

The Next Generation of American Giving

The Charitable Habits of Generation Z, Millennials, Generation X, Baby Boomers, and Matures

Ashley Thompson, Managing Director of the Blackbaud Institute of Philanthropic Impact

The Next Generation of Giving research series reveals multichannel preferences and charitable habits based on generation. Conducted in 2010, 2013, and 2018, this research helps fundraisers understand their donors' perspectives based on their age and optimize their outreach to connect with each group.

In 2018, *The Next Generation of American Giving* reveals multichannel preferences and charitable habits of Millennials, Generation Xers, Baby Boomers, Matures, and gives a first look at the charitable perspective of up-and-coming Generation Zers. Check out these key findings from the latest report.

Fewer Americans are giving, so understanding and retaining the donors you have is more important than ever.

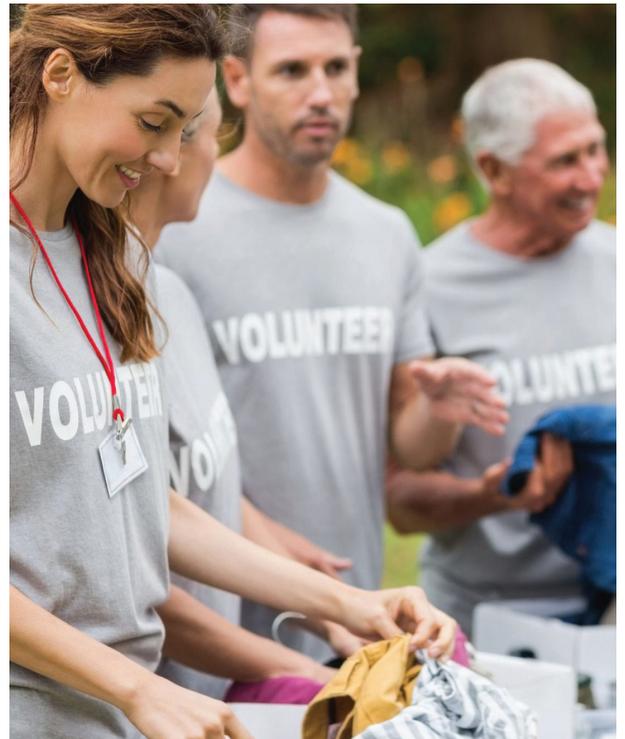
- With the exception of Baby Boomers, **each generation has seen a decline since 2013** in the percentage of cohort members who say they give to charity

Giving is distributed across more channels than ever before.

- Except for social media, reported use of giving channels has declined or remained static across the board from 2013 to 2018
- Younger generations are more open to a wider range of solicitation channels

Baby Boomers remain the most generous generation.

- Boomers say they gave nearly **\$60 billion to nonprofits** last year, which represents **41% of all money donated** during that period
- Boomers are the only generation seeing a directional *increase* in the percentage of cohort members who say they give



“ The more we can understand our supporters and tie them to the causes they care about, the more we can sustain progress and cultivate lasting results.”

—Catherine LaCour, Chief Marketing Officer, Blackbaud

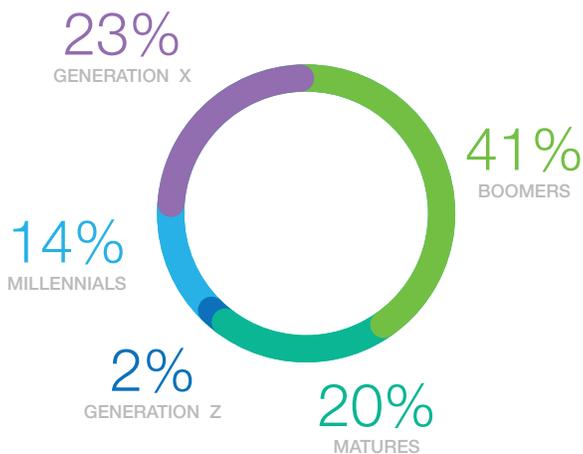
Generation X is approaching prime giving years.

- More than 20% of Gen Xers say they expect to **increase their giving** in the coming year
- A significant number of Gen Xers report they are in the process of making decisions about where their money will go after they're gone

Building relationships with Millennial donors is a long-term investment.

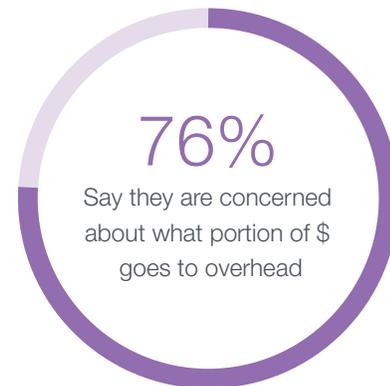
- Roughly 34 million Millennials contributed 14% of all money donated over the past year

Contribution to Total Giving (Percent of Total Dollars)



Consider the overhead conundrum.

- Donors express concern about the impact of their donation, but few say they actively research how an organization spends its money



To read more about the global Next Generation editions, visit blackbaud.com/nextgen.

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Sources: *Vital Signs Parts 1 and 2*, Blackbaud Institute for Philanthropic Impact, 2017–18; *The Next Generation of American Giving*, Blackbaud Institute for Philanthropic Impact, 2018