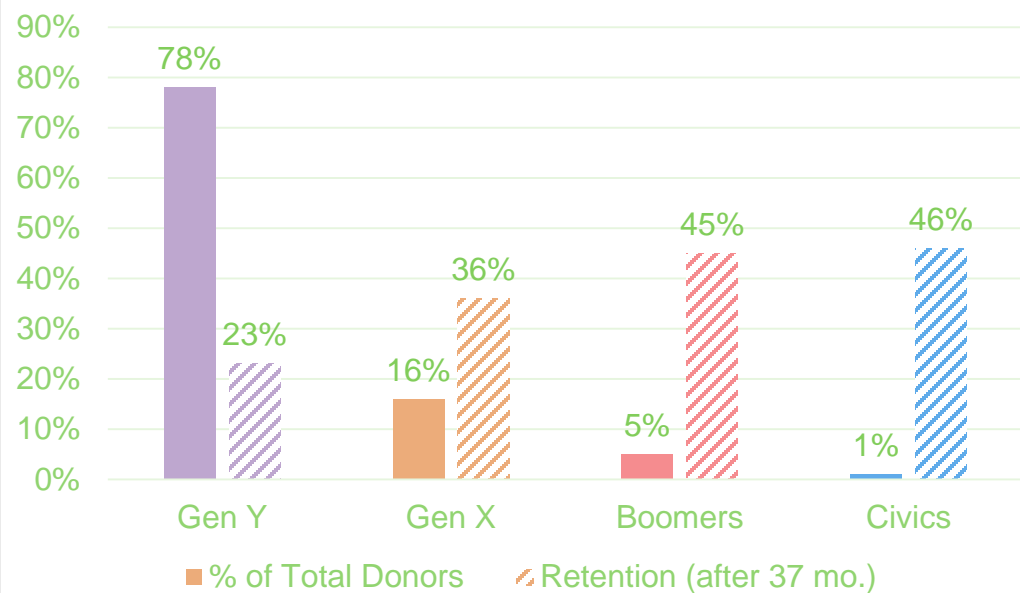


What do you see and what might it tell you to do moving forward?

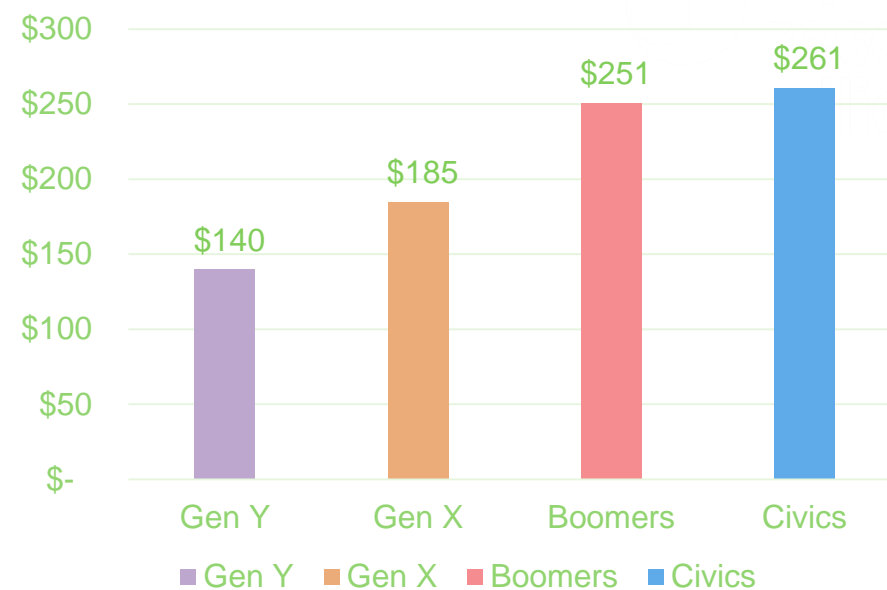
It might say concentrate more resources on older donors. It may say concentrate on some channels over others...

