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)
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!

You kids today, with your “cloud computers” and your “googly docs.” In my day, we attached files to our emails... ...and we liked it that way.

Dave, you're like two years older than me.
TALKIN’ ‘BOUT MY GENERATION

**Generation Y**
  - (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)*
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
**GENEROSITY (U.S.) INCREASES WITH AGE**

Annual Giving by Generation (% of total dollars)

- **Gen Y**: 59% Give
  - 39.5M donors
  - $732 yr/avg
  - 3.9 charities
  - $28.9 B/yr

- **Gen X**: 60% Give
  - 32.8M donors
  - $481 yr/avg
  - 3.3 charities
  - $15.8 B/yr

- **Boomers**: 72% Give
  - 51.0M donors
  - $1212 yr/avg
  - 4.5 charities
  - $61.9 B/yr

- **Matures**: 88% Give
  - 27.1M donors
  - $1367 yr/avg
  - 6.2 charities
  - $37.0 B/yr

**Bubble size is ‘Estimated Annual Contributions’**
ONE IN THREE DONORS IS GEN X OR GEN Y

Generations Contribution to Total Giving
(% of total dollars)

- Boomers: 43%
- Matures: 26%
- Gen X: 20%
- Gen Y: 11%

ONE IN THREE DONORS IS GEN X OR GEN Y
### Which of the following charitable giving methods have you used in the past two years?

<table>
<thead>
<tr>
<th>Method</th>
<th>Gen Y</th>
<th>Gen X</th>
<th>Boomers</th>
<th>Matures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Checkout Donation</td>
<td>52%</td>
<td>51%</td>
<td>53%</td>
<td>52%</td>
</tr>
<tr>
<td>Online Donation</td>
<td>47%</td>
<td>40%</td>
<td>42%</td>
<td>44%</td>
</tr>
<tr>
<td>Purchase for Proceeds</td>
<td>39%</td>
<td>42%</td>
<td>42%</td>
<td>42%</td>
</tr>
<tr>
<td>Retail giving</td>
<td>29%</td>
<td>27%</td>
<td>41%</td>
<td>36%</td>
</tr>
<tr>
<td>Street Canvassing</td>
<td>25%</td>
<td>29%</td>
<td>26%</td>
<td>38%</td>
</tr>
<tr>
<td>Pledge</td>
<td>22%</td>
<td>39%</td>
<td>39%</td>
<td>38%</td>
</tr>
<tr>
<td>Responded to mailing</td>
<td>10%</td>
<td>22%</td>
<td>40%</td>
<td>52%</td>
</tr>
</tbody>
</table>

*Arrows indicate statistical significance between 2010 and 2013.*
WHAT’S THE DEAL WITH DIRECT MAIL?

- Mail from a charity is very or somewhat acceptable:
  - Gen Y: 66%
  - Gen X: 64%
  - Other: 61%
  - Total: 56%

- Mail is important way for charity to stay in touch:
  - Gen Y: 53%
  - Gen X: 58%
  - Other: 61%
  - Total: 64%

- Gave a donation in response to a mail appeal in the last 2 yrs:
  - Gen Y: 10%
  - Gen X: 22%
  - Other: 40%
  - Total: 52%

Gen Y  Gen X
WHAT INSPIRES ONLINE GIVING?

**Website**
- Visiting website is an important way to stay in touch with charity:
  - Gen Y: 80%
  - Gen X: 77%
  - Boomers: 60%
  - Matures: 52%

- Made a donation through org’s website in last 2 years:
  - Gen Y: 29%
  - Gen X: 47%
  - Boomers: 40%
  - Matures: 42%

**Email**
- Receiving email is an important way to stay in touch with charity:
  - Gen Y: 72%
  - Gen X: 66%
  - Boomers: 60%
  - Matures: 60%

- Responded to email appeal with a donation in last 2 years:
  - Gen Y: 12%
  - Gen X: 12%
  - Boomers: 16%
  - Matures: 17%

*New or changed attribute, no tracking data
DOES MONEY MATTER MOST?

How do you feel you can make the biggest difference?

Y
- Donate money: 25%
- Volunteer: 30%
- Word-of-mouth: 18%
- Other: 23%

X
- Donate money: 36%
- Volunteer: 31%
- WOM: 11%
- Other: 19%

B
- Donate money: 45%
- Volunteer: 20%
- WOM: 13%
- Other: 16%

M
- Donate money: 48%
- Volunteer: 24%
- WOM: 8%
- Other: 14%

*Other=fundraising, advocacy, donating goods*
What’s your comfort level in sharing information about the charities you support?

