

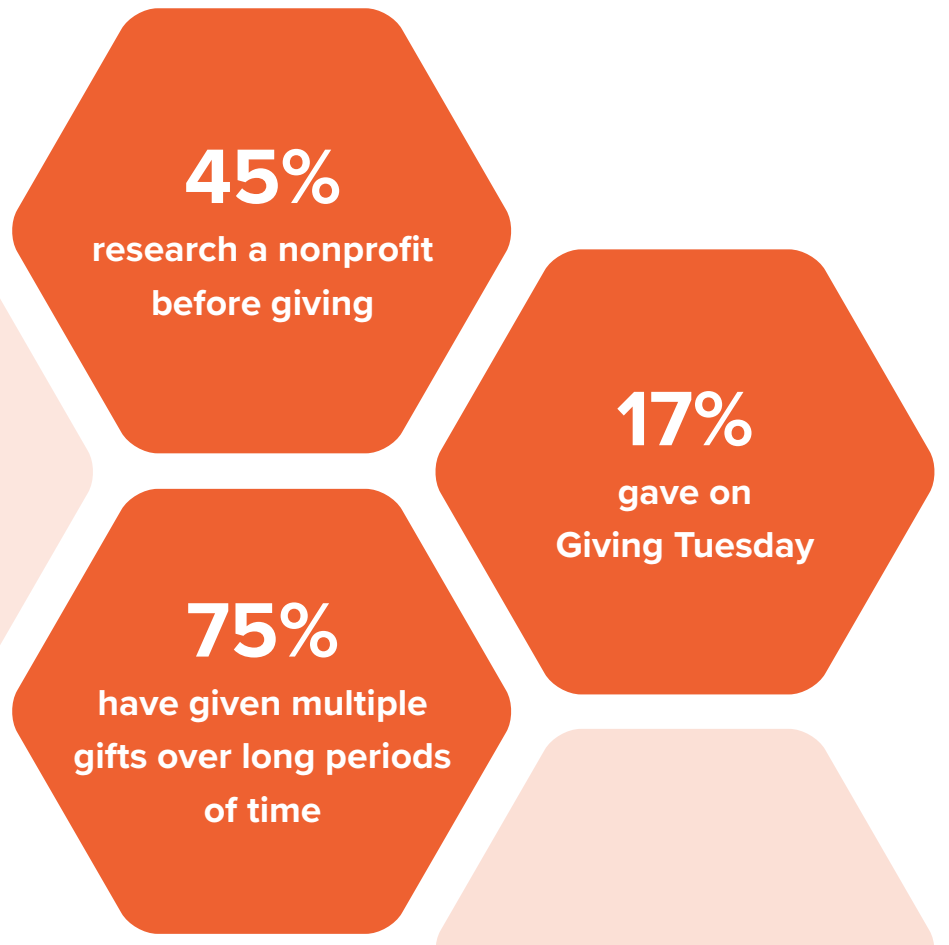
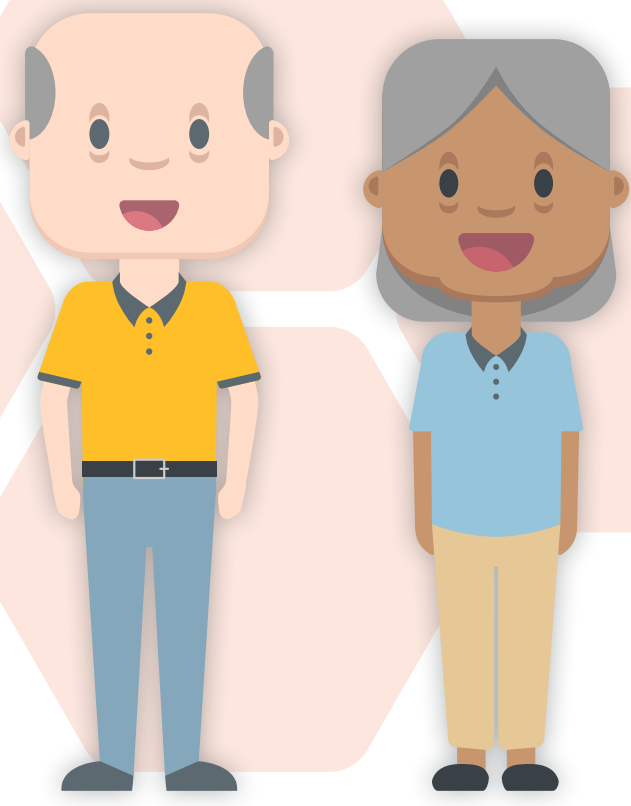
Generational Giving Report Snapshot