But Chris needed to dig deeper

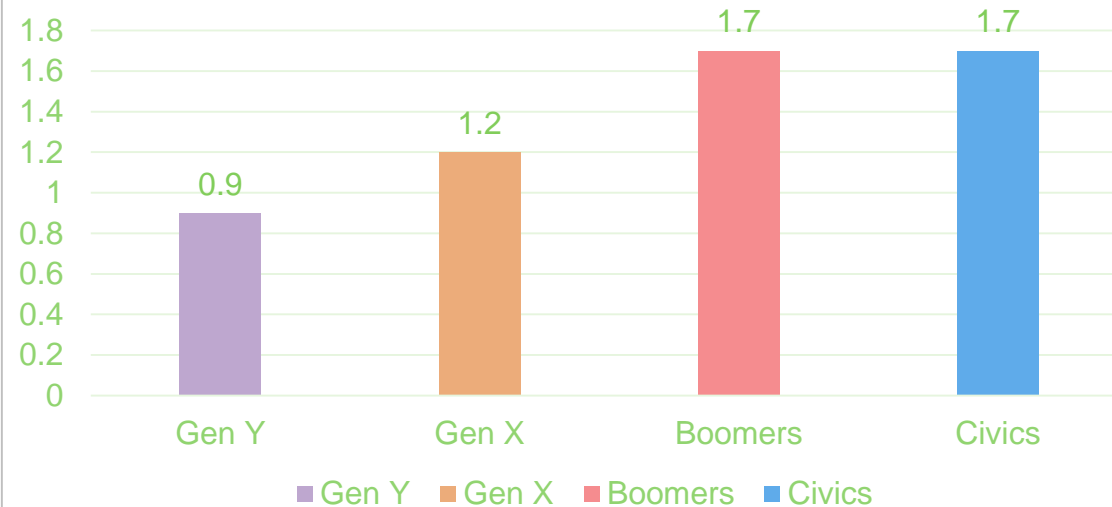
F2F Current Generational Mix



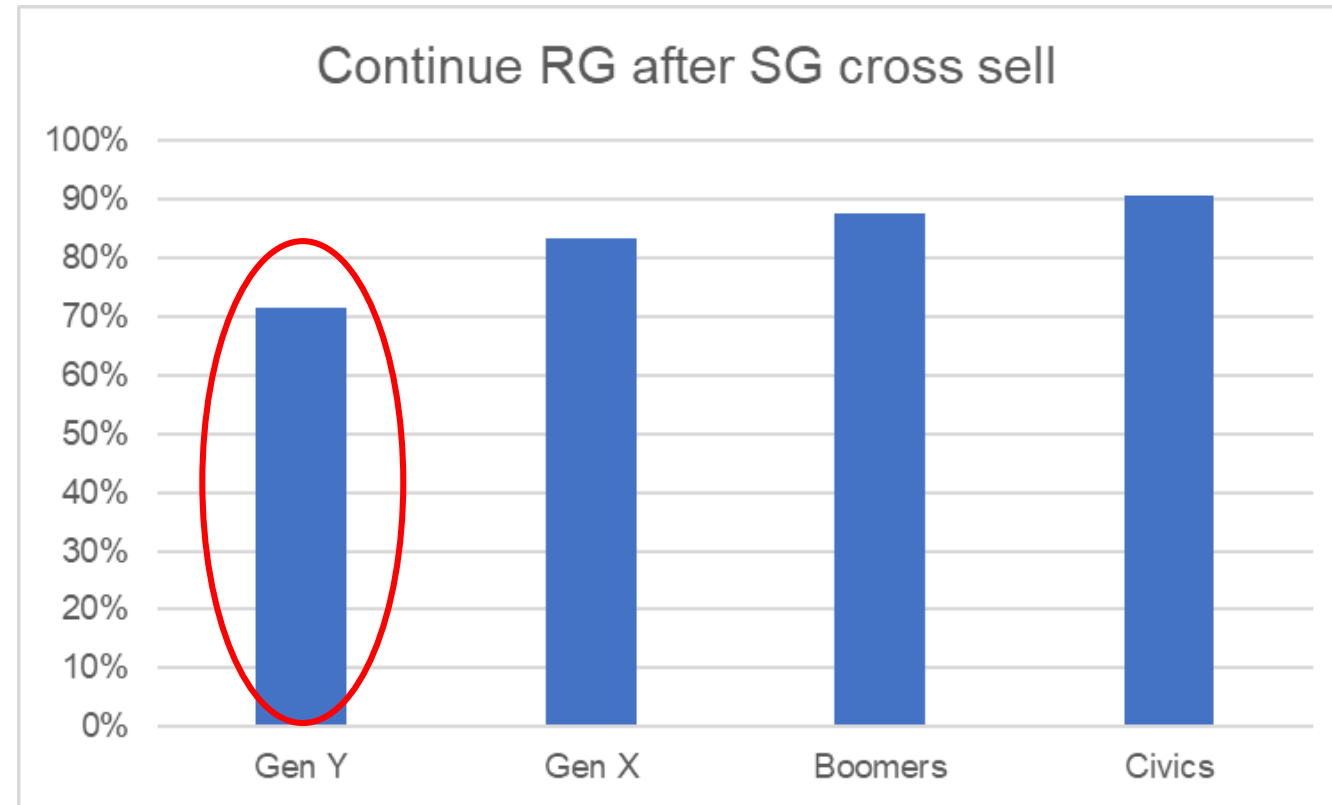
Lifetime Value (LTV)



