

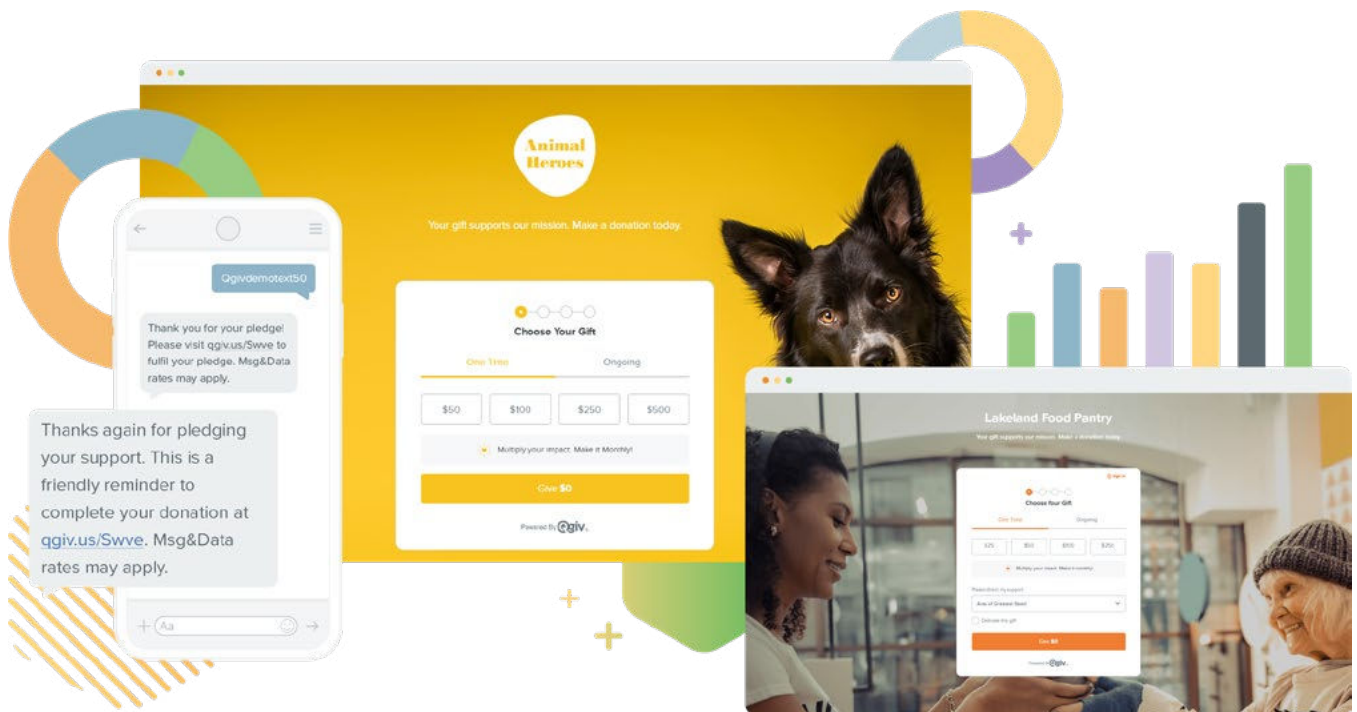
✕  
+ Generational ✕  
+ Giving Report

+ VOLUME 2





Qgiv is an online fundraising solution, empowering nonprofits with the tools they need to retain, engage, and grow their supporter base. Through online giving and event registration forms, text fundraising, peer-to-peer fundraisers, and auctions, Qgiv offers a complete suite of fundraising solutions that personalize the giving experience. Qgiv joined Bloomerang in 2024 to help create the sector’s first giving platform. Together they have more than 15 years’ experience supporting nonprofits with innovative technology and serve more than 23,000 small and medium-sized nonprofits in the US and Canada.



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## Introduction

At its core, fundraising includes four tried and true steps—identification, cultivation, solicitation, and stewardship. In a world of rapidly evolving technology and emerging social platforms, deciding how to best identify, cultivate, solicit, and steward donors has become increasingly complex. Should you embrace social platforms like TikTok? Should you continue sending direct mail appeals with return envelopes to all of your donors? How can you acquire more donors when your current donor base is dwindling? Answers to these questions and many more lie in understanding the preferences of your donors, specifically their generational preferences!

Each generation has unique spending habits, donation preferences, and motivations. From Millennials and Gen Z (who lean towards digital connections and personal relationships) to the unique preferences of Gen X and Baby Boomers (who value traditional methods of giving and a strong connection with the nonprofit's mission), understanding these nuances is crucial to successfully engaging your donors today and tomorrow.

How can you appeal to each generation? The first step is to understand what they want. To understand the intricacies of each generation and their giving preferences, we released the second volume of the Generational Giving Report.

It's important to note that all donors are unique. This report should be used as a guide for your fundraising decisions and not without nuance. In tandem with this report, we recommend leveraging the data available in your fundraising software to identify the preferences amongst your constituents.

Let's dive into the findings!

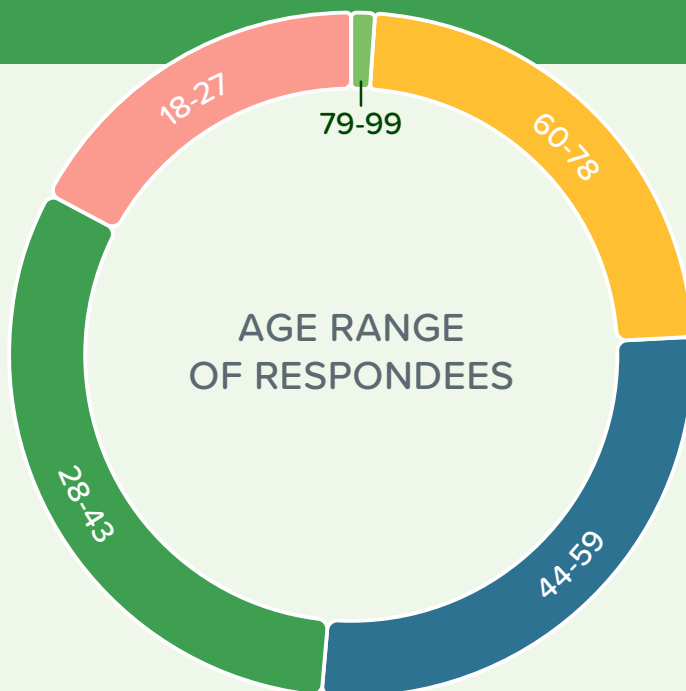


# The Research

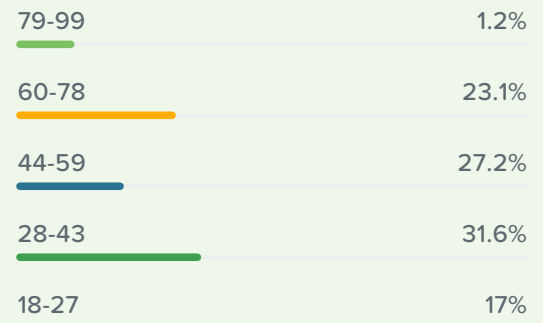
**First, let's look at the methodology and who responded.**

**W**e surveyed just over 1,000 people in May of 2024 and asked if they had made a charitable donation in the past 12 months. Around 90% of those surveyed had made a gift in that time period and went on to take the rest of the survey.

We also asked all 1,000 people if they supported a nonprofit in non-financial ways over the last year. This included in-kind support, volunteering, and promoting a nonprofit's work. 92% of survey respondents answered that they supported a nonprofit in non-financial ways and also went on to fill out the rest of the survey.



## AGE RANGE

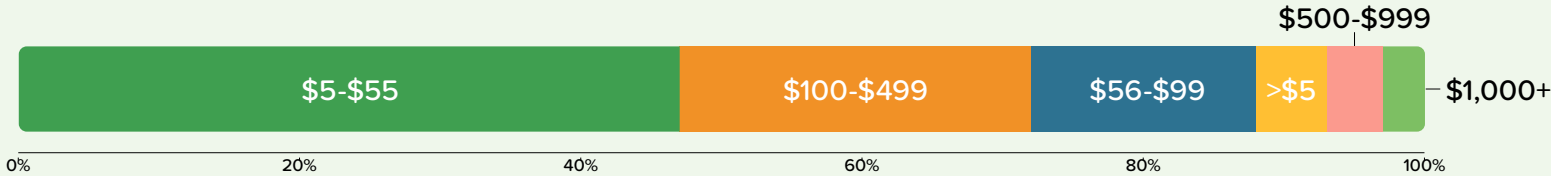


**We found that most donors are giving an average gift between \$5 and \$55, and most (with the exception of Gen Z) are planning to give between \$100 and \$499 in total in 2024.**

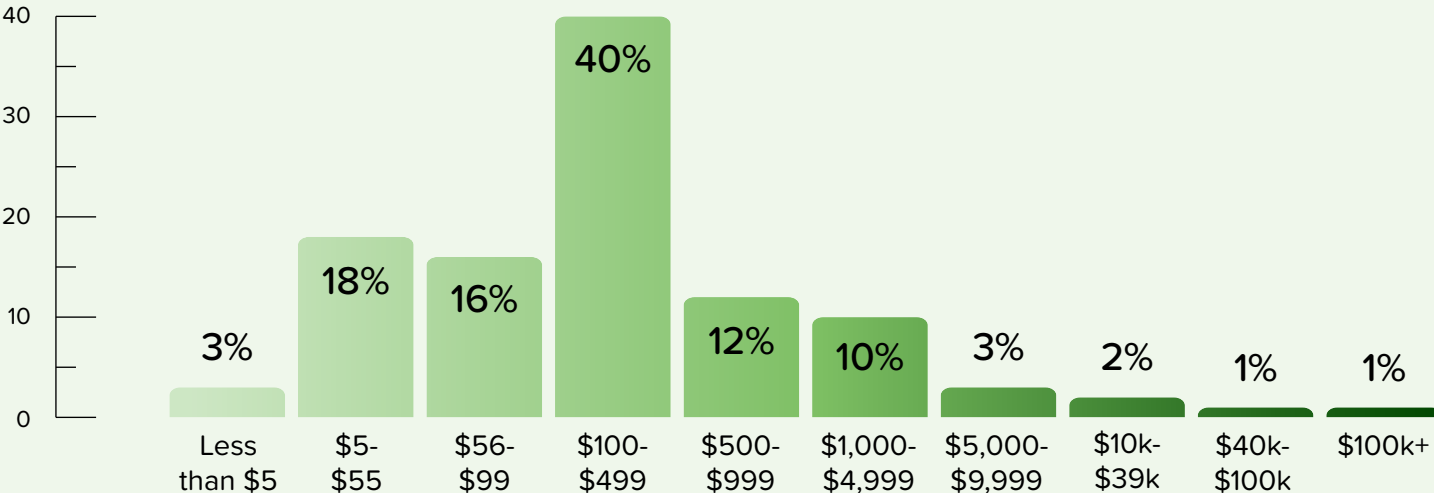
**QUESTION:** Beyond financial, have you supported nonprofits and charitable organizations in other ways over the last 12 months? Please select all that apply.

