



WHO IS YOUR NONPROFIT MISSING?

***USING INTEGRATED MARKETING
TO CONNECT WITH
GENERATIONS X, Y & Z***



A Bit About Firefly Partners



2008

The year Firefly opened our doors

22

Members of the Firefly team

300+

Clients served

1 Million

Years of combined experience on Firefly team *(ok... slight exaggeration)*

Our Expertise



DESIGN



STRATEGY



MOBILE



SOCIAL



TECHNICAL



FUNDRAISING



A full-service digital agency, Firefly provides a complete suite of strategic, design & development work to nonprofit organizations

Selected Firefly Clients



Let's Get Started!



TALKIN' 'BOUT MY GENERATION



Generation Y

- Born 1981 – 1995
(age 18-32 as of 2013)
- Represent 11% of total giving
- 32.8 million donors in the U.S.
- 60% give
- \$481 average annual gift
- 3.3 charities supported



Boomers

- Born 1946 – 1964
(age 49-67 as of 2013)
- Represent 43% of total giving
- 51.0 million donors in the U.S.
- 72% give
- \$1,212 average annual gift
- 4.5 charities supported



Generation X

- Born 1965 – 1980
(age 33-48 as of 2013)
- Represent 20% of total giving
- 39.5 million donors in the U.S.
- 59% give
- \$732 average annual gift
- 3.9 charities supported



Matures

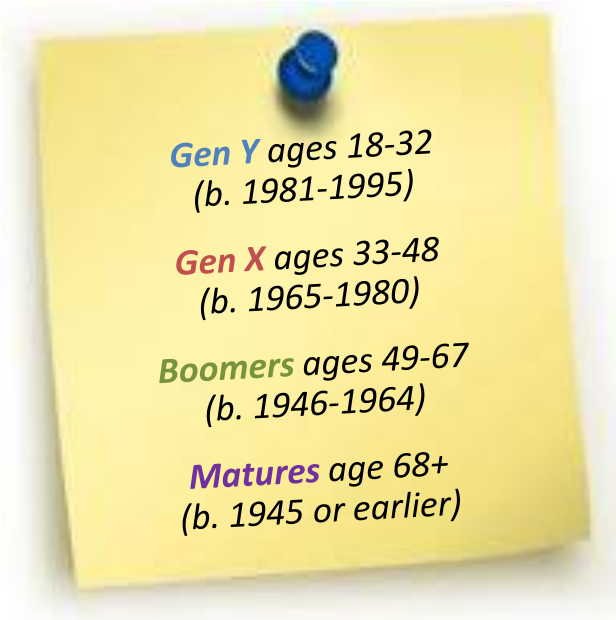
- Born 1945 and earlier
(age 68+ as of 2013)
- Represent 26% of total giving
- 27.1 million donors in the U.S.
- 88% give
- \$1,367 average annual gift
- 6.2 charities supported

Generational groups, total U.S. population, and giving data (on average)

METHODOLOGY



- Survey instrument developed and refined from 2010 survey – identical methodology
- Online survey of 1,014 US Donors
- Adults 18+ who report donating to a charitable cause in the last 12 months (beyond school, place of worship, union)
- Conducted May 13-24, 2013
- Follow CASRO/industry best practices
- Data is self-reported, not transactional



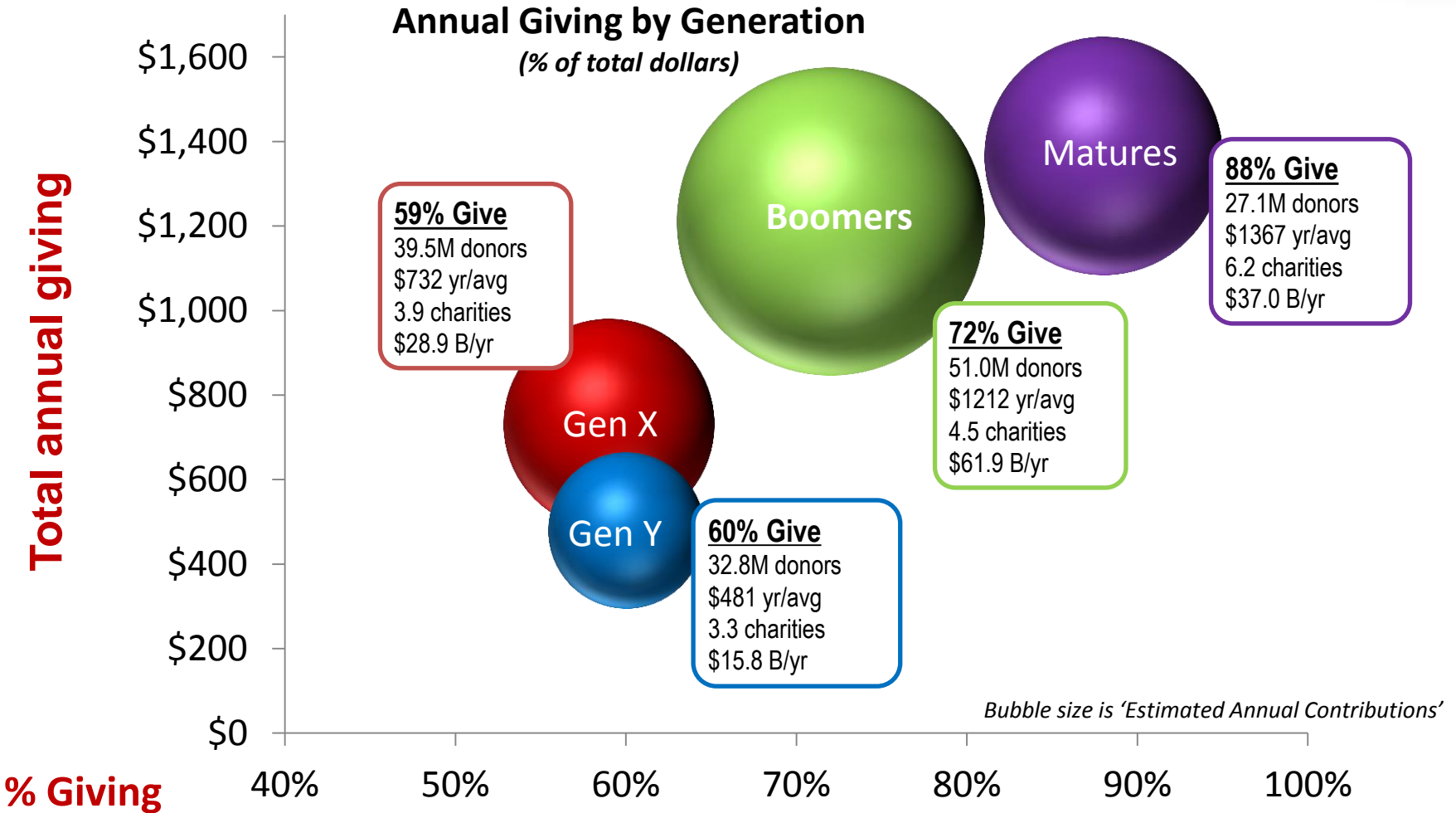
Gen Y ages 18-32
(b. 1981-1995)