ROI after 3 years



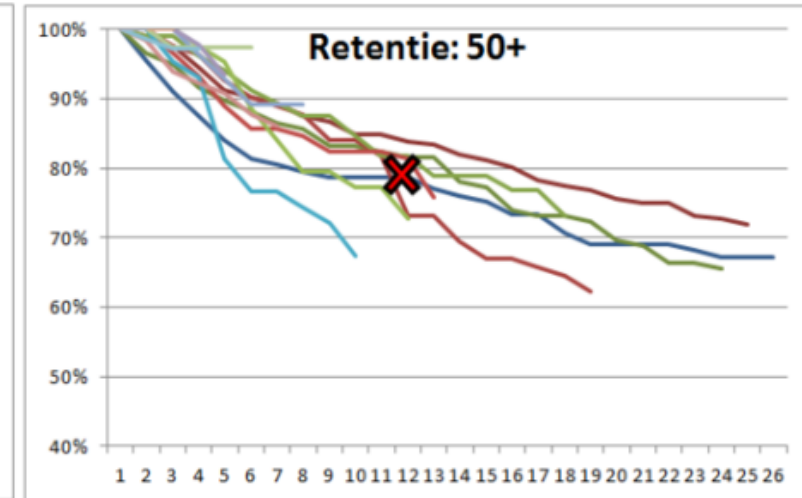
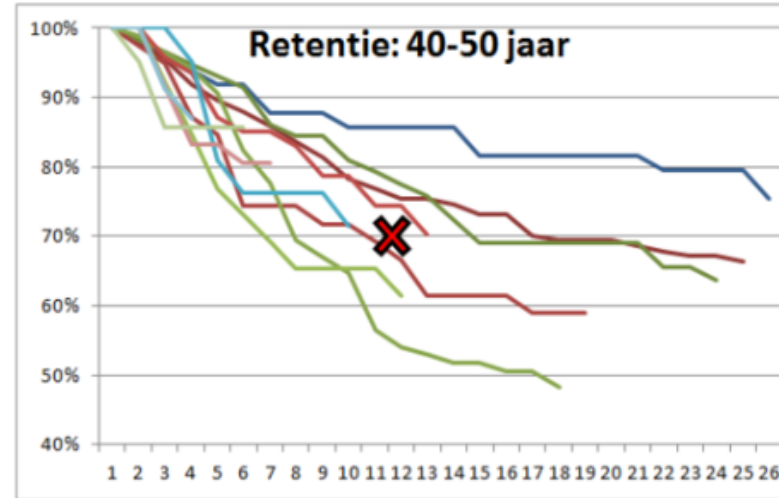
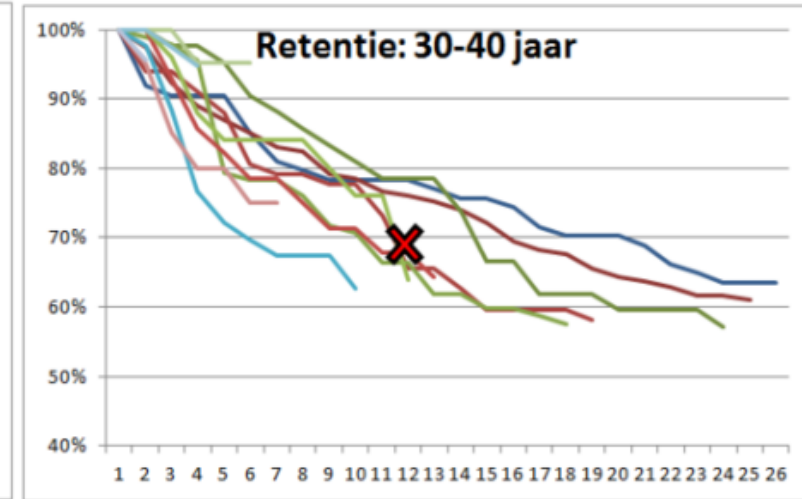
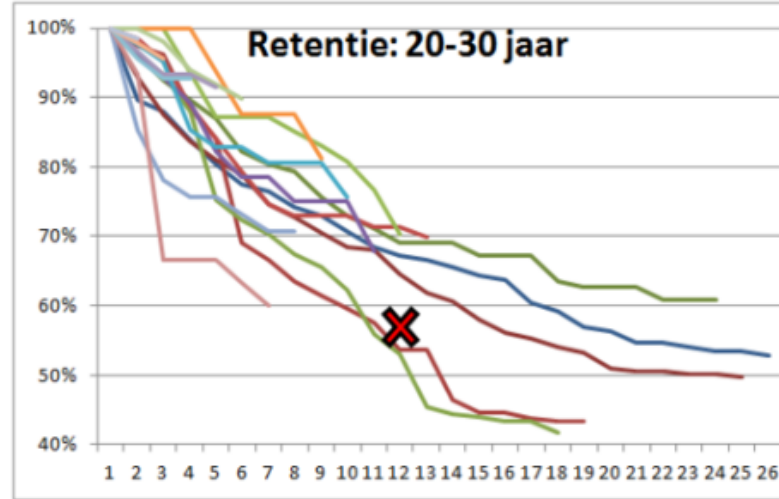
He added more generational testing