We asked over 1,300 donors of all ages how, why, and when they give. Here's a peek at what we learned!



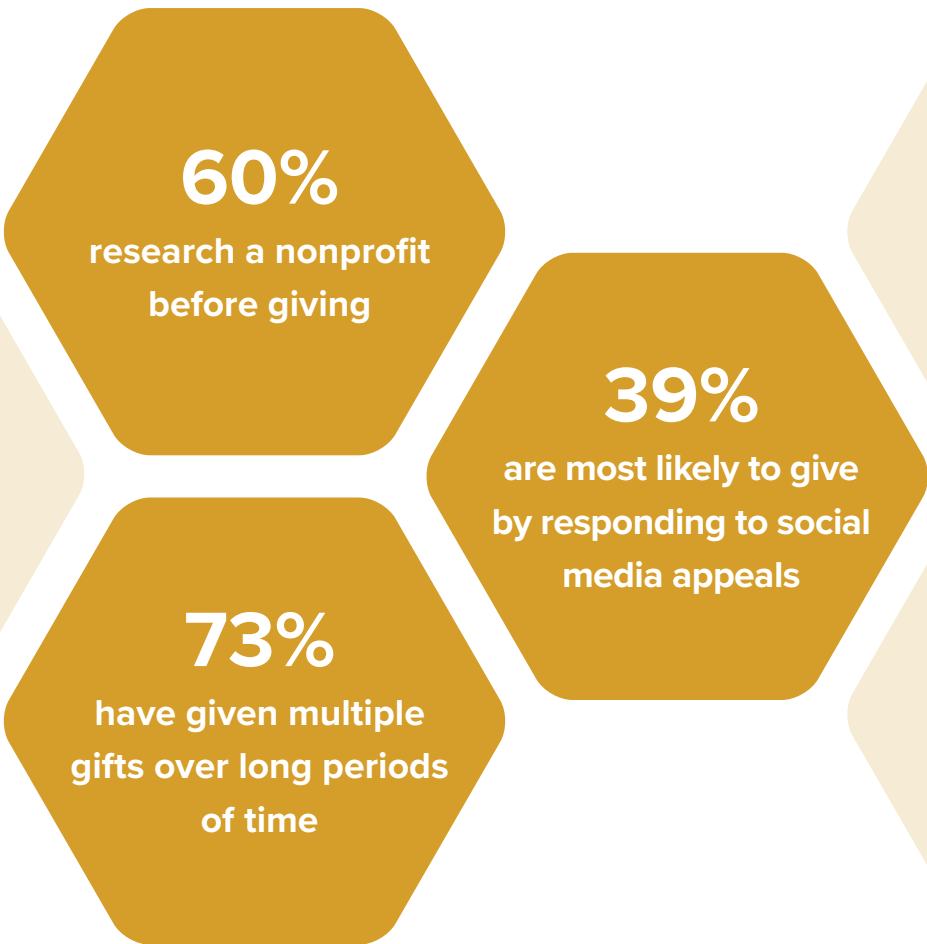
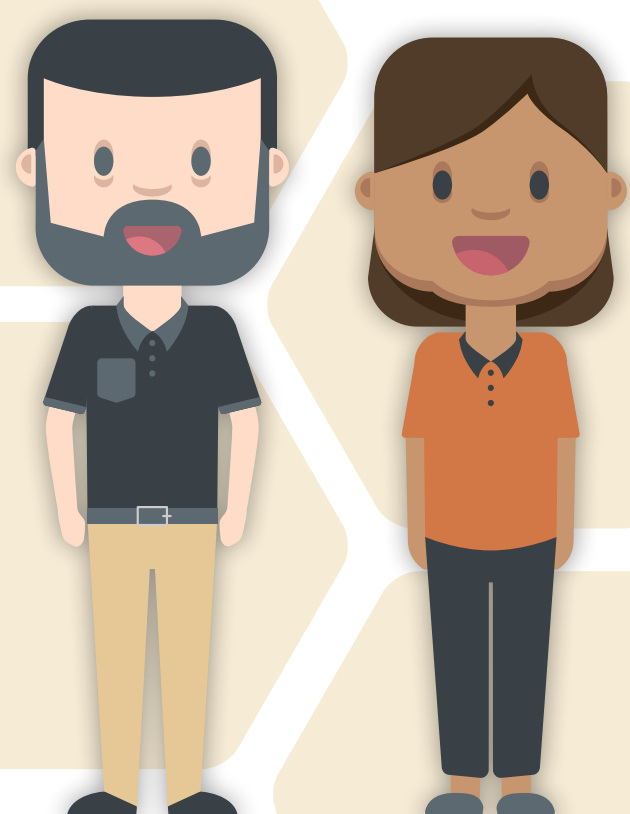
Baby Boomers (55+)