Gen X ages 33-48
(b. 1965-1980)

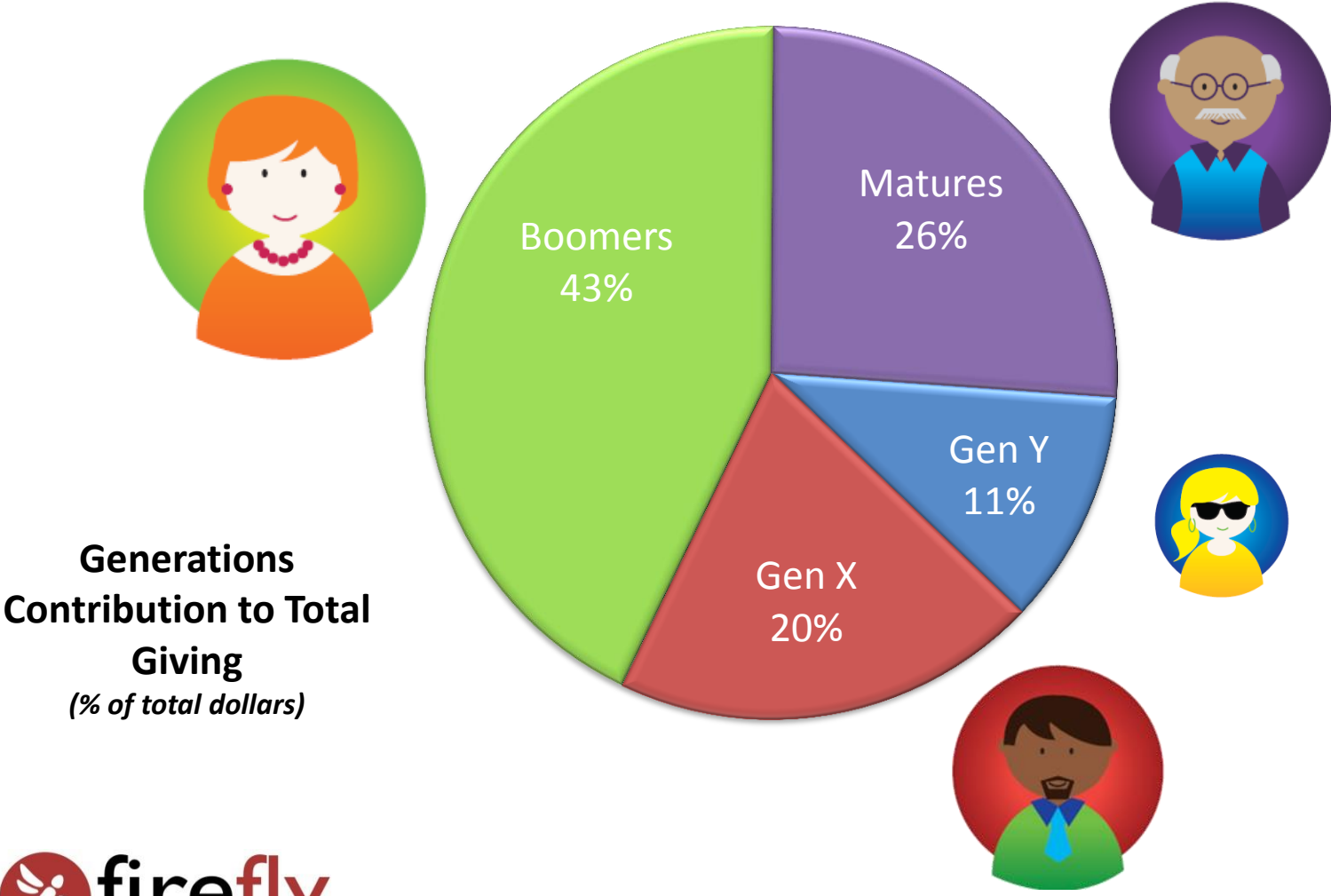
Boomers ages 49-67
(b. 1946-1964)