He saw considerable difference in cross sell rate

A Dutch Charity – generational study



- 20-30 years: a retention percentage of approximately 57% after 12 months.
- 30-40 years: 69% after 12 months
- 40-50 years: 71% after 12 months
- 50+: 80% after 12 months.



Generational testing of messaging



Positive

Hope

 **Amnesty International**
Sponsored ·  ...



When we work together with people just like you to stand up for human dignity, we can change things for the better. If you share our hope for a fair and free world enjoyed by all, join us today.

Pride

 **Amnesty International**
Sponsored ·  ...



We are a global movement of millions who have achieved incredible triumphs over the years. Because of our members, people have been freed, lives have been saved and justice has been done. Join us today and help fight for human dignity.

Love

 **Amnesty International**
Sponsored ·  ...

Because of the love and dedication of our members, people have been freed, lives have been saved and human dignity has been protected. We'll continue to campaign relentlessly and give a voice to those who've had theirs taken away. Join a movement of millions today.



Joy

 **Amnesty International**
Sponsored ·  ...

When human rights are denied, we won't be silent. Because of our members, people have been freed, lives have been saved and justice has been done. Join us today and bring joy to someone's life.




Negative

Fear

 **Amnesty International**
Sponsored ·  ...



In a world without human rights, we are all at risk. The outrageous abuses happening to someone else today could happen to you tomorrow. Join a movement of millions who protect the rights of people everywhere.

Anger

 **Amnesty International**
Sponsored ·  ... 

We live in a challenging time for human rights. Every year, hundreds of thousands of people are killed during conflicts and crises, while millions more are left needing protection and support. We must confront these appalling abuses and show governments around the world our anger. Join a movement of millions and make your voice heard.

Sadness

 **Amnesty International**
Sponsored ·  ...

People across the world are being harassed, tortured, jailed and even killed – just because of who they are or what they believe. We must make sure these stories of suffering are heard so they can never happen again. Join us today.