Baby Boomers are generally the wealthiest and most influential group of donors, and they often prefer to give offline. They value knowing that the organizations they support are well-respected and will use their money wisely, so focus on showing them their gift is a valuable investment. Be transparent about your financials and how you use donors' money.



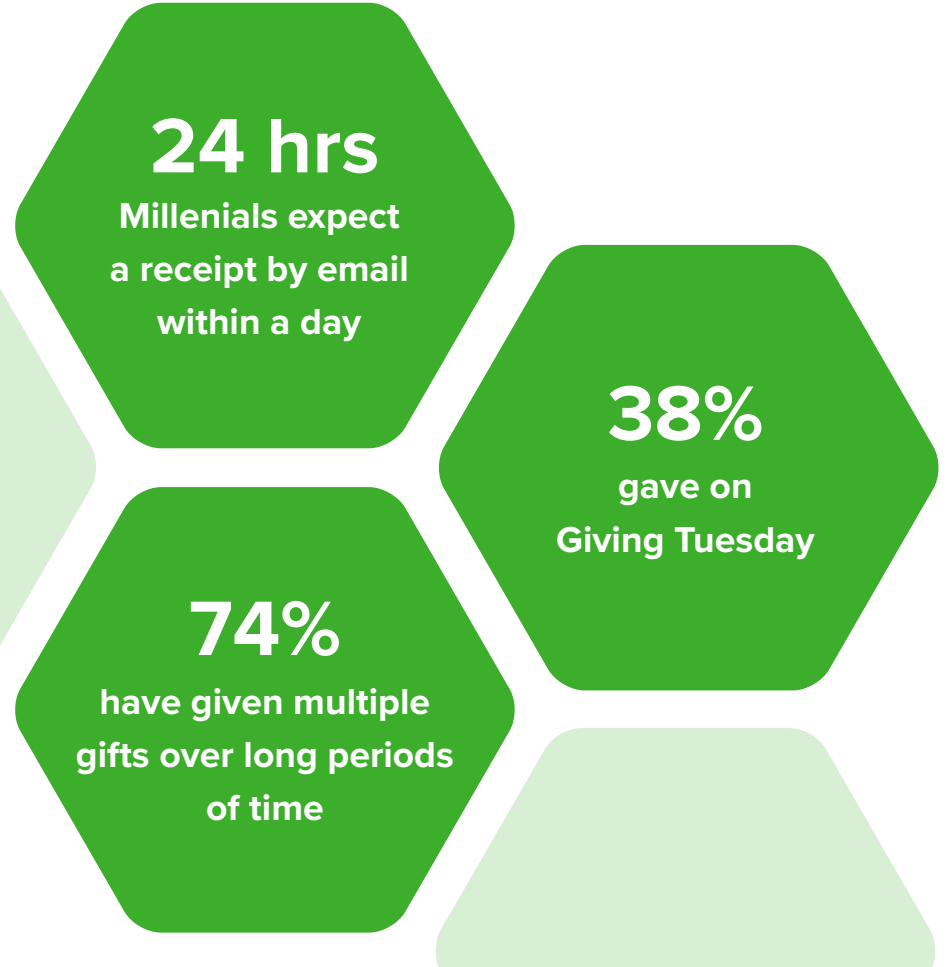
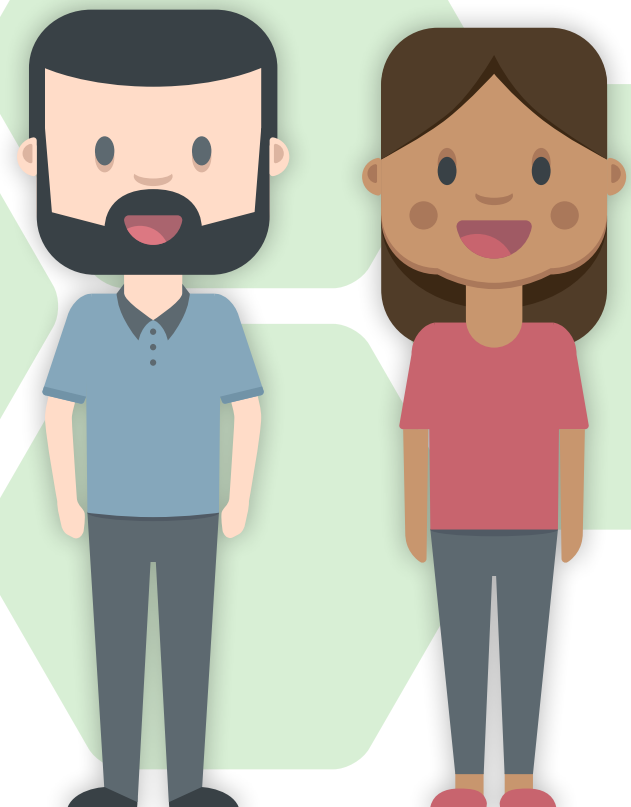
Generation X (35-54)



Generation X may also be called "The Lost Generation," but this group is an important part of your donor base. Reach this group by keeping up with your online presence; being able to respond to needs posted on social media by giving online is important to this group, and they want their favorite nonprofits to keep their websites up to date.