Matures age 68+
(b. 1945 or earlier)

GENEROSITY (U.S.) INCREASES WITH AGE



ONE IN THREE DONORS IS GEN X OR GEN Y



**Generations
Contribution to Total
Giving**
(% of total dollars)

MULTICHANNEL IS THE NEW NORMAL



Which of the following charitable giving methods have you used in the past two years?

Gen Y



Checkout Donation	52%
Online Donation	47% ▲
Purchase for Proceeds	39% ▲
Retail giving	29%
Street Canvassing	25%
Pledge	22%
Responded to mailing	10%

Boomers



Checkout Donation	53%
Online Donation	42% ▲
Honor/Tribute Gift	42% ▲
Purchase for Proceeds	41%
Responded to mailing	40% ▲
Pledge	39% ▲
Street canvassing	26%

Gen X



Checkout Donation	51%
Purchase for Proceeds	42%
Online Donation	40%
Pledge	39% ▲
Street Canvassing	29%
Retail giving	27%
Responded to mailing	22%

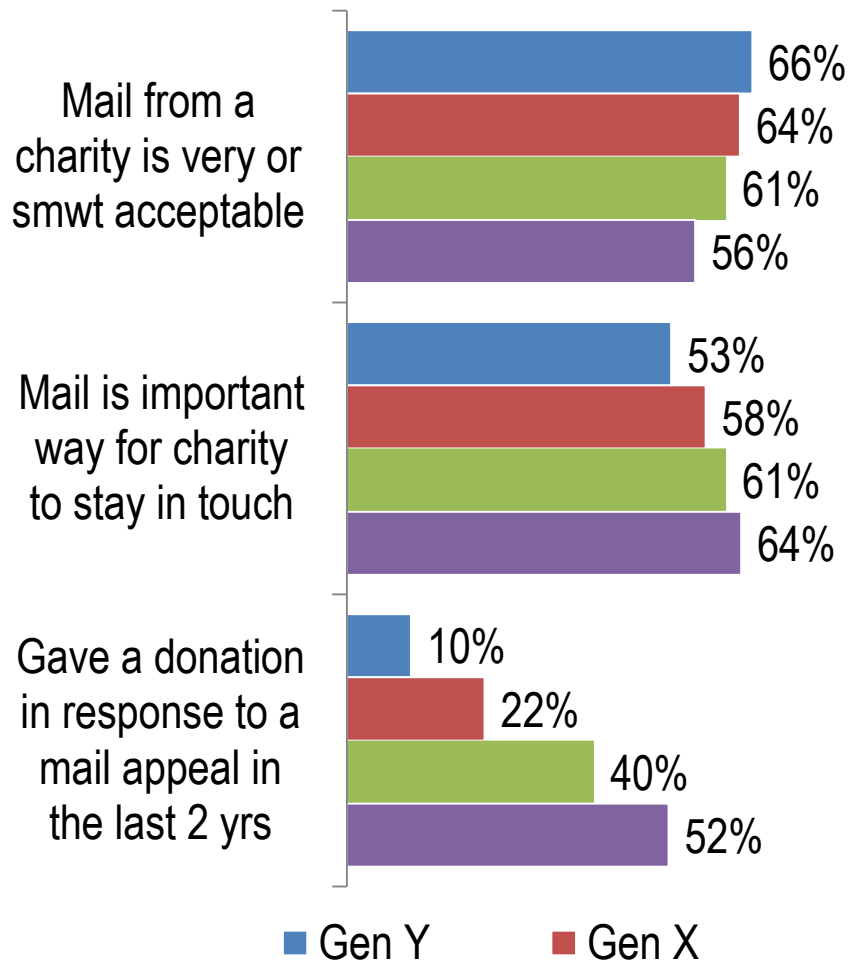
Matures



Responded to mailing	52%
Checkout Donation	44%
Honor/Tribute Gift	42%
Pledge	38%
Purchase for Proceeds	36%
Online Donation	27%

**Arrows indicate statistical significance between 2010 and 2013.*

WHAT'S THE DEAL WITH DIRECT MAIL?