A generational-content approach from **July to September 2018**; in multiple countries; reaching **8 million individuals**; with almost **70,000 taking action**

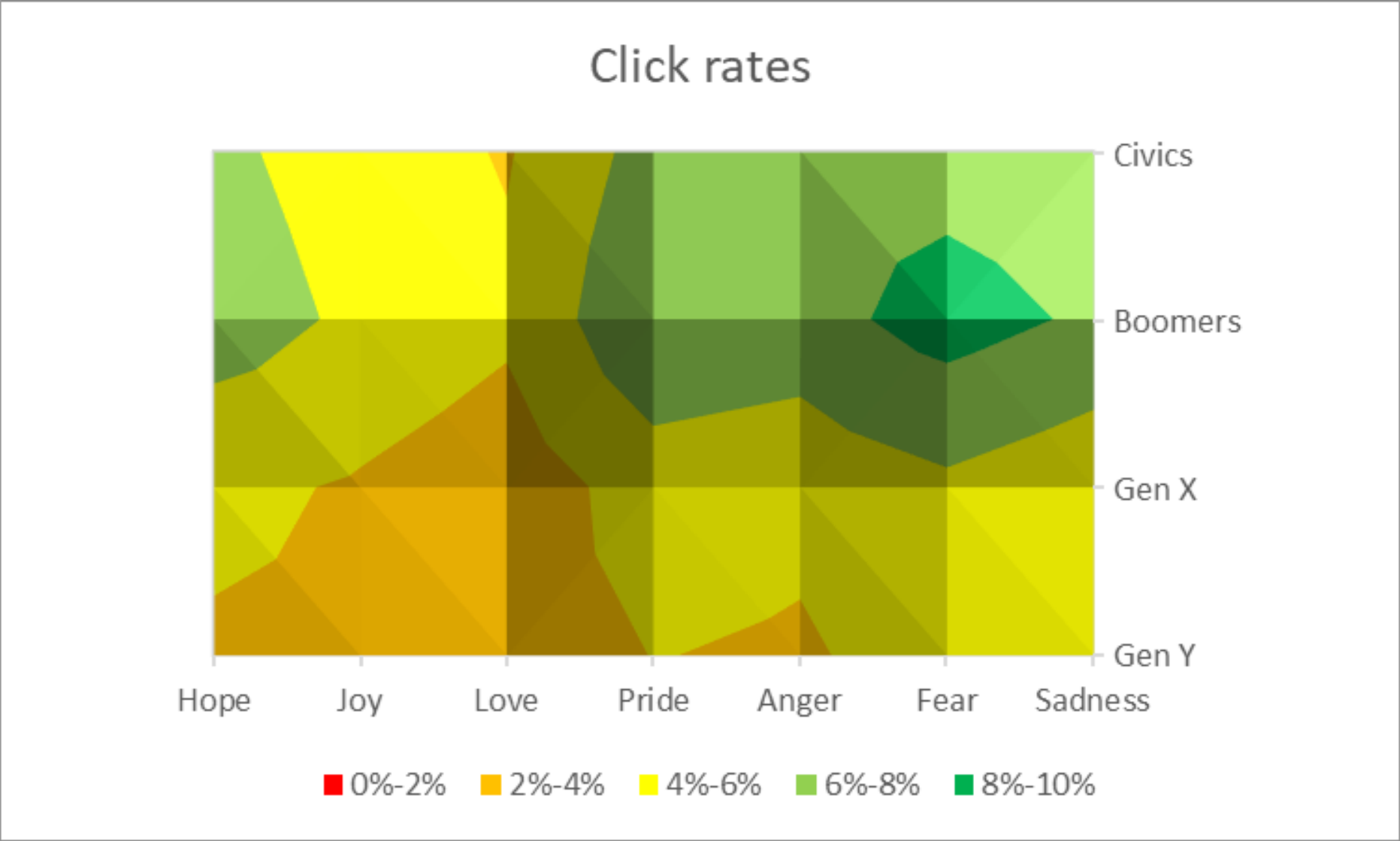
recursive probabilistic fractal



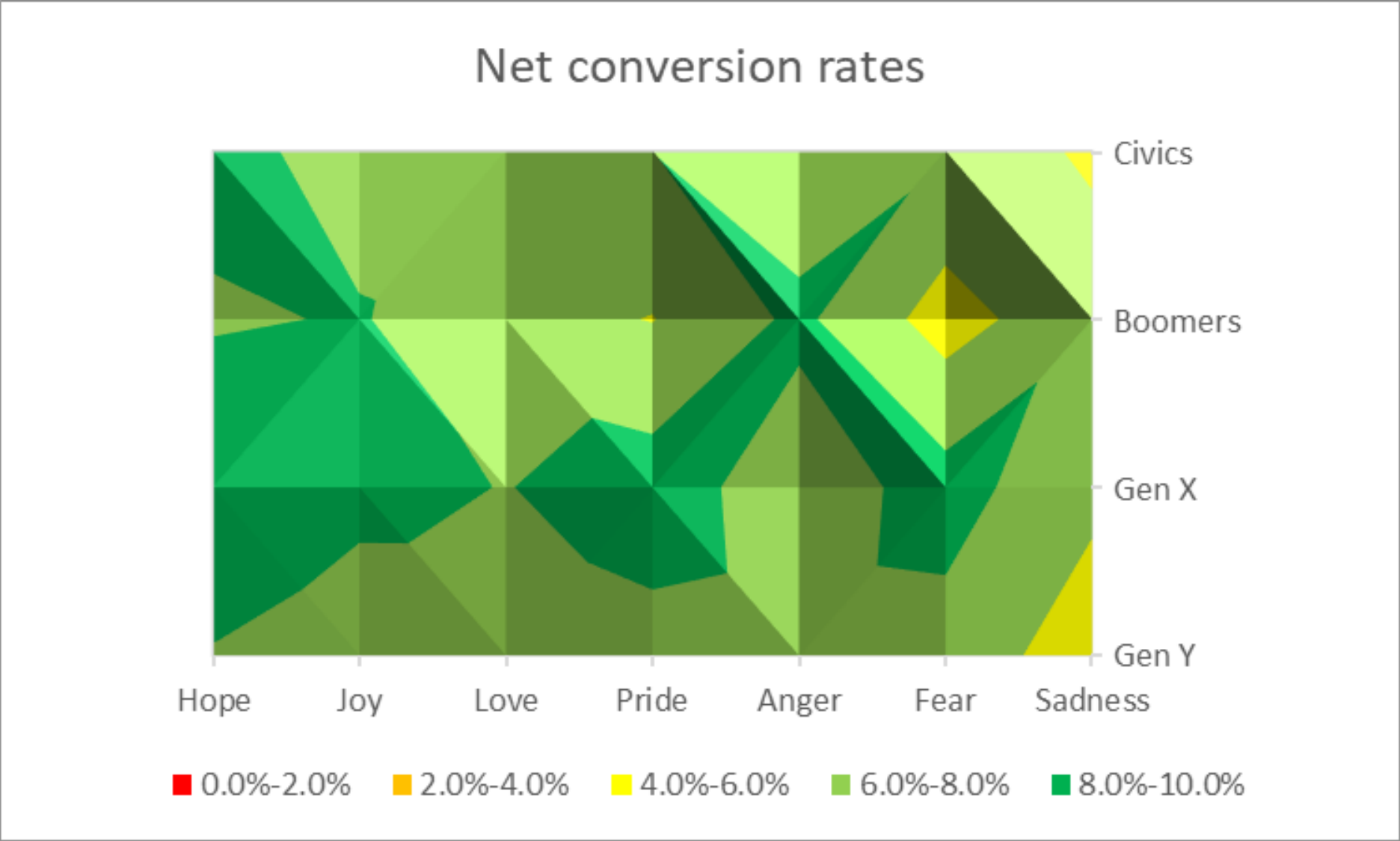
300 million hierarchical
pattern recognizers