- ✓ Yes - I've donated in-kind items (used clothes, food, or other goods) 69.90%
- ✓ Yes - I've volunteered my time 41.40%
- ✓ Yes - I've shared a nonprofit's social media posts 39.80%
- ✓ Yes - I've encouraged my friends/family to get involved with a local nonprofit 35.60%
- ✓ Yes - I've made my own social media content promoting a specific nonprofit 16.40%
- ✓ Yes - I've served on a nonprofit board or committee 9.40%
- ✓ Yes, other - I've supported a nonprofit in another way (please specify) 6.40%
- ▶ No - I have not 8.30%

**QUESTION** What is the average size of your individual donations to nonprofits?



**QUESTION** In total, about how much will you give to nonprofits this year (2024)?



## INTERPRETING THE DATA

In many cases, survey respondents were given the opportunity to add their own answers. If we noticed a disproportionate number of people choosing the “Other: Please Specify” option, we looked to find patterns in their individual responses. Otherwise, we looked simply at the patterns in donor preferences and opinions. If a group of respondents had a tie (or even if two answers only had a small difference between them), we included both answers in the donor profiles.

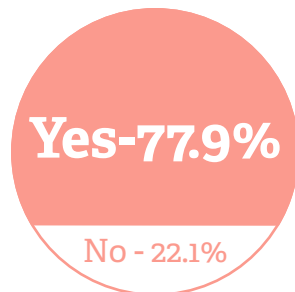
## DONOR MOTIVATIONS AND VETTING HABITS

Donors were asked to indicate what inspires them to make a charitable gift. We found that more mature donors were most moved by a nonprofit’s reputation and by word-of-mouth recommendations from family and friends. Younger generations were most likely to look at testimonials and social media activity.

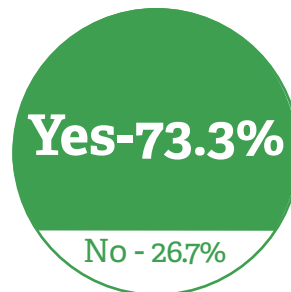
Different generations indicate varied preferences about how they receive appeals and updates. Findings reiterated that direct mail is still an important communication channel for many donors, and text messages are a valuable way to connect with more tech-savvy donors. Before making a gift, a majority of donors from all age groups conduct some level of research into the charities they want to support. Millennial and Generation X donors are those most likely to look into nonprofits before they decide to make a gift.

### QUESTION

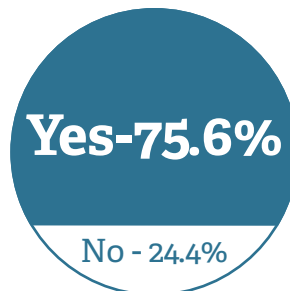
Do you conduct any research on a nonprofit before donating?



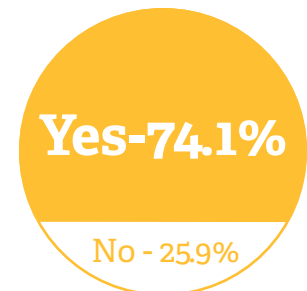
**18-27 years**



**28-43 years**



**44-59 years**



**60+ years**





►► BORN BETWEEN 1997 AND 2012

# Gen Z Overview

**M**embers of Generation Z made up 17% of survey respondents, and only members of Gen Z who were 18 and older were surveyed. The age range of respondents was between 18 and 27 years old. Gen Z donors are the youngest donors entering a nonprofit's constituent base and are deeply connected to the causes they care about and the people who run them. Beyond financial contributions, members of Gen Z show their support for nonprofits by donating in-kind items, encouraging their friends and family to get involved with a nonprofit, volunteering their time, and sharing social media posts from the nonprofits they support.

## DISCOVERY

Gen Z is learning about and discovering nonprofits to support through their social network, including their family, friends, peers, coworkers, etc., through Instagram and Google, and through a personal connection they may have with a member of the nonprofit's staff.



# 51%

of Gen Z volunteer at the organizations they care about! This is the second highest out of all generations.

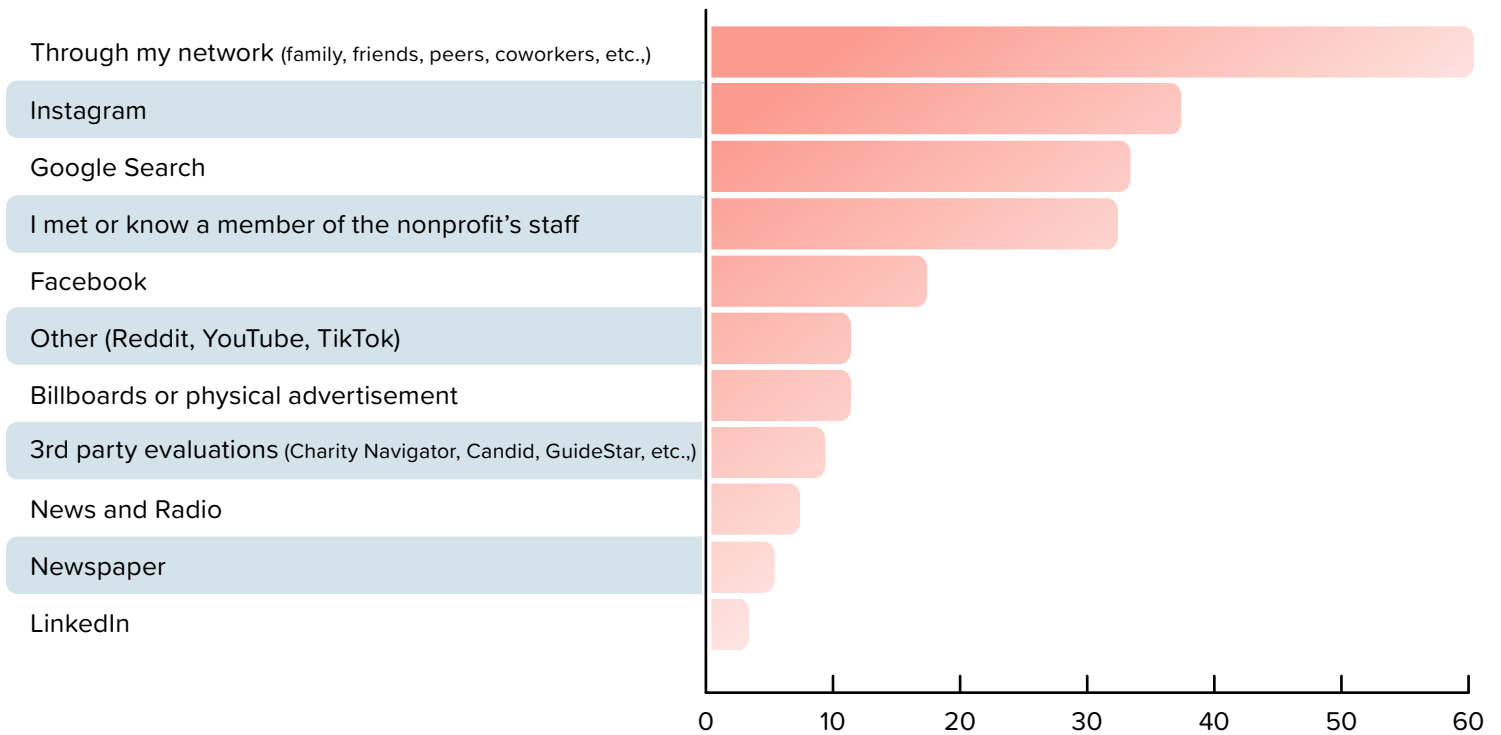


Gen Z is the generation that most enjoys in-person and hybrid fundraising events.



Gen Z is the generation most excited to donate using a digital wallet!

▶ **QUESTION** How do you initially learn about and discover a nonprofit you'd like to support?



## Involvement

**52%** of Gen Z donors are subscribed to a nonprofit's email list. Members of this generation are most excited to read about program updates, new initiatives, and client stories.

**50%** of Gen Z provides in-kind support in tandem with their financial contribution.

**51%** of Gen Z volunteer their time in tandem with their financial contribution.

**56%** of Gen Z is willing to participate as a peer-to-peer fundraiser. Members of Gen Z are willing to join peer-to-peer fundraisers because they enjoy feeling like they're making a difference, and they enjoy supporting the causes they care about.

**29%** of Gen Z has attended an in-person fundraising event in the last year. Members of this generation attend two events annually and are going to breakfasts, luncheons, concerts, and races.