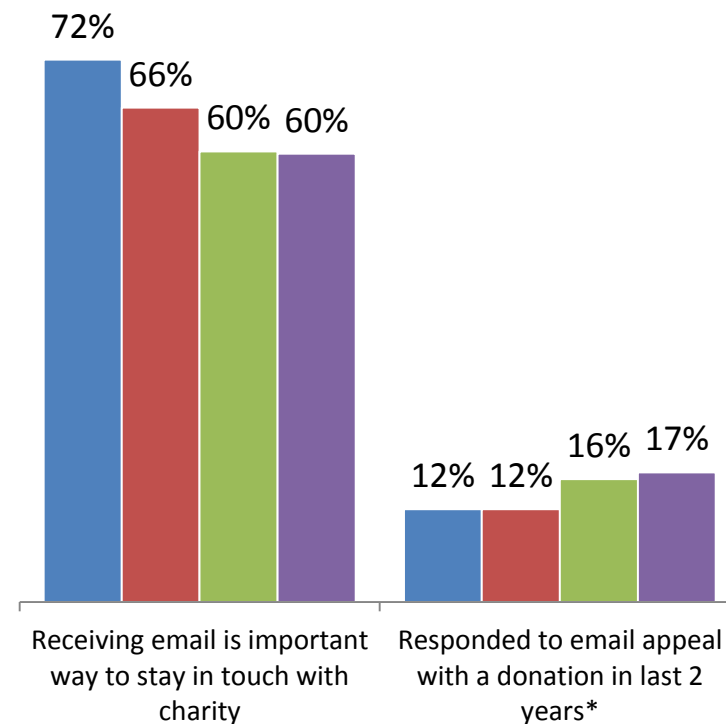
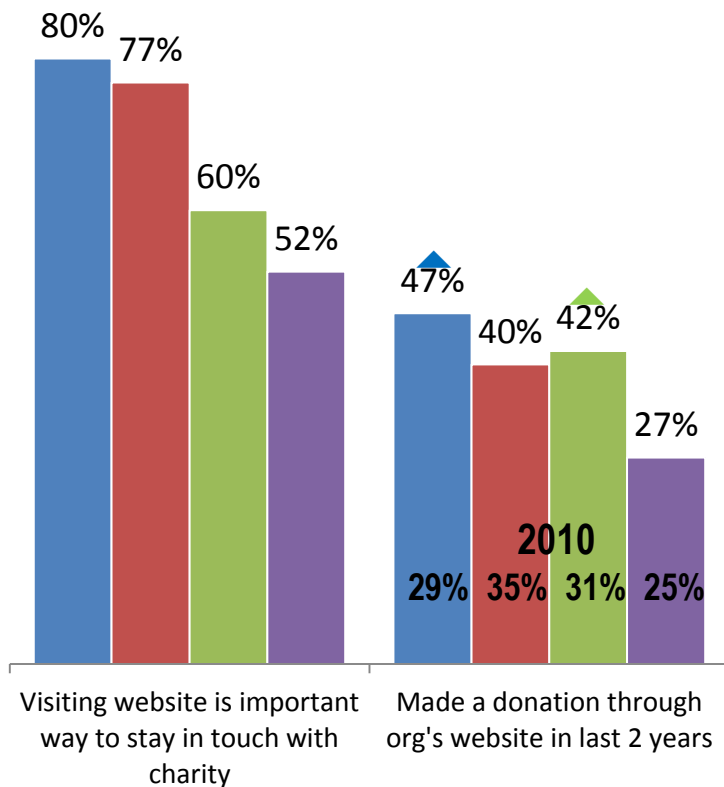
WHAT INSPIRES ONLINE GIVING?



Website

Arrows indicate statistical significance between 2010 and 2013.