Generational Click Rates

Click rates
by
emotion
by
generation



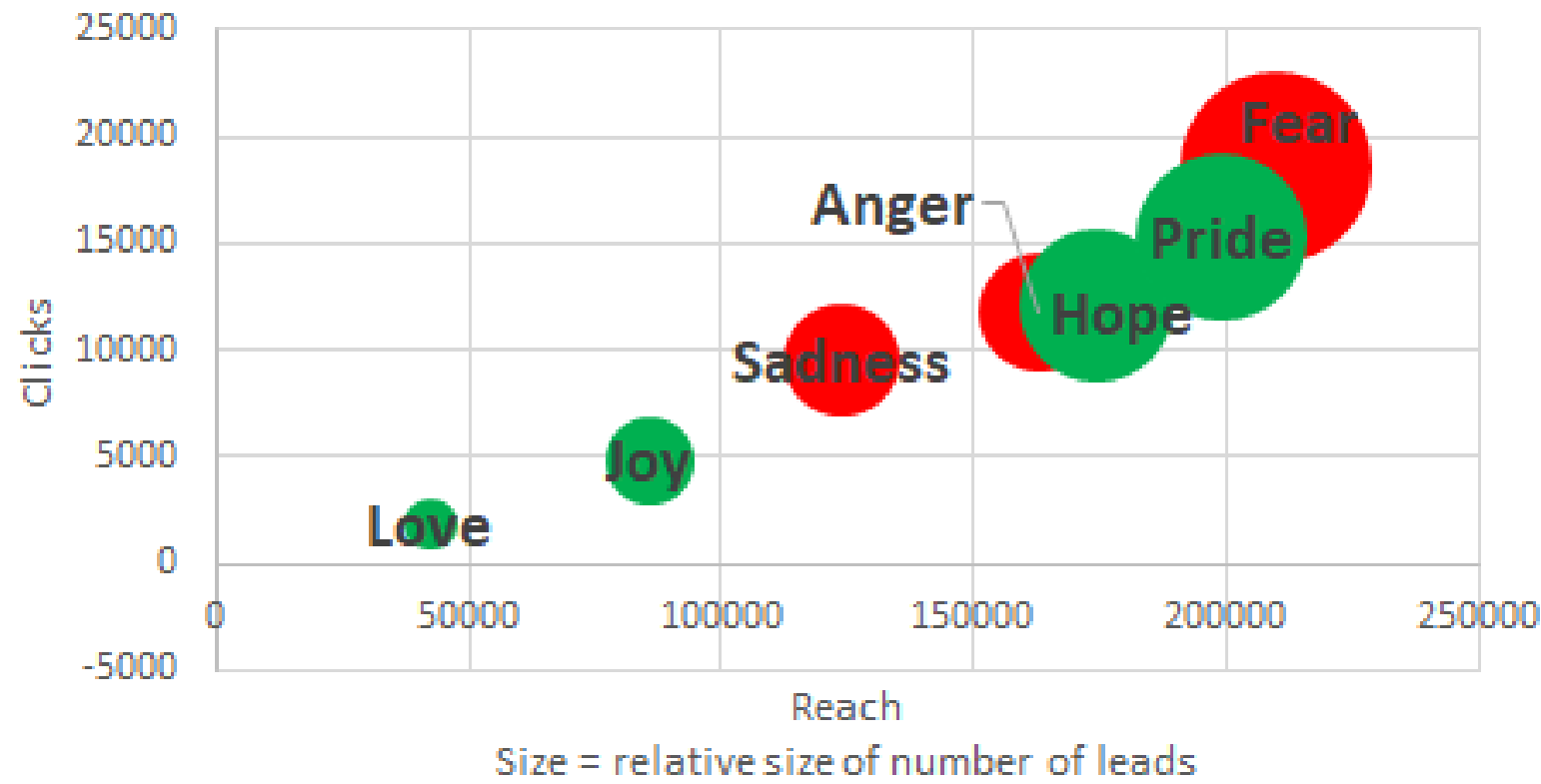
Generational Conversion Rates



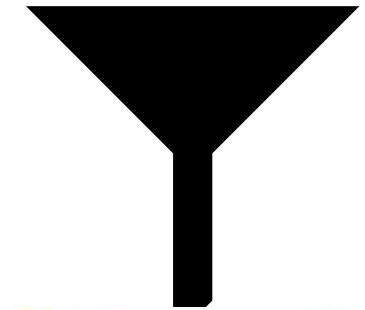
How do you build different generational funnels?

Generation
Attitude

Boomers



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IT TAKES
DARKNESS
TO SEE
LIGHT

BETTER TO
LIGHT **ONE**
SMALL CANDLE
THAN TO CURSE
THE DARKNESS.