**41%** of Gen Z prefers in-person fundraising events.

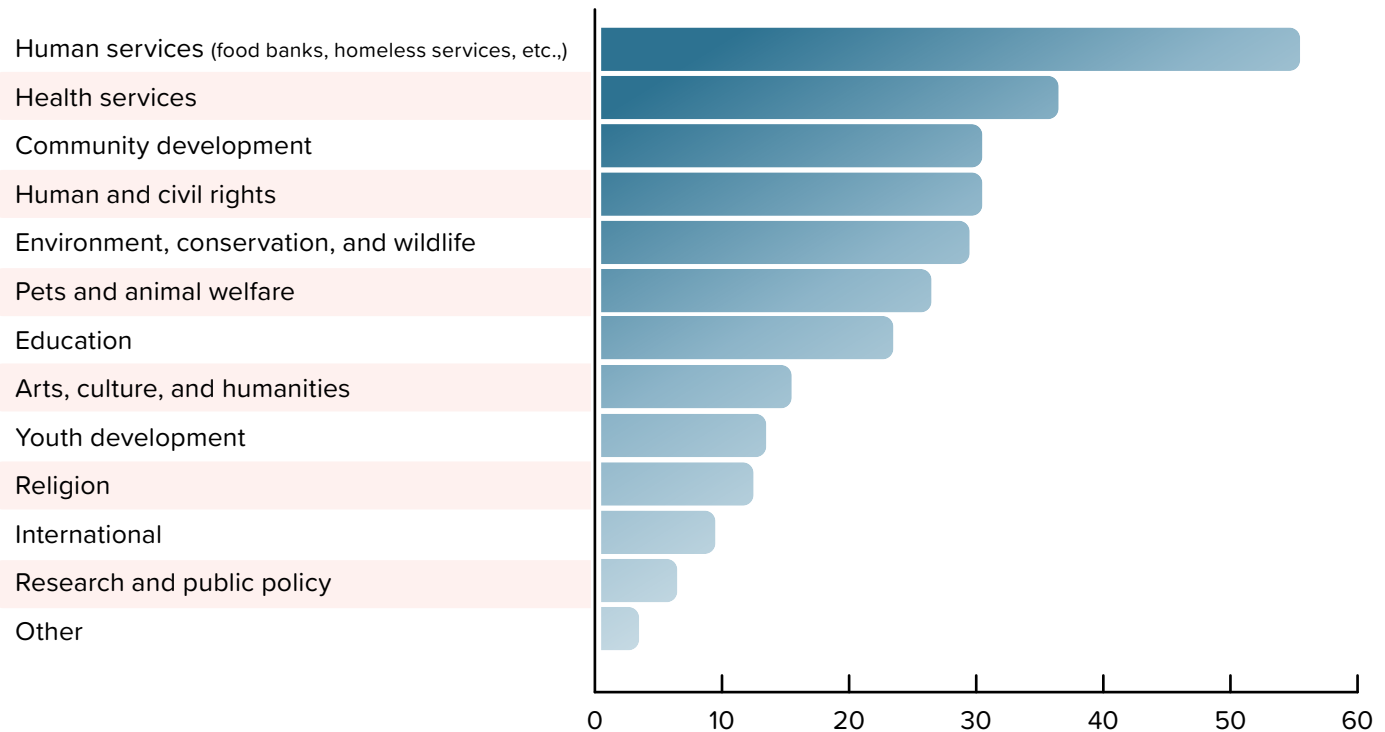
**Gen Z is motivated to volunteer** because they're passionate about an organization's mission, they believe they're making an impact, and they have a **personal connection to the nonprofit's mission.**

## Giving

Most Gen Z donors plan on giving between **\$5 and \$55 in 2024.**



► QUESTION How would you describe the nonprofit(s) you support?



Gen Z is most likely to support **human services, health services, community development, and human and civil rights missions.**

▶▶ **QUESTION** What is your preferred method to donate to nonprofits?

	60+ years	44-59 years	28-43 years	18-27 years
Credit or debit card	48%	34%	48%	46%
Cash	18%	35%	34%	26%
Check	18%	12%	4%	5%
Digital wallet (Paypal, ApplePay, GooglePay, etc.)	15%	19%	14%	23%
Stock and asset transfer	1%	1%	1%	0%



The preferred method to donate for Gen Z is credit or debit card, but they also prefer to donate cash and via digital wallet.

Gen Z is the generation most likely to donate using a digital wallet.



## Stewardship

Gen Z prefers to receive non-fundraising-related communications from the nonprofits they care about on a monthly basis. Non-fundraising communication includes updates on programs, newsletter updates, and general updates that don't include an ask for a financial contribution.

After donating, Generation Z prefers to receive organizational updates by email and social media.

11% of Generation Z has intentionally stopped donating to a nonprofit. The top reasons that Generation Z intentionally stopped their support is because they didn't trust that their donation was used wisely and because they no longer felt connected to the nonprofit.



►► KEY TAKEAWAYS FOR

# Generation Z

## 1 Provide opportunities for Gen Z to fundraise for your organization!

Peer-to-peer campaigns offer Gen Z the opportunity to amplify their impact significantly. Equipping Gen Z fundraisers with resources like social media templates, logos, and compelling stories will turn them into empowered advocates eager to support their chosen cause. It's crucial to understand that peer-to-peer campaigns don't have to be linked to large fundraising events. By providing avenues for DIY fundraising, Gen Z will be motivated to raise funds for their cause at a pace that suits them best, enhancing both their engagement with your organization and fundraising outcomes.

Use the free resources below to learn more about peer-to-peer fundraising and set your fundraising participants up for success!



[Peer-to-Peer Ultimate Guide \[eBook\]](#)



[Peer-to-Peer Social and Email Templates](#)



[How to Encourage Supporters to Raise Money through Peer-to-Peer Fundraising \[On-Demand Webinar\]](#)

## 2 Bridge the gap between social media and your email newsletter with consistent messaging.

Only 52% of Generation Z subscribes to receive updates from the nonprofits they support, compared to the average subscription rate of 61% among other generations. This indicates that a significant portion of Gen Z misses out on vital organizational updates often shared in monthly newsletters. To bridge this gap, it's important to prompt donors to subscribe for updates after their first contribution. You can also meet your Gen Z supporters where they are by regularly sharing updates from your e-newsletters on social media—remember, Gen Z prefers to receive organizational updates by email and social media. To obtain more Gen Z subscribers, promote a sign-up link on social media, specifically on your Facebook and Instagram stories.

## 3 Invite Gen Z to your fundraising events.

Inviting and involving Generation Z in your fundraising events is a great way to engage donors of this young generation. They're excited to celebrate your mission in person and to connect with your staff and others excited about your cause. When receiving organizational updates by email, Gen Z was by far the generation most excited to read updates and attend fundraising events! This generation is eager to connect in person, and events are a great way to foster that bond. Other event engagement opportunities could be adding a peer-to-peer component to your events, as mentioned previously, or recruiting Gen Z constituents to serve on your event planning committee.

# 4 Ask Gen Z to volunteer!

Gen Z is excited to connect with organizations in a hands-on way. 51% of Gen Z donors also volunteer their time. This group might not have the deepest pockets to make the largest donations (right now) but they're eager and excited to make a big impact! Call for volunteers on social media to find your Gen Z supporters and offer volunteer opportunities with flexible time commitments to connect with this generation.

Use the free resources below to learn how you can effectively recruit this generation for volunteer opportunities!



**Ultimate Volunteer Appreciation Guide [eBook]**



**Volunteer Onboarding Essentials Checklist**



**Fundraising Event Essentials: How to Recruit & Manage Volunteers [On-Demand Webinar]**



►► BORN BETWEEN 1981 AND 1996

# Millennial Overview

Millennials made up 32% of survey respondents. Millennials are currently between 28 and 43 years old and are established donors in a nonprofit's constituent base. They are online to stay connected with their family, friends, coworkers, and their favorite causes. Beyond financial giving, Millennials donate in-kind items, volunteer their time, share nonprofit social media posts, and encourage their friends and family to get involved with nonprofits they care about.

## DISCOVERY

Millennials are learning about and discovering nonprofits through their social network, including their family, friends, peers, coworkers, etc., Facebook, a Google search, and by meeting or knowing a staff member of the nonprofit.



Millennials place more importance on client testimonials and an active social media presence than on how much a nonprofit spends on overhead costs.

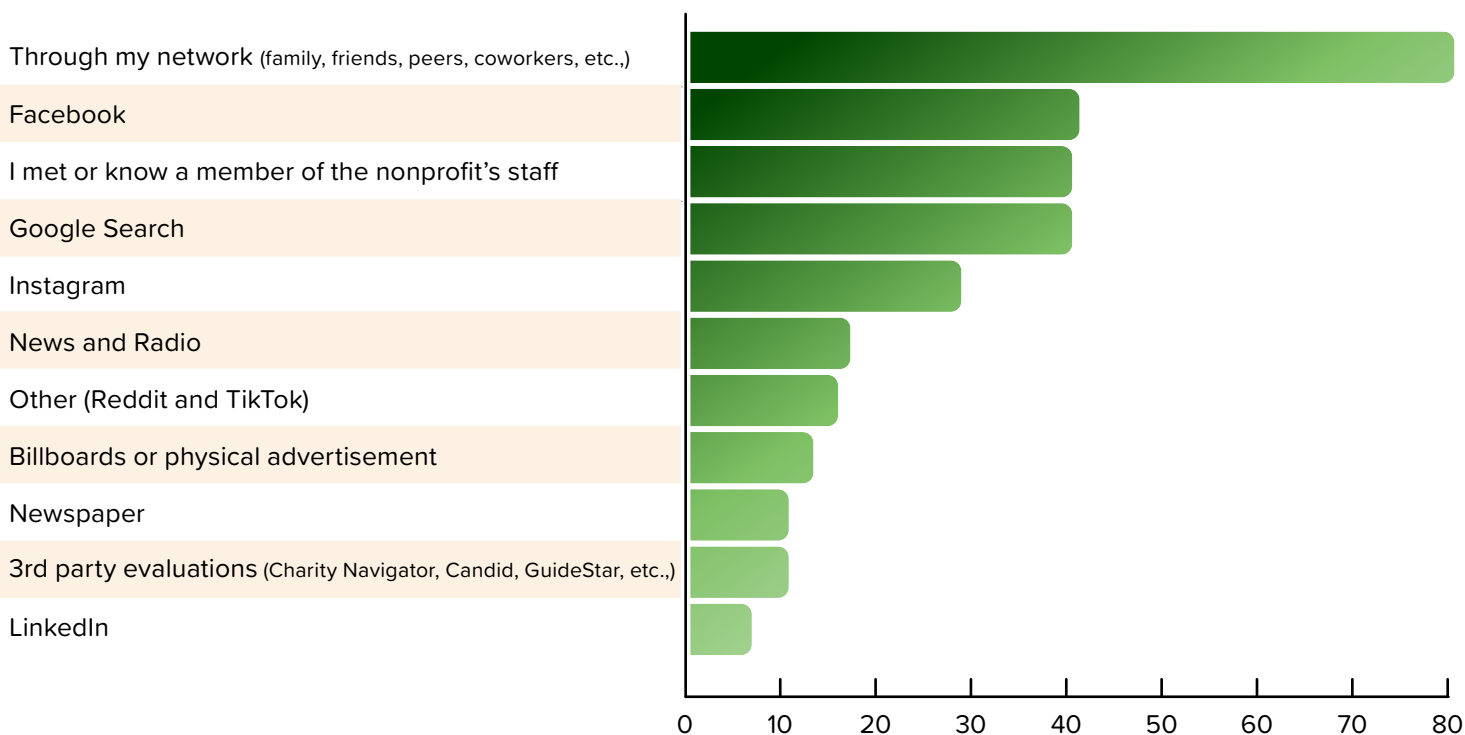


Millennials are hyper online. They're learning about nonprofits through your website and social media pages and prefer to receive updates through email and social media.



Providing continued support is important to millennials. 65% of millennials donate to their preferred nonprofits multiple times throughout the year.

