

Charitable Giving

BY GENERATION



MobileCause

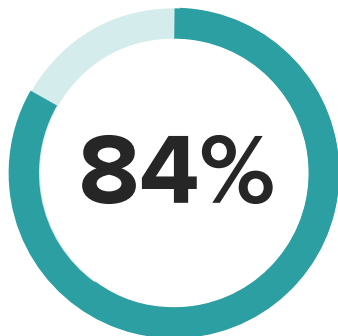
The power
of knowing
your donors



Demographics change not only why people give, but how and how often. Understanding generational giving behaviors is key in effectively engaging supporters through the channels they prefer to capture maximum donations for your cause.

Overall US charitable giving increased 1.6% in 2015, while online giving increased 9.2%

Millennials (born 1980-1997) **25.9% of US population**



84% of Millennials give to charity, donating an annual average of \$481 across 3.3 organizations.

11%
of total US giving



Millennials are active on their phones and respond best to text messages and social media, but rarely check personal email or respond to voice calls.



Millennials are most likely to contribute to work sponsored initiatives, donate via mobile and watch online videos before making a gift.



Gen X

(born 1965-1979)

20.4% of US population



59% of Gen Xers give to charity, donating an annual average of \$732 across 3.9 organizations.

20% of total US giving



Gen X prefers text messages or voice calls. These donors regularly check email and stay up to date on social media feeds.



Gen Xers are most likely to fundraise on behalf of a cause, make a pledge, and volunteer their time to an organization.

1945

1964

1980

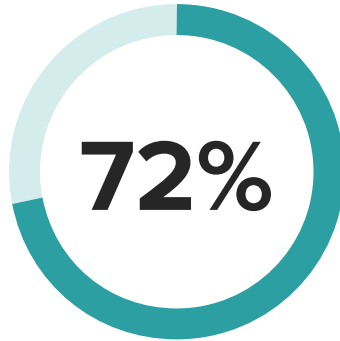
1994

GEN X

Boomers

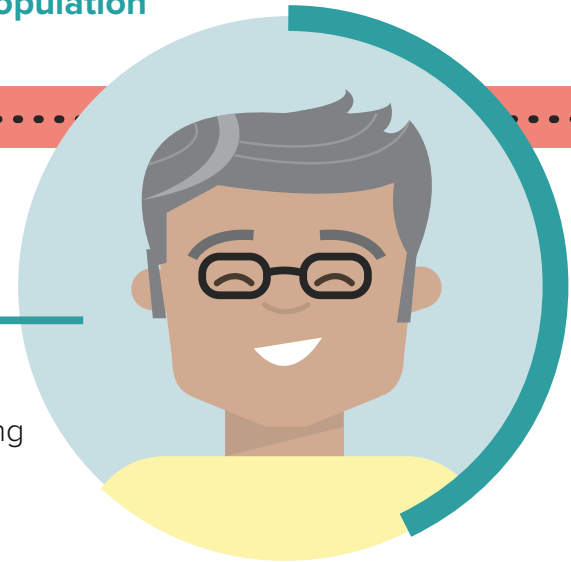
(born 1946-1964)

23.6% of US population



72% of Boomers give to charity, donating an annual average of \$1,212 across 4.5 organizations.

43%
of total US giving



Boomers answer voice calls, check email regularly, and also use text messaging and social media. Though initially slow to adopt new technology, they take to it quickly once they do.



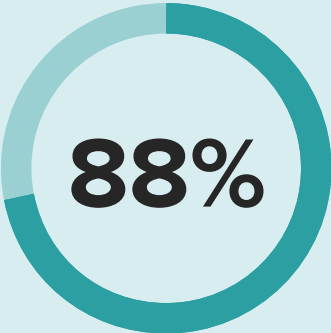
Boomers are most likely to make recurring donations on a monthly, quarterly or yearly basis.



Greatest

(born before 1945)

11.8% of US population



88% of Greatest Gen gives to charity, donating an annual average of \$1,367 across 6.2 organizations.

26%
of total US giving



Greatest prefer voice calls and direct mail. These donors are late adopters of email and do not typically use text messaging or social media.



Greatest are most likely to give through direct mail campaigns and donate physical goods.





Sources

http://atlasofgiving.com/atlas/9564728G/9564728G_12_14.pdf

<http://www.blackbaud.com/charitablegiving>

<http://themillennialimpact.com/files/2015/07/2015-MillennialImpactReport.pdf>

<http://www.blackbaud.com/nextgen>

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