- CHINESE PROVERB

AMNESTY
INTERNATIONAL



GENERATIONAL TACTICS TO TAKE HOME

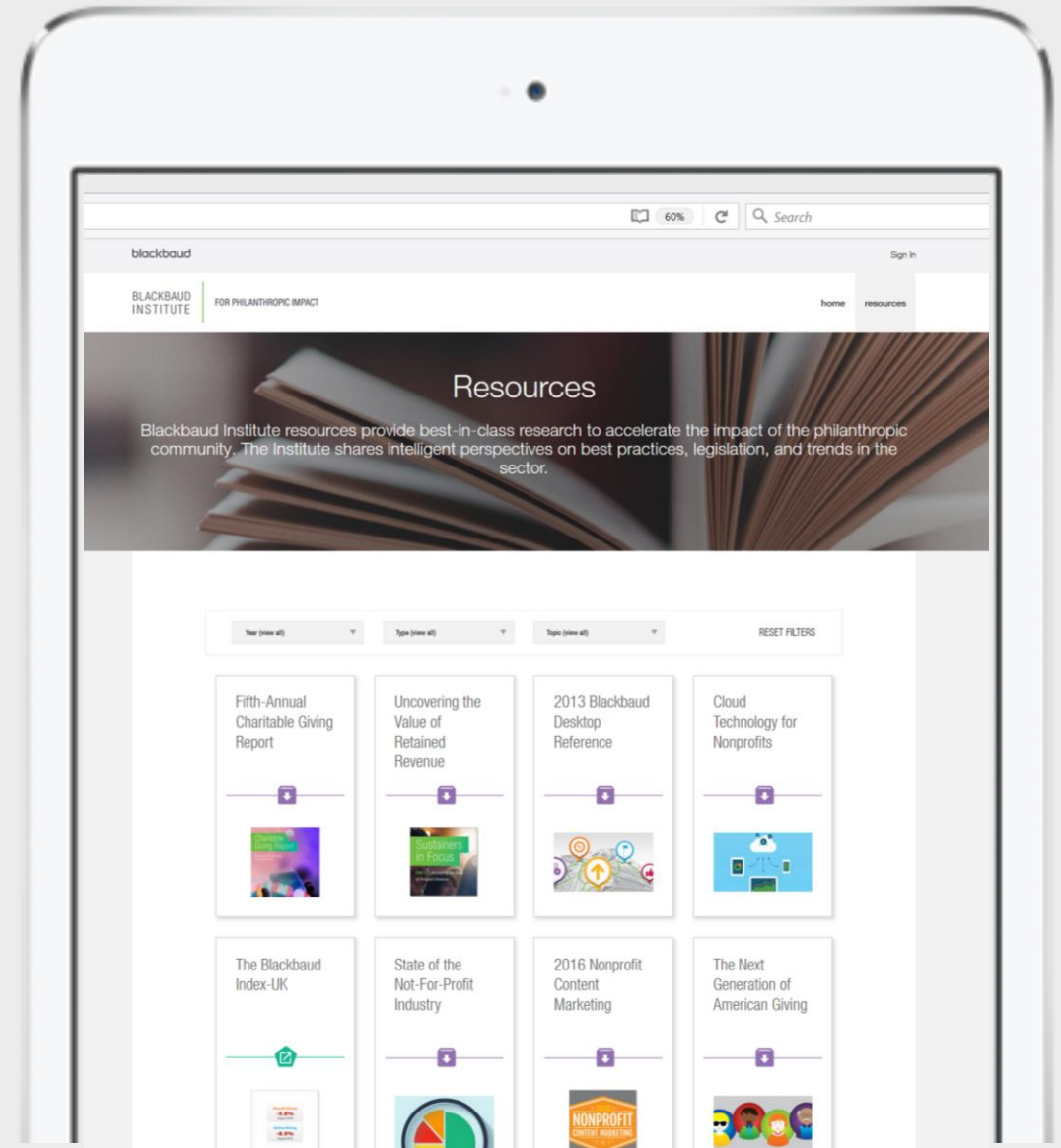
- 1. Gather age data and results and share it internally to begin a conversation**
- 2. Ask acquisition agencies you may hire to incentivize older donors**
- 3. Do you ask acquisition agencies to exclude younger donors e.g. we won't pay for anyone under X**
- 4. Test, pilot, and message channels and approaches by generation to maximize programs**

LEARN MORE

Be sure and visit the Blackbaud Institute for your copy of the Next Generation of Canadian Giving 2018!

And to learn what actions/initiatives you can take with Next Gen in your hand:

www.nexgencanada.org – NO T!



LET'S CONNECT

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