## ▶ QUESTION How do you initially learn about and discover a nonprofit you'd like to support?



## Involvement

**60%** of Millennials are subscribed to a nonprofit's email list. Millennials are most excited to read about program updates and beneficiary stories.

**64%** of Millennials provide in-kind support in tandem with their financial contributions.

**48%** of Millennials are motivated to volunteer because they're passionate about an organization's mission, they have a personal connection to the nonprofit's mission, and because of the impact they'll have.

**52%** of Millennials are willing to participate in a peer-to-peer fundraiser. Millennials will fundraise because they enjoy helping an organization they care about, enjoy feeling like they're making a difference, and believe they can have a larger impact.

**29%** of Millennial donors have attended an in-person fundraising event in the last 12 months. They're attending one or two events and are going to breakfasts and luncheons, art exhibits, fashion shows, and races, including 5Ks, walks, and marathons.

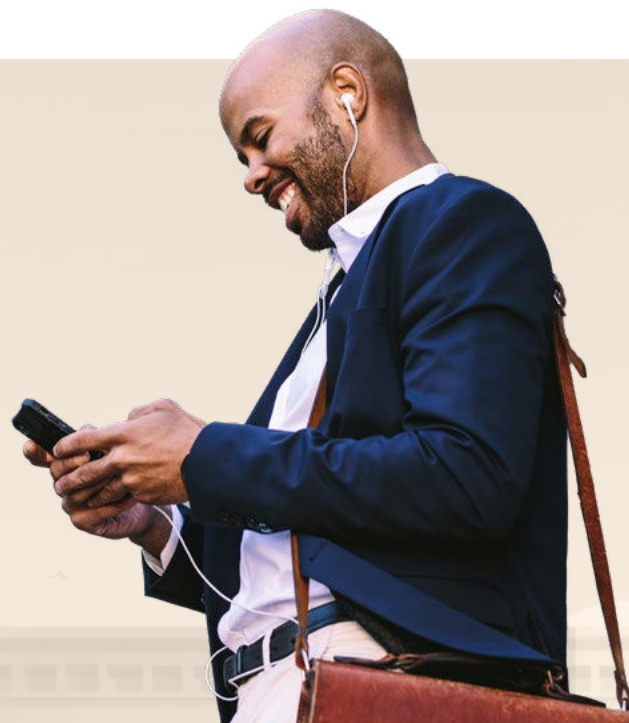
**34%** of Millennials prefer in-person fundraising events. 34% don't like fundraising events.

**Millennials are motivated to volunteer** because they're passionate about an organization's mission, they have a personal connection to the nonprofit's mission, and because of the impact they believe they're making.

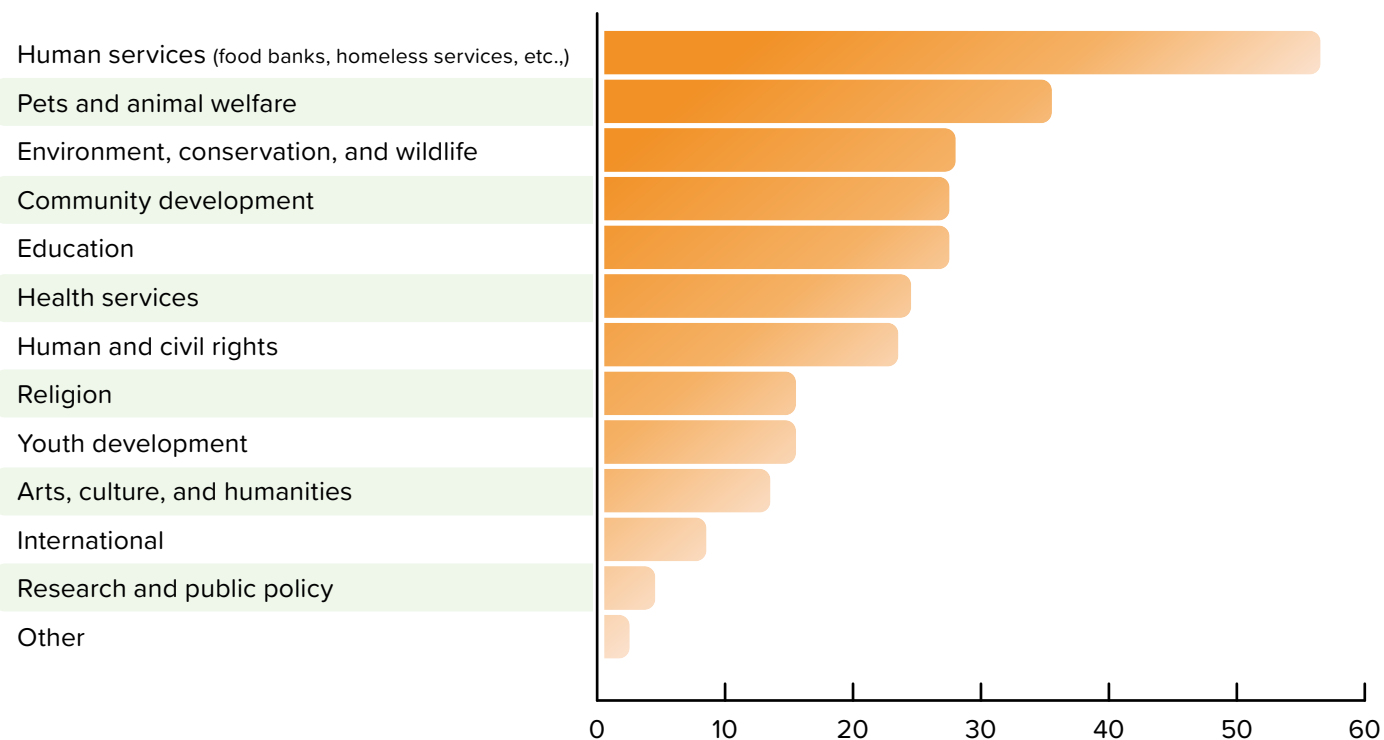


## Giving

Most Millennial donors will give between \$100 and \$499 in 2024.



► QUESTION How would you describe the nonprofit(s) you support?

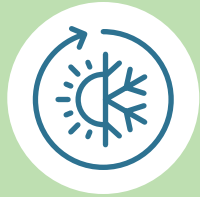


Millennials are most likely to support **human services, pets and animal welfare, environment, conservation and wildlife, and community development missions.**



**The preferred method to donate for Millennials is via credit or debit card and cash.**

**Providing support multiple times throughout the year is important to Millennials because the mission or nonprofit is important to them, they believe their donation is making a significant impact, and it's easier to break up large donations into smaller ones throughout the year.**



**51%**

**of Millennials provide contributions to a nonprofit on a recurring or scheduled basis.**

## **Stewardship**

After donating, Millennials prefer to receive organizational updates by email and social media.

26% of Millennials have intentionally stopped donating to a nonprofit. The top reason that Millennials stopped supporting was because they didn't trust their donation was used wisely, they could no longer afford to donate, and they no longer felt connected to the nonprofit.



►► KEY TAKEAWAYS FOR

# Millennials

## 1 Recurring giving appeals to Millennials.

Providing support multiple times throughout the year is important to Millennials. They responded that continued support is important to them because they have the ability to break a larger gift down into smaller payments. Millennials are used to paying for different goods and services on an on-going basis (streaming services, meal kits, clothing rentals, etc.), so cater to this “subscription generation” with easily accessible giving plans. Giving plans and different recurring giving options can easily be added to your donation form to appeal to this generation.

Check out the resources below for more information on offering recurring giving options for your Millennial donors!



[The Radical Recurring Giving Guide \[eBook\]](#)



[Recurring Giving Email Templates](#)



[Use Giving Plans to Jumpstart Recurring Gifts \[Blog\]](#)

## 2 Social media and an online presence are of high importance to Millennials.

Millennials are online, and this is showing up in their donation preferences. Ensuring your website and social media profiles are up to date is a great way to stay tuned in with Millennials. Prioritize regular website and social media updates to keep this generation of supporters engaged and aware of your impact.

Use the free resources below to help you craft an effective social media strategy and identify ways you can improve your organization’s website to appeal to younger donors.



[Guide to Web Design for Nonprofits \[eBook\]](#)



[Nonprofit Social Media Strategy Workbook](#)



[The Ultimate Guide to Social Media for Nonprofits \[Blog\]](#)

## 3 Highlight the impact donors and volunteers have at your nonprofit on a monthly basis.

Millennials want to hear from your organization about non-fundraising-related requests every month. Millennials also shared that they’ll stop donating to an organization if they think their donation isn’t used wisely and if they no longer feel connected to the mission of a nonprofit. To help this generation feel connected to your mission, ensure you highlight impact stories on your donation form and in your monthly e-newsletter or on social media. You can spotlight different volunteers, provide quotes from volunteers, share testimonials of someone impacted by your programs, and more! To get your monthly communications started, use the free resources below!



[Nonprofit Newsletter Worksheet](#)



[15 Nonprofit Newsletter Tips to Take Your Fundraising to the Next Level \[Blog\]](#)



►► BORN BETWEEN 1965 AND 1980

# Gen X Overview

Members of Generation X made up 27.2% of the survey respondents. Members of Gen X are currently between ages 44 and 59 and are proving to be reliable donors. Beyond financial giving, Gen X donates in-kind items, volunteers their time, shares nonprofit social media posts, and encourages their friends and family to get involved with the nonprofits they care about.

## Discovery

Members of Gen X are learning about and discovering nonprofits through their personal connections, including their family, friends, peers, coworkers, etc., on Facebook, and by meeting or knowing a member of the nonprofit's staff.



After Gen Z, this generation is the next most likely to donate with a digital wallet.