Gen Y
65% very comfortable telling others

Gen X
56% very comfortable telling others

Boomers
45% very comfortable

Matures
47% very comfortable
### How Social Are Today’s Donors?

#### Doing Social Media Activities with Charities Today

<table>
<thead>
<tr>
<th>Activity</th>
<th>Gen Y</th>
<th>Gen X</th>
<th>Boomers</th>
<th>Matures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Follow on social media</td>
<td>27%</td>
<td>12%</td>
<td>19%</td>
<td>9%</td>
</tr>
<tr>
<td>Share about charity on FB</td>
<td>38%</td>
<td>19%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Follow charity’s Twitter feed</td>
<td>22%</td>
<td>10%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Made a donation through FB, Twitter, etc</td>
<td>8%</td>
<td>10%</td>
<td>5%</td>
<td>1%</td>
</tr>
</tbody>
</table>

#### 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

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Use regularly</th>
<th>Use, not regularly</th>
</tr>
</thead>
<tbody>
<tr>
<td>facebook</td>
<td>74%</td>
<td>90%</td>
</tr>
<tr>
<td>YouTube</td>
<td>59%</td>
<td>97%</td>
</tr>
<tr>
<td>twitter</td>
<td>28%</td>
<td>55%</td>
</tr>
<tr>
<td>Instagram</td>
<td>24%</td>
<td>43%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>21%</td>
<td>55%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>21%</td>
<td>37%</td>
</tr>
</tbody>
</table>

#### Boomers: 91% use social media

<table>
<thead>
<tr>
<th>Social Media</th>
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<th>Use, not regularly</th>
</tr>
</thead>
<tbody>
<tr>
<td>facebook</td>
<td>45%</td>
<td>71%</td>
</tr>
<tr>
<td>YouTube</td>
<td>24%</td>
<td>81%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>13%</td>
<td>46%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>7%</td>
<td>22%</td>
</tr>
<tr>
<td>twitter</td>
<td>5%</td>
<td>20%</td>
</tr>
<tr>
<td>Instagram</td>
<td>2%</td>
<td>9%</td>
</tr>
</tbody>
</table>

#### Gen X: 96% use social media

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Use regularly</th>
<th>Use, not regularly</th>
</tr>
</thead>
<tbody>
<tr>
<td>facebook</td>
<td>62%</td>
<td>77%</td>
</tr>
<tr>
<td>YouTube</td>
<td>46%</td>
<td>92%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>24%</td>
<td>57%</td>
</tr>
<tr>
<td>twitter</td>
<td>21%</td>
<td>43%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>14%</td>
<td>31%</td>
</tr>
<tr>
<td>Instagram</td>
<td>13%</td>
<td>29%</td>
</tr>
</tbody>
</table>

#### Mature: 78% use social media

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Use regularly</th>
<th>Use, not regularly</th>
</tr>
</thead>
<tbody>
<tr>
<td>facebook</td>
<td>27%</td>
<td>59%</td>
</tr>
<tr>
<td>YouTube</td>
<td>11%</td>
<td>58%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>4%</td>
<td>31%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td>twitter</td>
<td>2%</td>
<td>11%</td>
</tr>
<tr>
<td>Instagram</td>
<td>2%</td>
<td>11%</td>
</tr>
</tbody>
</table>

*Arrows indicate statistical significance between 2010 and 2013.*
IMPACT & ACCOUNTABILITY

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

- Gen Y: 57%
- Gen X: 49%
- Boomers: 37%
- Matures: 33%

See the impact of my donation

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PHILANTHROPY IN THE MARKETPLACE

Retail Giving

- 53% (Gen Y)
- 49% (Gen X)
- 36% (Boomers)
- 20% (Matures)

72% are first-time donors
33% plan to donate directly in future

Retail giving, last 12 months

Gen Y  Gen X  Boomers  Matures
WORKPLACE GIVING

Have given in the workplace

- Gen Y: 59%
- Gen X: 53%
- Boomers: 46%
- Matures: 22%

(filtered among those employed or student)

- Payroll deduction! 18%
- Workplace fundraiser! 15%
- 1x Workplace donation! 13%
- Volunteer! 12%
- Employer-matches! 9%
- Walk/Run Challenge! 9%
**MOBILE**

**Primary phone**

- **Gen Y**
  - 98%
  - 62% Would donate via mobile

- **Gen X**
  - 86%
  - 47% Would donate via mobile

- **Matures**
  - 30%
  - 11% Would donate via mobile

- **Boomers**
  - 60%
  - 20% Would donate via mobile
TIPS & BEST PRACTICES

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

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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)
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

QUESTIONS ANSWERED HERE EVEN THE SILLY ONES
Thank You!
maureen@fireflypartners.com

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!