Email



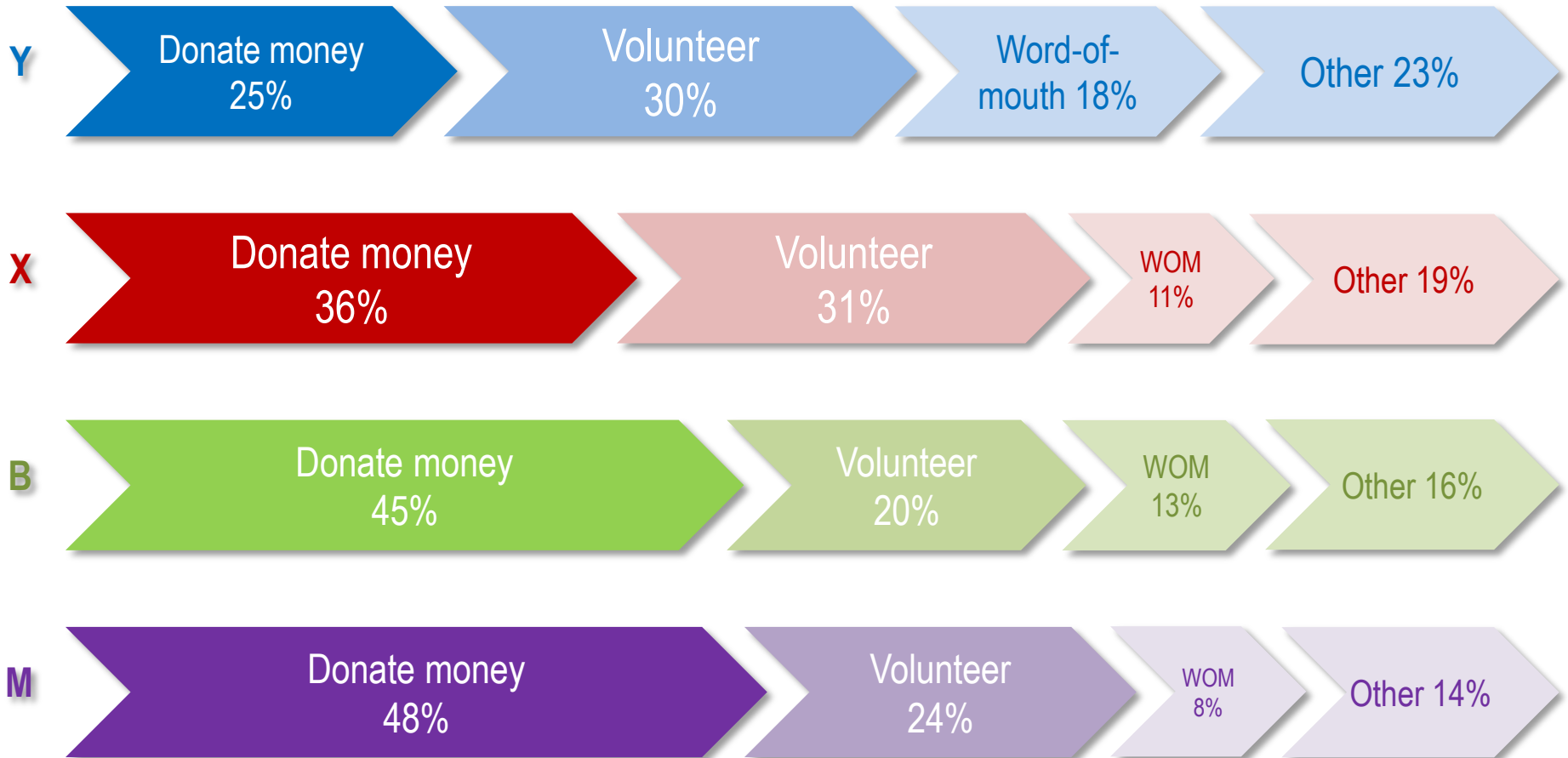
■ Gen Y ■ Gen X ■ Boomers ■ Matures

*New or changed attribute, no tracking data

DOES MONEY MATTER MOST?



How do you feel you can make the biggest difference?



*Other=fundraising, advocacy,
donating goods*

SPREADING THE WORD



What's your comfort level in sharing information about the charities you support?



Gen Y

65% very comfortable
telling others



Boomers

45% very comfortable



Gen X

56% very comfortable
telling others



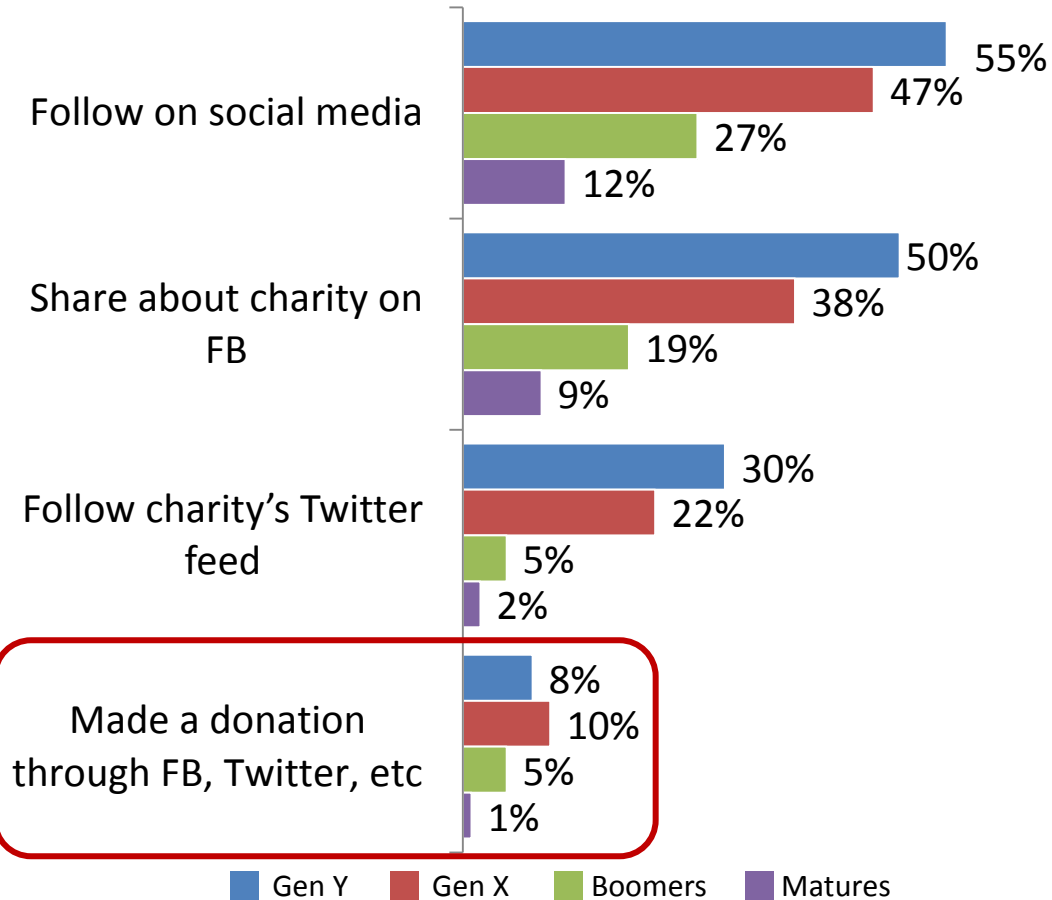
Matures

47% very comfortable

HOW SOCIAL ARE TODAY'S DONORS?