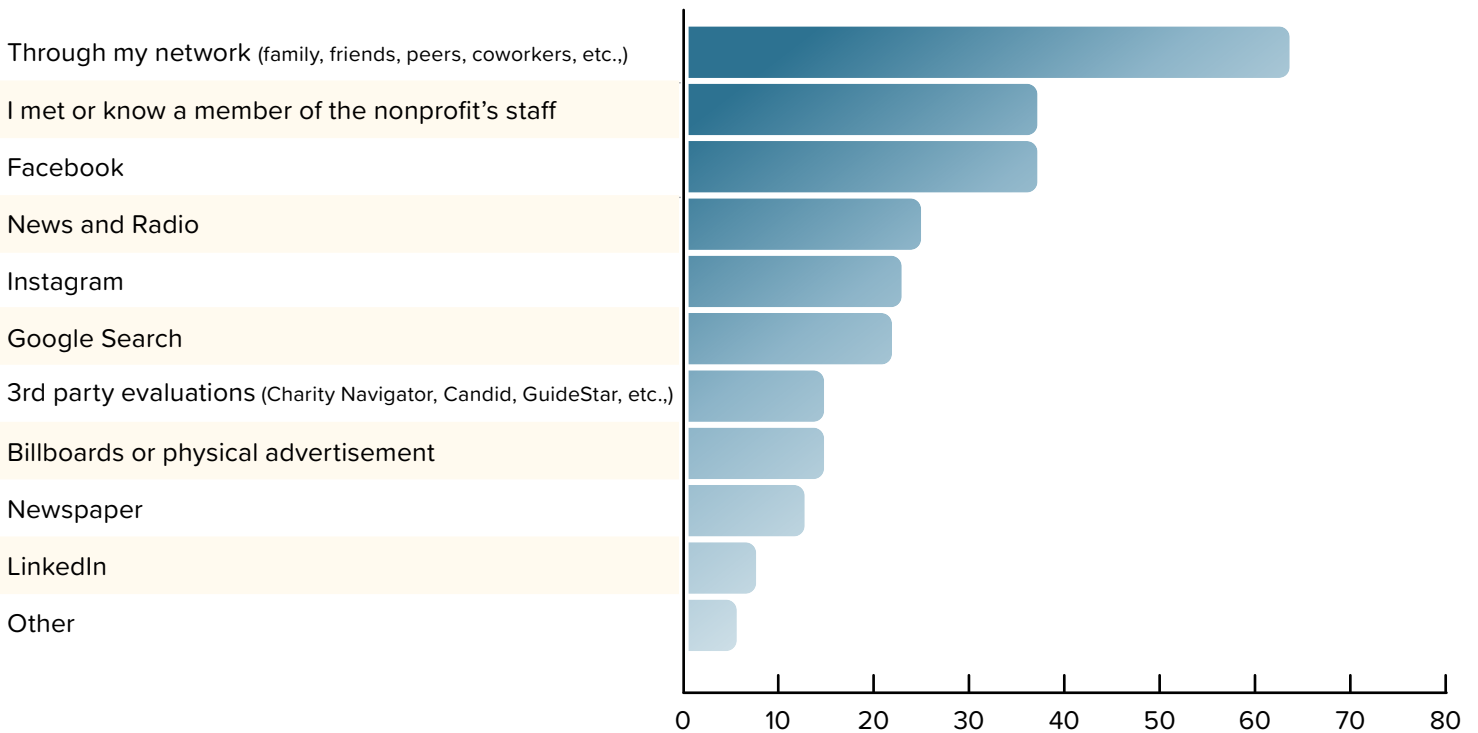


Gen X wants to be involved! Gen X is the generation most likely to share a nonprofit's social media posts, attend a nonprofit's events, volunteer their time, serve on a board or committee, and encourage their friends/family to get involved.



Generation X is the most likely generation to attend an in-person fundraising event.

## ▶ QUESTION How do you initially learn about and discover a nonprofit you'd like to support?



## Involvement

**65%** of Gen X is subscribed to a nonprofit's email list. Generation X are most excited to read about program updates and beneficiary stories.

**76%** of Gen X provides in-kind support in tandem with their financial contribution. This is the highest amongst any generation by far.

**57%** of Gen X volunteer their time in tandem with their financial contribution.

**62%** of Gen X is willing to participate in a peer-to-peer fundraiser. Gen X will fundraise because they enjoy helping an organization they care about, enjoy feeling like they're making a difference, and because they enjoy sharing the causes they support with family and friends.



Gen X is motivated to volunteer because they're passionate about an organization's mission, they have a personal connection to the nonprofit's mission, and they are making an impact on the nonprofit.



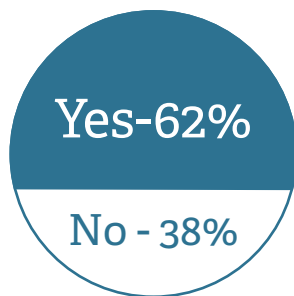
Gen X is serving on boards because they're passionate about an organization's mission, they have a personal connection to the mission of the nonprofit, and they believe they make an impact while serving on a board.

**Gen X is the most likely generation to volunteer** and is the most likely generation to take on leadership responsibilities and serve on a nonprofit committee or board of directors.

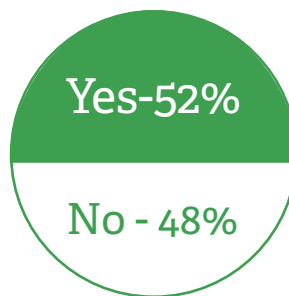
►► **QUESTION** Would you be willing to fundraise for a nonprofit?



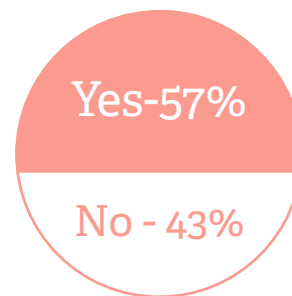
60+ years



44-59 years



28-43 years



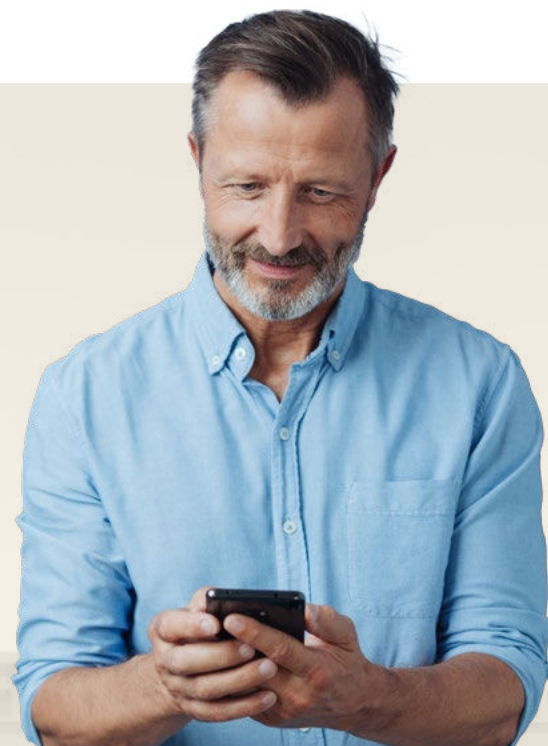
18-27 years

**41% of Gen X has attended an in-person fundraising event in the last year.** Most Gen Xers attend two fundraising events annually and are going to breakfasts, luncheons, art exhibits, fashion shows, auctions, and races.

**39% of Gen X prefers in-person fundraising events.** 30% don't like fundraising events

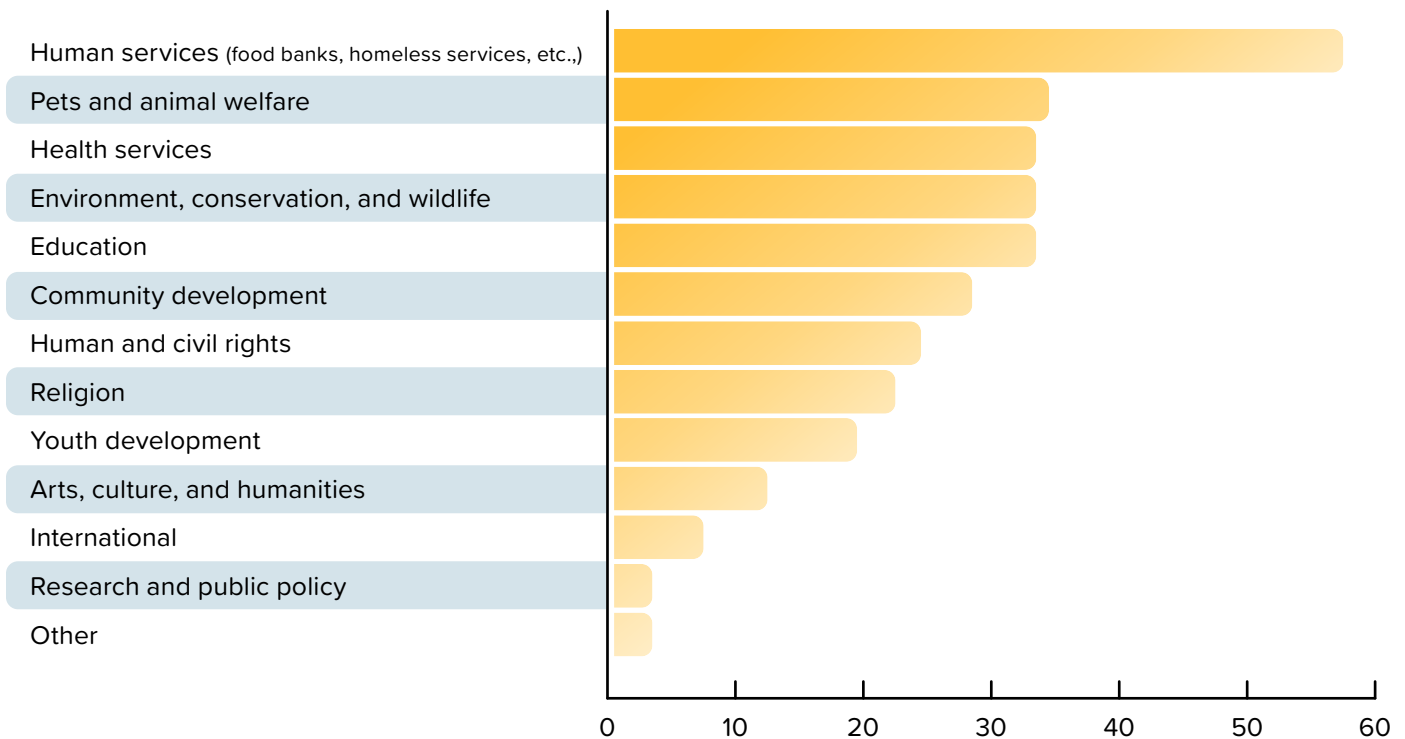
## Giving

**Most Gen X donors will donate between \$100 and \$499 in 2024.**



Gen X donors are most likely to support **human services, pet and animal welfare, health services, environmental, conservation, and wildlife missions.**

▶▶ **QUESTION** How would you describe the nonprofit(s) you support?



**The preferred method for Gen X to donate is by credit or debit card followed by digital wallet.** Generation X is the second most likely generation to donate through a digital wallet.