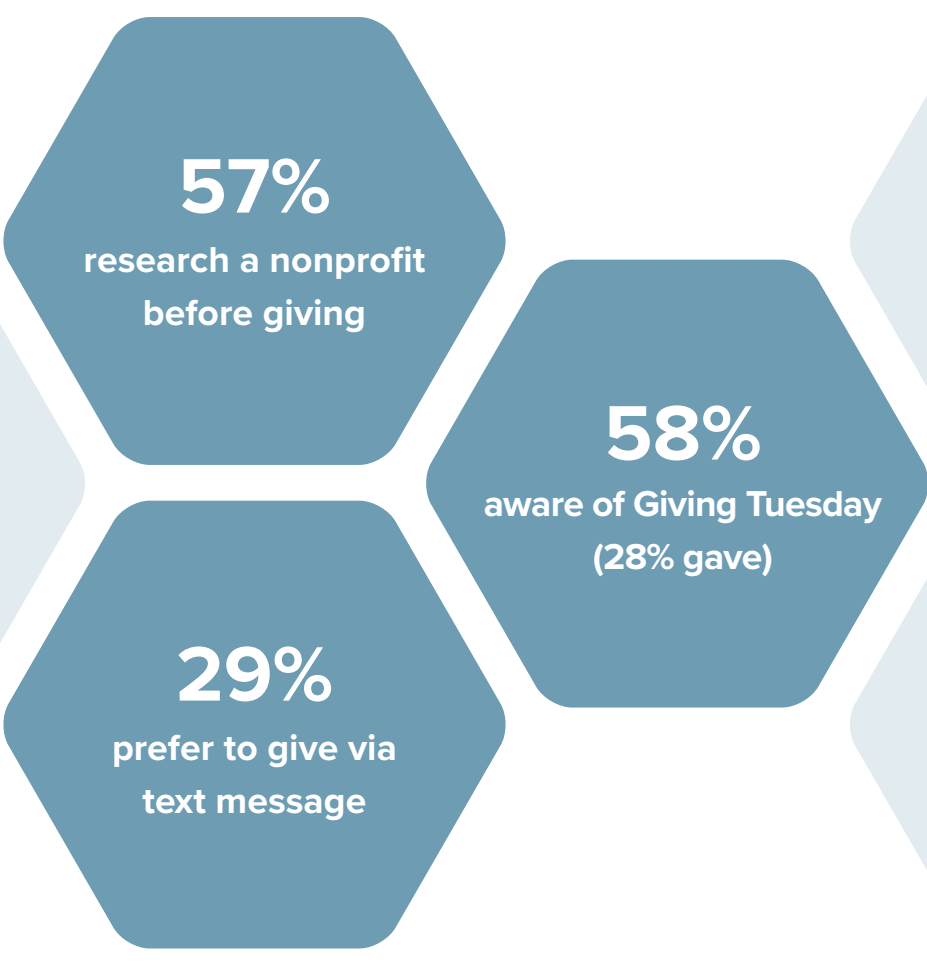
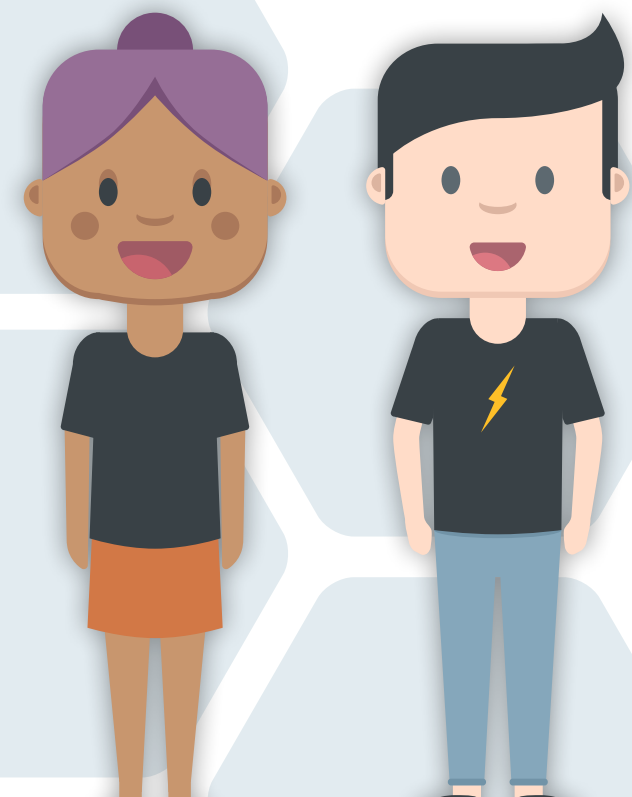
Millennials (25-34)



Despite their reputation for being difficult to please, members of this tech-savvy generation are highly motivated by a desire to change the world. To Millennial donors, supporting their favorite causes is an important part of their identity. They want to know how they can make a difference, so using stories and donor-centric content is especially important with this group.



Generation Z (18-24)



As true digital natives, Generation Z donors grew up with the internet, smartphones, and social media. While members of this generation aren't philanthropic powerhouses yet, they're already getting heavily involved with nonprofits. Start building relationships with this group now—they're going to be a major force for good in a few years.

Download the full report by visiting <https://start.qgiv.com/GenerationalGiving.html>.