Doing Social Media Activities with Charities Today



43% Y and X

Think it's OK to post on social networking site and ask for donation

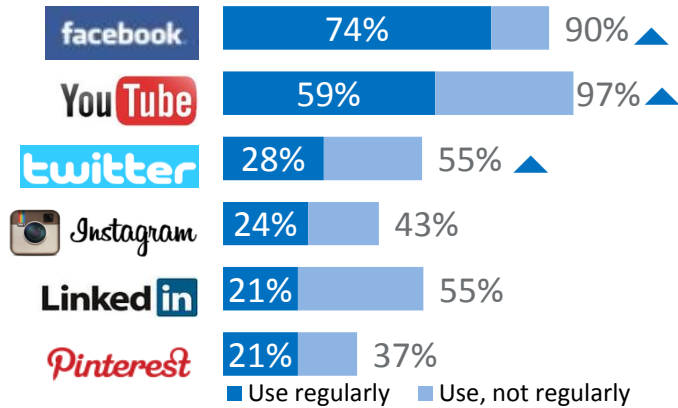
20% Boomers

6% Matures

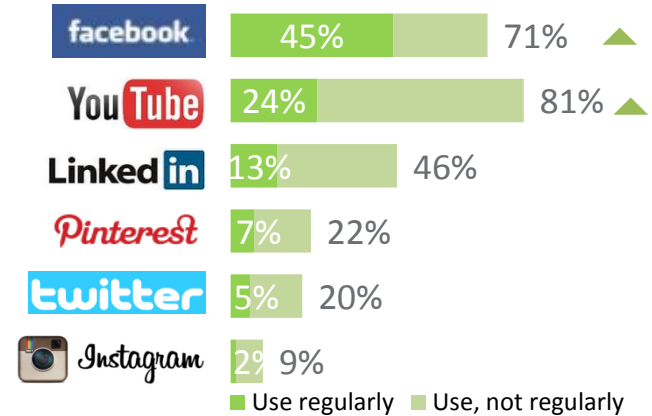
SOCIAL MEDIA USAGE OVERALL



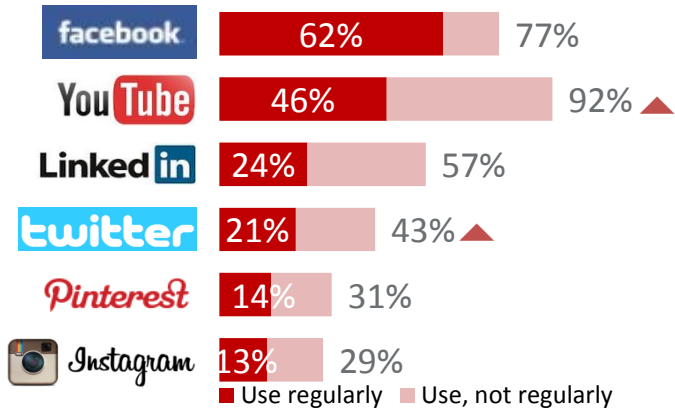
Gen Y: 100% use social media



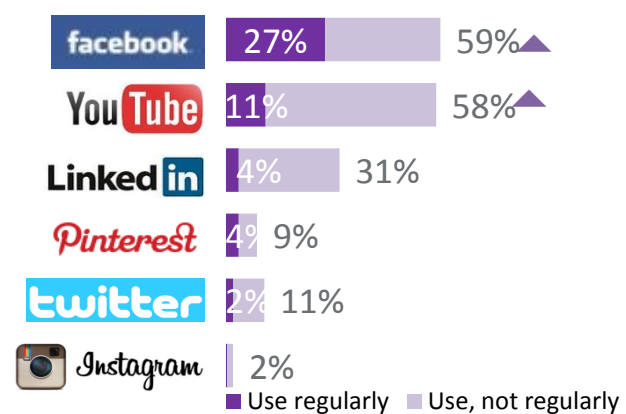
Boomers: 91% use social media



Gen X: 96% use social media



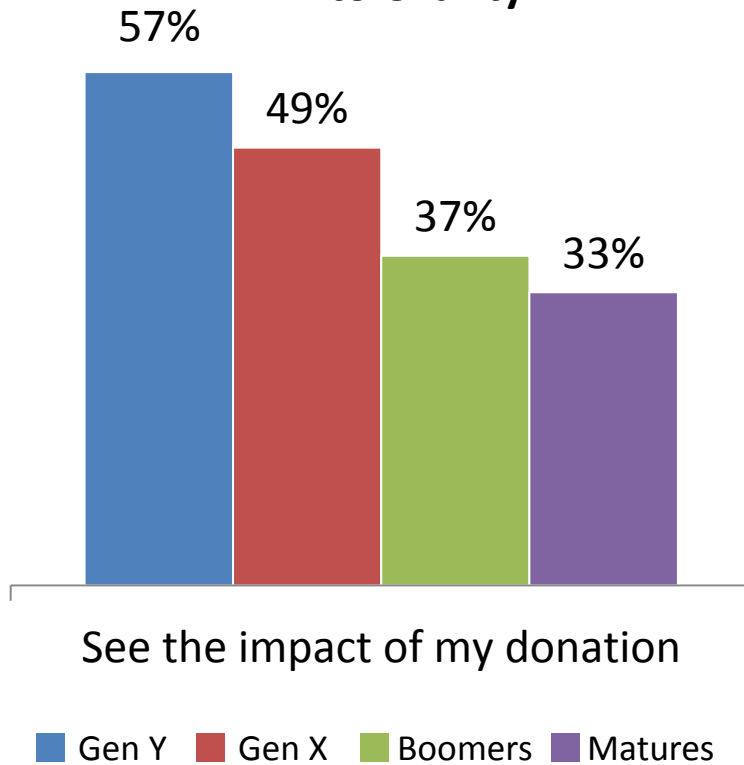
Matures: 78% use social media



IMPACT & ACCOUNTABILITY



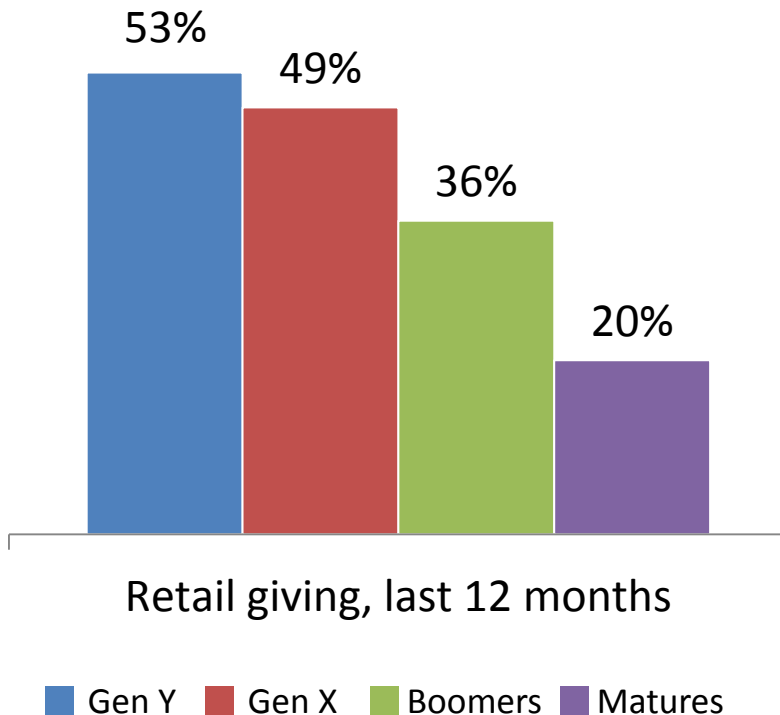
Seeing the Impact of My Donation Would Motivate Me to Make a Larger Donation to Charity