**Providing support multiple times throughout the year is important to Gen X because the mission or nonprofit is important to them, they believe their donation is making a significant impact, and it's easier to break up a large donation into smaller ones throughout the year.**



**56%**

**of Gen X provides contributions to a nonprofit on a recurring or scheduled basis.**

## Stewardship

Gen X prefers to receive non-fundraising-related communications from the nonprofits they care about on a monthly basis. Non-fundraising communication includes updates on programs, newsletter updates, and general updates that don't include an ask for a financial contribution.

After donating, Gen X prefers to receive organizational updates by email and through social media.

24% of Gen X has intentionally stopped donating to a nonprofit. The top reasons that Gen X stopped donating to a nonprofit are that they didn't trust their donation was used wisely and they no longer felt connected to the nonprofit.





►► KEY TAKEAWAYS FOR

# Generation X

## 1 Recruit Gen X to serve on a committee or board.

Gen X is the most likely generation to serve on a committee or board. This group is well established in their career and armed with a robust network. Members of Gen X serve as great board and committee members—they're willing to participate in peer-to-peer fundraising, have larger giving abilities, and are eager to provide in-kind support.

Make recruiting members of this generation for your board easy with these free resources!



[The Ultimate Board Recruitment and Onboarding Guide \[eBook\]](#)



[How to Recruit, Coach, and Retain Board Members \[Blog\]](#)



[How to Recruit, Train, and Motivate Board Members to Fundraise \[On-Demand Webinar\]](#)

## 2 Gen X will react to an urgent need.

Gen X is the generation most likely to donate because a nonprofit communicated an urgent need. They were also the second most likely generation to donate in response to a disaster. When your organization is facing an emergency, Gen X is ready to help!

## 3 Make donating by digital wallet easy!

Gen X was the second most likely generation to donate through a digital wallet, trailing behind Gen Z. Fundraisers can include digital wallet options on all of their online donation forms to make the donation process as easy as possible for this group of supporters!

# 4 Gen X'ers are your peer-to-peer fundraisers!

An impressive 62% of Gen X is open to fundraising for a nonprofit, driven by their desire to support causes they're passionate about and the enjoyment they experience from making an impact. As members of this generation age and continue to build their social network, they become prime candidates to recruit as peer-to-peer fundraisers, offering a blend of enthusiasm for your mission and influence in your community.

Use the free resources below to learn more about peer-to-peer fundraising and set your fundraising participants up for success!



**Peer-to-Peer Ultimate Guide [eBook]**



**Peer-to-Peer Social and Email Templates**



**How to Encourage Supporters to Raise Money through Peer-to-Peer Fundraising [On-Demand Webinar]**



►► BORN BETWEEN 1946 AND 1964

# Baby Boomer Overview

Members of the Baby Boomer and Silent Generation made up 24% of survey respondents. Baby Boomers are between 60 and 78 years old and the Silent Generation are between 79 and 99. So few members of the Silent Generation responded to this survey that their answers were statistically insignificant. Those few answers were incorporated into the Baby Boomers' responses, which is why that generation's age range is defined as "60+" in this study. While these generations are generally seen as a group with the capacity to make larger financial donations, the majority of Baby Boomers plan on donating the same amount this year as their Millennial and Gen X counterparts. Beyond financial giving, Baby Boomers are providing in-kind support, sharing a nonprofit's social media posts, and volunteering their time.

## Discovery

Baby Boomers are learning about and discovering nonprofits through their social network, including their family, friends, peers, coworkers, etc., through a personal connection (knowing someone who works at a nonprofit), and through Facebook.



Baby Boomers are the generation most likely to be subscribed to a nonprofit's email list.

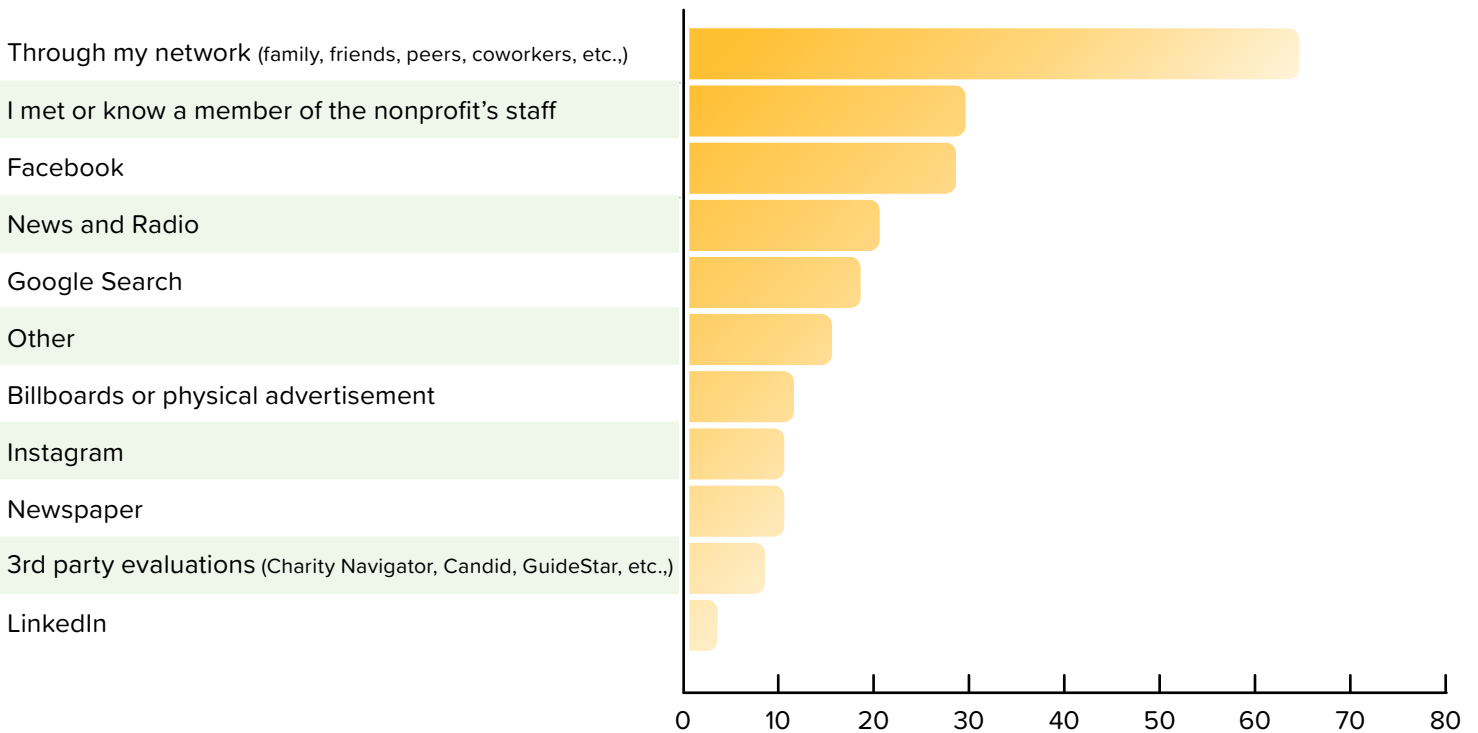


Before donating, Baby Boomers look at where an organization is spending their funds and for low or no organizational overhead.



Providing continued support to nonprofits is important to Baby Boomers!

▶ QUESTION How do you initially learn about and discover a nonprofit you'd like to support?



## Involvement

**68%** of Baby Boomers are subscribed to a nonprofit's email list. Baby Boomers are most excited to read about program updates and beneficiary stories.

**64%** of Baby Boomers provide in-kind support in tandem with their financial contributions.

**43%** of Baby Boomers volunteer their time in tandem with their financial contribution.

**41%** of Baby Boomers are willing to participate in a peer-to-peer fundraiser. Members of the Baby Boomer Generation are willing to participate in a peer-to-peer fundraiser because they enjoy helping an organization they care about and feel like they are making a difference.

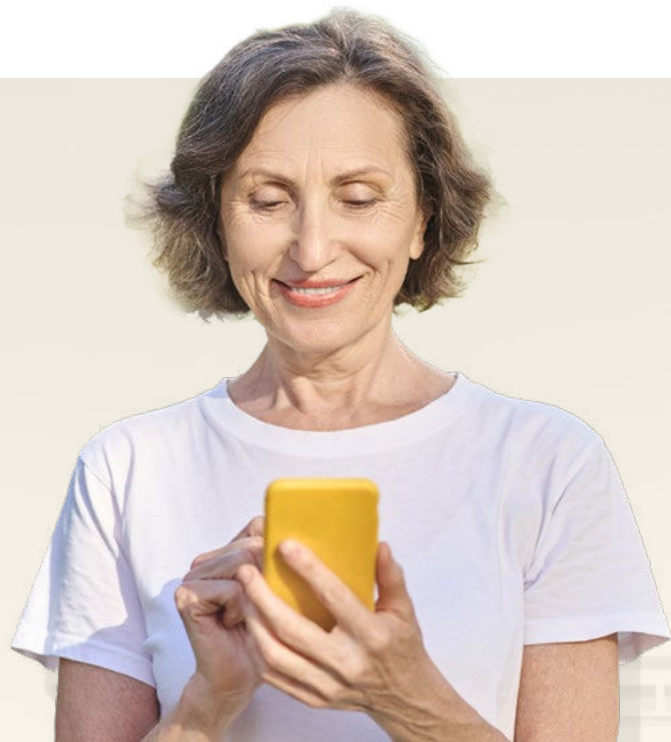
**26%** of Baby Boomers have attended a fundraising event in the last year. Baby Boomers attend one fundraising event per year and are going to auctions, breakfasts and luncheons, and concerts.

**27%** of Baby Boomers prefer in-person fundraising events. 50% don't like to attend fundraising events.

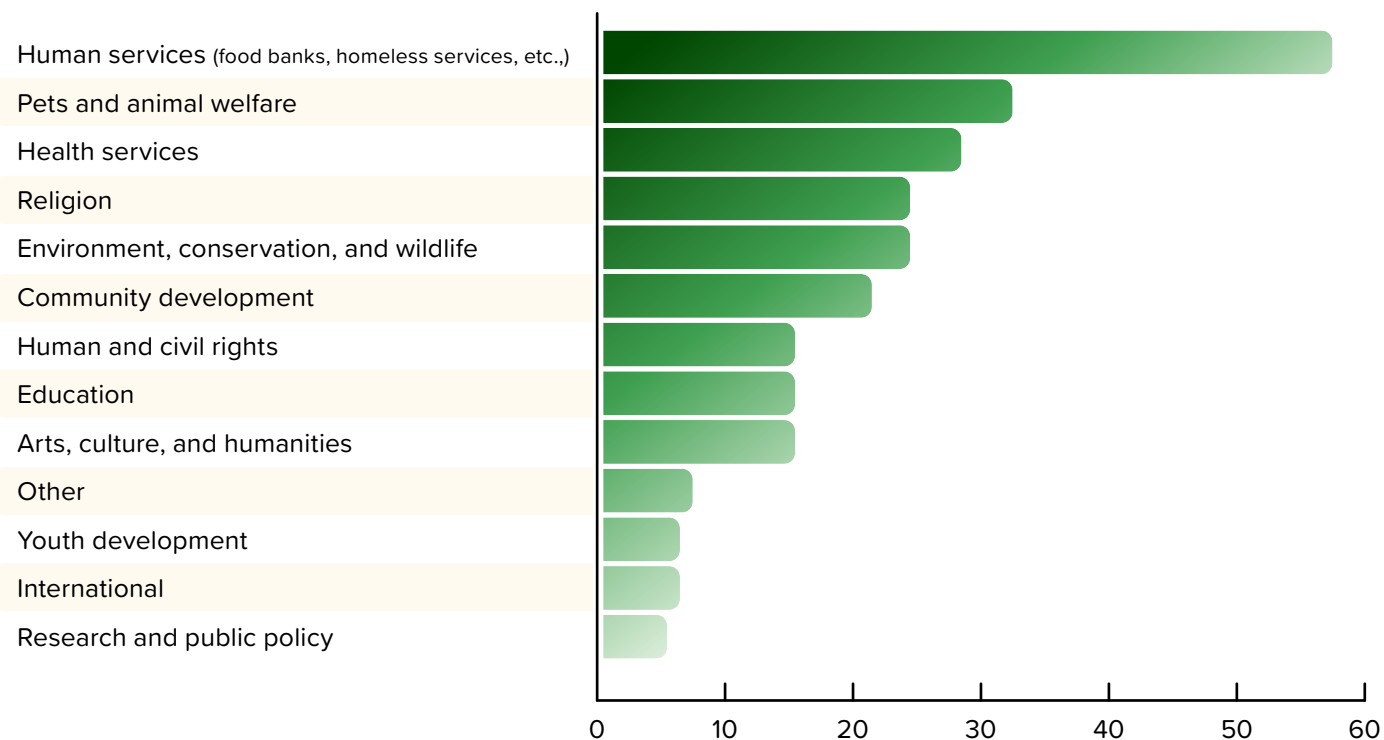
**Baby Boomers are motivated to volunteer** because they're passionate about an organization's mission, they have a personal connection to the nonprofit's mission, and because of the impact they believe they're making.

## Giving

Most Baby boomer donors will give between \$100 and \$499 in 2024.



► QUESTION How would you describe the nonprofit(s) you support?

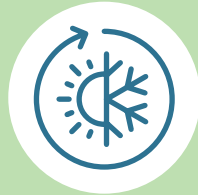


Baby Boomers are most likely to support **human services, pets and animal welfare, and health services.**



**The preferred method for Baby Boomers to donate is through their credit or debit card.**

**Providing support multiple times throughout the year is important to Baby Boomers because the mission or nonprofit is important to them, they believe their donation is making a significant impact, and because it's easier to break up a large donation into smaller ones throughout the year.**



**56%** of Baby Boomers donate to a nonprofit on a recurring or scheduled basis.

## **Stewardship**

Baby Boomers prefer to receive non-fundraising related communications from the nonprofits they care about on a monthly basis. Non-fundraising communication includes updates on programs, newsletter updates, and general updates that don't include an ask for a financial contribution.

After donating, Baby Boomers prefer to receive organizational updates by email, social media, and through direct mail. Compared to the other generations, Baby Boomers were the generation most in favor of direct mail updates.

The highest of any generation, 36% of Baby Boomers have intentionally stopped donating to a nonprofit. The top reasons that Baby Boomers stopped their donation to a nonprofit were because they no longer felt connected to the nonprofit, they didn't trust that their donation was used wisely, and they no longer could afford to donate.

▶ QUESTION Why did you stop your support?

	60+ years	44-59 years	28-43 years	18-27 years
I no longer felt connected to the nonprofit	44%	44%	31%	40%
I did not trust that my donation was used wisely	33%	52%	49%	47%
I could no longer afford to donate	29%	22%	35%	33%
The nonprofit asked me for a donation too frequently	26%	30%	16%	13%
I had a negative experience with the nonprofit	21%	32%	28%	13%
Other	9%	10%	11%	7%
The nonprofit never asked for my support	5%	10%	9%	0%



## ▶▶ KEY TAKEAWAYS FOR

# Baby Boomers

## 1 Be transparent with financial information.

Baby Boomers value transparency in knowing how organizations allocate their funds. To enhance trust, provide clear and accessible financial documents or annual reports on your website. Additionally, conduct regular audits and openly share fundraising outcomes to further demonstrate accountability. Engaging donors through detailed breakdowns of expenses and the impact of their contributions can foster a sense of transparency and encourage continued support.

Check out these free resources for more ideas to increase transparency within your organization!



[A Peek Inside: 4 Ways to Build Transparency Online \[Blog\]](#)



[How Transparency Drives Donor Loyalty \[Blog\]](#)



[Nonprofit Storytelling with Financials \[On-Demand Webinar\]](#)

## 2 Baby Boomers want to hear stories!

When receiving updates, Baby Boomers are most excited to hear about client stories and program updates. This generation is excited to learn about what their donations are funding. Not only will storytelling deepen your connection with Baby Boomers, but it will also foster additional trust. In your communications to these donors, ensure you're including the key elements of a good story:

**Character: Who is the story about?**

**Conflict: What is your character struggling with?**

**Goal: What are they working toward and why?**

**Change over time: What is the result?**



# 3 **Communicate regularly and often to retain their support.**

The top reason for Baby Boomers withdrawing their support is because they no longer feel connected to a nonprofit. Staying in touch with Baby Boomer supporters is a great way for them to feel connected to your organization's mission. Similar to Millennials, make regular communications (ideally monthly) a priority for engaging this generation. You can communicate regularly with this generation by sending them monthly e-newsletters, mailing them annual financial updates, sharing impact stories via direct mail or email, and more!

Use the free resources listed below to pull this generation into regular communications.



**Nonprofit Editorial Content Calendar Template**



**Donor Communication and Stewardship Plan [Templates]**



**What Your Nonprofit Communications Plan Should Look Like  
[On-Demand Webinar]**

# 4 **Prioritize being active on social media—not just to engage Gen Z or Millennials, but to engage Baby Boomers as well!**

Baby Boomers prefer to receive organizational updates by email and social media. It's easy to think that social media outreach is best to connect with younger generations, but Baby Boomers are incredibly active on social media, especially Facebook. Baby Boomers are using Facebook and other social media to consume news and entertainment, and to connect with family, friends, and organizations that matter to them.



# Omni-Generational Takeaways

Whether you're simply looking to maximize your impact or are part of a small team looking to prioritize actions that will have the greatest impact across multiple generations, we've got the perfect guide for you! These tips are specifically designed to help small teams focus on the most effective strategies and takeaways, ensuring you make the most out of your efforts and resources.

# Use technology to make catering to each generation easier.

## **Donor management.**

With a donor management CRM, you can capture data specific to your donors' individual preferences, create automated stewardship campaigns that highlight what they care about most, and send them asks, volunteer opportunities, and stewardship communications optimized to their giving preferences. As mentioned earlier in the study, all generations of donors prefer to hear from the nonprofits they support every month.

## **Volunteer management.**

Volunteer management tools can be used to make scheduling volunteer shifts easier, capture supporter engagement, and nurture relationships with periodic communications similar to a donor management CRM. A volunteer management platform delivers better volunteer experiences and saves managers time with easier, self-serve scheduling. Since volunteers are inclined to donate, integrating with a donor management CRM lets you identify engaged volunteers that you can cross-cultivate into “super supporters”— your most devoted constituents who generously give both time and money.

## **Digital fundraising tools.**

A digital fundraising platform can help you build peer-to-peer fundraisers, manage event registrations, and provide your donors with more modern giving options like digital wallets, preferred by Gen Z and Gen X, and the option to make donations via credit card. With a digital fundraising platform, you can highlight the impact a donor will make directly on your online donation form with impact statements and images. You can offer recurring donations and giving plans that break up gifts into smaller amounts. To tie everything back together, you can capture how a donor gives and sync that data to your CRM, so all of a donor's giving information and preferences live right next to their record in your CRM.

# Spend time creating quality emails and social media posts.

After donating, most donors (regardless of their generation) prefer to receive organizational updates by email and social media. They are most likely to stop giving because they no longer feel connected to a cause or feel like their donation is no longer making an impact, so ensure you share the impact of donations in your emails and on social media.

Emails and social media posts with powerful images and stories informing donors of their impact will help you build a constituent base with a strong connection to your mission! Donors of all generations are most excited to hear your client stories and to learn more about your program updates at a monthly cadence, which we dive into in the upcoming findings. Make sure you include these powerful updates in your digital communications! Here is a step-by-step guide to sourcing compelling material for your next email and social media post:

## **Find your story**

Interview scholarship recipients, parents of youth in your programs, people receiving your services, volunteers, frontline staff, etc. Collect material monthly to learn what your nonprofit's needs are and what your impact is.

## **Filter story contents**

Save the needs of your organization for fundraising appeals in the future. Locate the quotes and stories that highlight your impact and pull next month's e-newsletter and social content from those. Quotes, images, and even iPhone videos that provide an impactful update work well!

## **Write**

It's time to use your "impact content!" Use your most inspiring content to create long-form content such as newsletters, blog posts, and annual reports. Make your life easier by then using ChatGPT or other AI tools to build out social media posts, emails, and more!

## **Disperse**

Schedule your impact stories to hit the inbox and timelines of your supporters! You can even link to additional blog posts on your website so your readers can learn more.

# All donors want monthly updates that don't include fundraising asks!

Most individuals favor monthly non-fundraising-related updates and eagerly anticipate hearing about your program developments and client narratives. Updates such as adding services to a new zip code and the ways your organization helped your community are exciting for donors to read and keep them deeply connected to your cause! Distributing monthly updates or newsletters serves as a powerful method to engage donors across all generations. Organizations with limited personnel might consider eliminating a newsletter due to the significant time investment required. The program and client information published in a monthly newsletter play a crucial role in keeping your audience engaged and enthusiastic about supporting your cause.



Establish the day or week of the month when supporters can expect your monthly update. For example, this could be the first Friday of the month. Consistency is key! Subscribers of your newsletter will be excited to hear about the hard work your organization has accomplished.



Wondering what else to include in your newsletter? Supporters are eager to read about client success stories, new programs, upcoming events, advocacy opportunities, and future volunteer needs!