PHILANTHROPY IN THE MARKETPLACE



Retail Giving



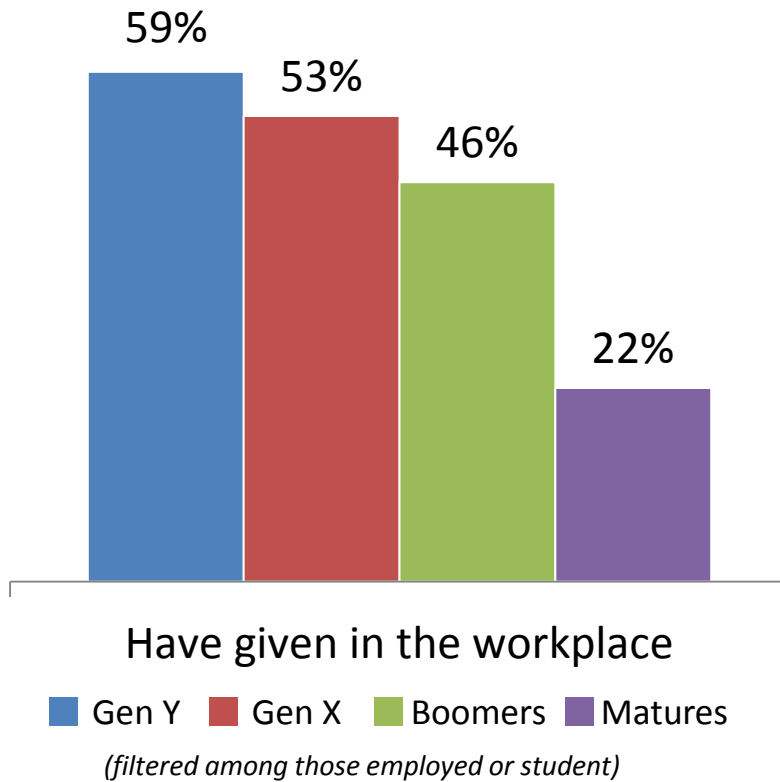
72%
are first-time donors

33% plan to donate
directly in future

WORKPLACE GIVING



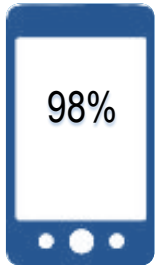
Workplace Giving



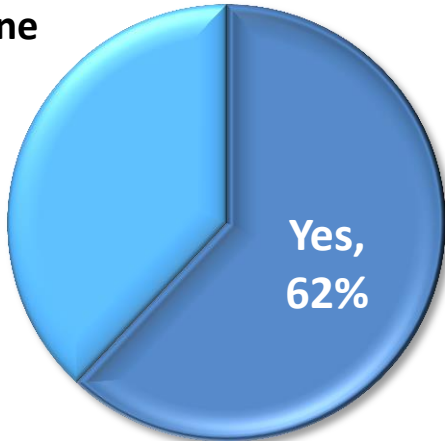
MOBILE



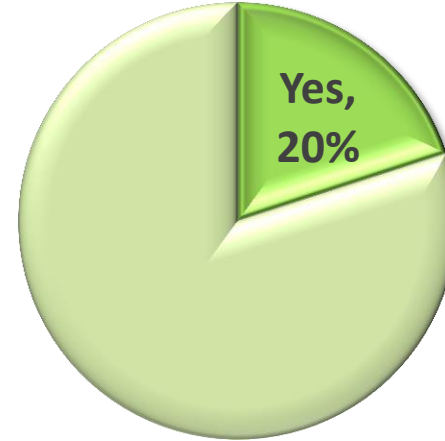
****Primary phone**



Gen Y

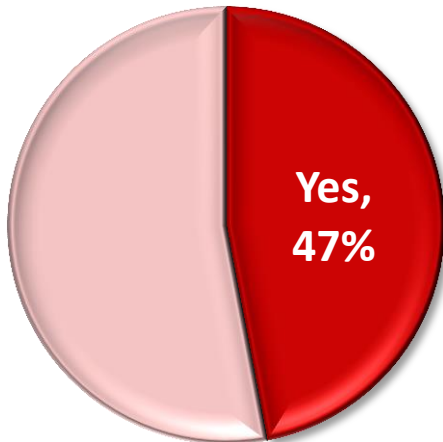


Would donate via mobile

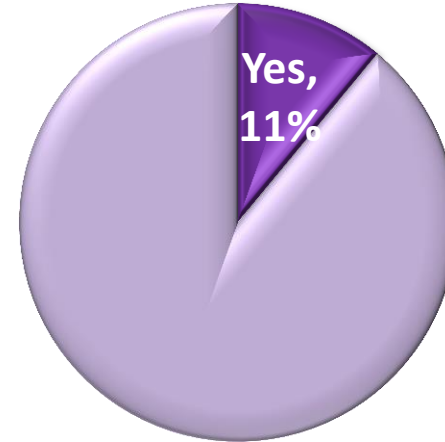


Boomers

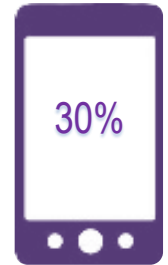
Gen X



Would donate via mobile



Matures



TIPS & BEST PRACTICES



GENERATION GAP

My niece asked if these clowns would come to her 5th birthday party

MATURES ARE ADOPTING TECHNOLOGY



Typical Behavior

They will open your direct mail on the day it arrives, and, like your Grandma, will faithfully send you a check every year.

2 Things to Try

- Send them an eCard on their birthday
- eNewsletters help 'make the case' that your organization will use their money wisely

BABY BOOMERS CAN BE COOL TOO



Typical Behavior

They will open your direct mail on the day it arrives, and may give online instead of writing a check.

2 Things to Try

- Use customization to remind them of your history (& theirs with you)
- Develop a set of attractive eCards and make them available with an honor/memorial gift

GEN X IS PRETTY COMFY WITH TECH



Typical Behavior

They need reminders to take an action, so your campaigns should have 3-4 messages.

2 Things to Try

- Use images specifically for sharing on Pinterest & link them to a donation form