Asking staff of all levels of experience can take the burden off the fundraising department when writing a monthly newsletter. A letter from a front-line worker can be incredibly impactful for supporters to read! Teachers in a classroom, a program manager, or your community outreach coordinator can provide a new level of insight to further connect with your constituents!

# Word-of-mouth referrals are powerful!

The number one way people across all generations learn about a nonprofit is through their social network (family, friends, coworkers, etc.) and their personal connections with nonprofit staff members. The most effective strategy for advancing your cause is to empower your staff and donors to become vocal advocates. To capitalize on word-of-mouth momentum, you can:



Create advocacy content for your supporters and employees to share on social media that educates their connections on your organization's mission.



Host a peer-to-peer fundraiser. Peer-to-peer campaigns are an incredible strategy to capitalize on word-of-mouth referrals because your supporters fundraise on your behalf. At Qgiv, peer-to-peer campaigns help nonprofits acquire an average of 300 new donors!



Every fundraising professional has an “elevator pitch” to describe their organization and how a potential supporter can provide their support. This is a great time to ask for constituent advocacy. Encourage supporters to make a social media post in support of your organization! An ask that is simple and can have an immediate impact is a great way to build momentum with a supporter.



Kick off each of your board and committee meetings with a call to action! Tell your audience about the power a word-of-mouth referral or a social media post can have on your organization!

# Make donors aware of employer-matched gifts.

Only 20% of respondents across all generations have had their donations matched by their employer. According to Double The Donation, 65% of Fortune 500 companies offer matching gift programs, and they estimate that between \$4 and \$7 billion of matching gifts go unclaimed each year. The easiest way to attract more matching gifts is to make it easy for donors to determine their eligibility and apply while their donation is still on their minds. Promote matching gifts at your nonprofit by asking donors if they're seeking a matching gift for their donation on your online donation form and the donation confirmation page.



Optimize your online giving form for matching gifts by including an easy-to-use search bar. Double The Donation offers an easy-to-use search bar that allows donors to instantly find their employer and matching gift information.



Consider including a QR code that links to your matching gift landing page in your direct mail appeals. Keeping matching gifts top of mind for donors and easy to access will drive matching gift donations!



Use the donor database as a tool to evaluate who the most common employers are among your donors. You can ask your donors for the contact, or reach out to the person who oversees their corporate giving program yourself and discuss how to amplify their company's impact on your organization!

# Remember in-kind support!

65% of all respondents provided an organization with in-kind donations in tandem with their financial support. Ensuring that your organization has a way to capture donor information when they're dropping off a bag of gently used clothing or a box of canned goods can fuel your donor pipeline. Put in place an impactful donor journey that starts with in-kind support. This could include thanking your in-kind donors for their contribution, connecting them with other ways to support your mission, welcoming them to your mailing list, or inviting them to an upcoming event. Communicating the high need for goods is the top factor to inspire your constituents to provide in-kind support. Use this sample donor cultivation timeline to build a journey for your in-kind supporters!

## New donor cultivation timeline (first 90 days)





# Practice strong storytelling.

The art of storytelling is fundamental to a fundraiser's success. Donors of all ages are eager to hear the compelling stories of your organization, your clients, and your team. Examples of stories that inspire donors to support range from shelter animals receiving necessary supplies, to meals being delivered to elderly community members, to refugees being matched with crucial services, and more. Crafting powerful narratives in appeals, newsletters, events, and social media creates a community of donors ready to champion your cause and provide continued support. You can even use ChatGPT and other AI tools to help shape your content and first draft!

Asking your front-line program staff who their favorite client is or which client they can't get out of their head that week is a great way to gain inspiration for your next newsletter, appeal, or social media post. A donor's understanding of how their donation will be used is a powerful motivator for first-time donors of any generation. Centering your donors in the impact stories you're telling is a way to further connect your donors to your mission. Keep the impact stories on a smaller and more intimate scale. Donors have an easier time imagining smaller quantities versus larger ones. A donation providing support to one rescued shelter pup for a year is more tangible to a donor than supporting 100 dogs for a month. Moreover, showing the impact of their donation is a great way to encourage subsequent gifts. The four key elements of an impactful story can be found below!

## **Character.**

Who is your story about? Identifying the beneficiary of your story is the best place to start. Providing descriptors while maintaining client confidentiality when necessary allows your readers and donors to feel as though they deeply know the character in your story.

## **Conflict.**

What is your character struggling with? Letting your readers into the challenges your character is facing fosters connection.

## **Goal.**

What is the main character working toward? The goal phase is the opportunity for your organization to show how they would help support your character as they achieve their goal—connecting the services your organization.

## **Change over time.**

How has your character's life changed? Letting your readers see how your program and initiatives have bettered your constituents' lives is so impactful and fosters a deeper connection.

# Surpass donor expectations with a personalized thank you!

Over 60% of donors responded to our survey and said they do not expect a personalized thank you after making a donation. What a large opportunity for fundraisers to surprise and delight their constituents! Qgiv's [Sustainable Giving Report](#) found that over 80% of donors would be highly or somewhat likely to make a second gift to an organization after receiving a personalized acknowledgment. These special thank yous can range from a personal note or video message to a phone call from your organization's leadership or board member. Going the extra mile to send a donor a personalized thank you with their tax acknowledgment communicates to the donor that their gift has great value! Here are some ideas to help you create a customized thank you that "wows" your donors:

Some organizations bridge the gap between donor and beneficiary by having a personalized thank you note written by the client. You can bridge the gap with a thank you note (or picture) written by a kid in a classroom, a thank you note signed by the paw of a shelter pup, or a heartfelt message from a client that has gone through one of the organization's programs.

Videos can be a compelling way to foster connection with donors and show appreciation! You can have a video testimonial sent from a scholarship recipient, share first-hand program perspective from the viewpoint of a volunteer, or a client success story. Tools like BomBomb, Canva, Bloomerang, and others make sending videos through email easy!

Getting board members involved in your organization's stewardship efforts can be easy. Assign each board member a list of donors to call and thank. Most calls will go to voicemail, and that is okay! Have a script ready for board callers. For the folks who do pick up, they will appreciate being recognized for their gift and be happy to chat about the impact of their gift and other ways they can get involved.

Check out these resources below for a little help crafting your next stewardship piece!



[Use Video Thank-Yous to Show Donors a Little Extra Love \[Blog\]](#)



[A Donor Thank-You Letter Template \(Plus Extra Tips!\)](#)



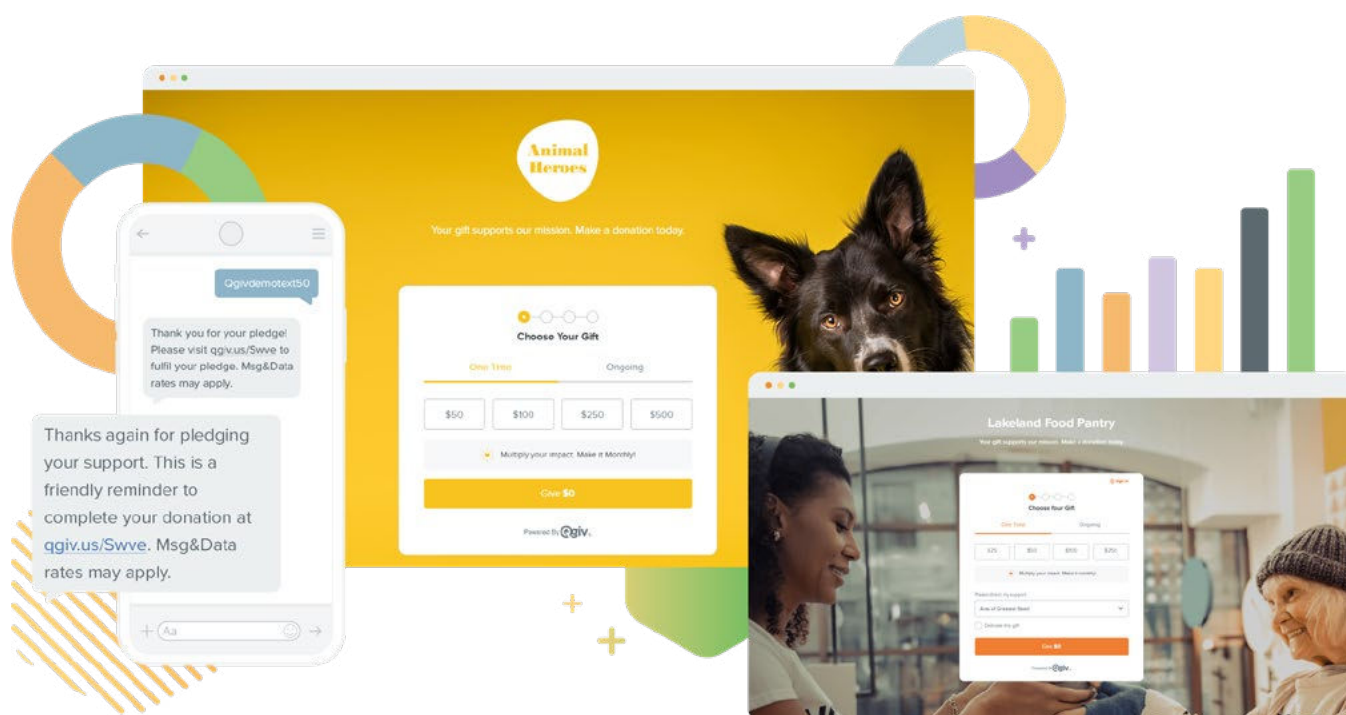
[Donor Relations for Donor Retention \[On-Demand Webinar\]](#)

# Conclusion

As we wrap up, we can't help but feel excited about the opportunities ahead, and we hope you do too! From the unique characteristics of each age group to their individual giving preferences, you can leverage the knowledge in this guide to build more fruitful relationships with donors of all generations. Even though each generation's giving preferences are unique, it's exciting to see that there are fundamental best practices that can connect with all generations. Thank you for exploring this generational journey with us. The future of philanthropy looks bright, and we can't wait to see where it leads!



Qgiv is an online fundraising solution, empowering nonprofits with the tools they need to retain, engage, and grow their supporter base. Through online giving and event registration forms, text fundraising, peer-to-peer fundraisers, and auctions, Qgiv offers a complete suite of fundraising solutions that personalize the giving experience. Qgiv joined Bloomerang in 2024 to help create the sector's first giving platform. Together they have more than 15 years' experience supporting nonprofits with innovative technology and serve more than 23,000 small and medium-sized nonprofits in the US and Canada.



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