- Add a low dollar monthly sustainer giving option that autorenews (set it & forget it)

GEN Y (SORT OF) REMEMBERS DIAL UP



Typical Behavior

They will open your email on their phone, so it had better be optimized for mobile.

2 Things to Try

- Memes - images with funny captions – are instantly share-able on a variety of channels
- Add Peer-to-Peer fundraising and let them DIY for the milestones in their lives (weddings, births, graduations, etc.)

GEN Z IS ALL ABOUT ME, HERE, NOW



Typical Behavior

I'm afraid there is no such thing. Please ask me again in 7-10 years.

2 Things to Try

- Use gamification to get them to take action (earn badges, points, or play an online game)
- Don't be afraid to be flip, snarky & funny in your communications – but be authentic & entertaining

THE KEY POINTS



- COMMUNICATIONS WITH GENS Y & Z WON'T RAISE MONEY (YET)
- BEGIN BUILDING RELATIONSHIPS (IT'S NOT TOO EARLY)
- BE BOLD! EXPERIMENT! (THIS IS WHAT GENS Y & Z ARE ALL ABOUT)
- TEST YOUR ASSUMPTIONS (& INCLUDE TESTING TIME IN YOUR CAMPAIGNS)
- MOBILE IS NOT OPTIONAL FOR THIS AUDIENCE (SO GET MOVING ON THAT)
- GREAT IMAGES GET SHARED (EASY WAY TO INCREASE CONTENT SHARING)

Ask Me Anything





Thank You!

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LIGHTING YOUR WAY TO ONLINE SUCCESS.

Firefly Partners is a strategic creative company focused exclusively on nonprofits. We can help you define your online presence through design, campaign and web development services. If you want to communicate effectively, grow your base and raise money – think Firefly!



DESIGN



STRATEGY



TECHNICAL



SOCIAL



FUNDRAISING



MOBILE