

# The Donors of Tomorrow: Effective Ways to Engage Gen Z

Thursday, April 27 | 12 – 1pm EDT



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



## FUNDRAISING TECH

# Made for you



### Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



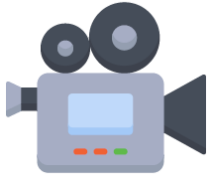
### Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



### Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software



+ **We're recording this webinar!** We'll send you a copy after the webinar is complete.



+ **Feel free to ask questions!** Use the Q&A box to ask questions and the chat option for general discussion: we'll answer all questions in a Q&A portion at the end of the presentation.

# The Donors of Tomorrow

Effective Ways to Engage Gen Z

MIGHTY



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**In two words,  
how do you feel  
about Gen Z as a  
giving partner?**

# Mindy Avitia

Senior Events & Marketing  
Manager, Mighty Citizen

**Strength:**

Party planning

**Weakness:**

My 2 year old's hugs



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# Branding and digital transformation for mission-driven organizations.

- Research & Analytics
- Branding & Strategy
- UX Design & Content
- Marketing, Media & Search
- Web Development



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# By the end of this session you'll know...

- The difference between traditional donors and next-gen donors
- What motivates young audiences to give
- What Gen Z wants from nonprofits
- How to create effective campaigns that tap into next-gen donors





# Traditional vs. Next-Gen



# Traditional Donor

- Typically Boomers and Gen X
- Give to the same organizations over time
- Want valuable, but infrequent updates
- Give more to larger organizations than small



# Next-Gen Donor

- Typically Millennial and Gen Z
- Prefer frequent, short communications
- More likely to learn of causes through influencers, coworkers, and media than traditional donors



# The Overlap

**60%**

of all donors cite a nonprofit's website as the top place they'll go to do research before making a donation

**71%**

of all donors are most likely to learn about new causes and charitable giving opportunities from friends and family

**57%**

of all donors say donating through a simple donation page on an organization's website is how they prefer to build relationships



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Source: Classy's "Why America Gives 2022"

# Quick Poll

Are you a:

- a. Boomer
- b. Gen Xer
- c. Millennial
- d. Gen Zer
- e. I'm not sure



**CAUTION**

**Generalizations  
Ahead!**



“

I see no hope for the future of our people if they are dependent on the frivolous youth of today.”

— Hesiod, 8th Century BC



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# Understanding Next-Gen Donors





# Millennials



1980



1994

# Gen Z



1995



2010

# Social Addicts or Activists?



# Average Attention Span (All Humans)

8.25s



# What These Gens Have in Common:

- Are used to being marketed to
- Celebrate their diversity as a community
- Get their news and views from social
- Want to better the world and their communities
- Want stories to build connection
- Give mostly on mobile in small, spontaneous bursts



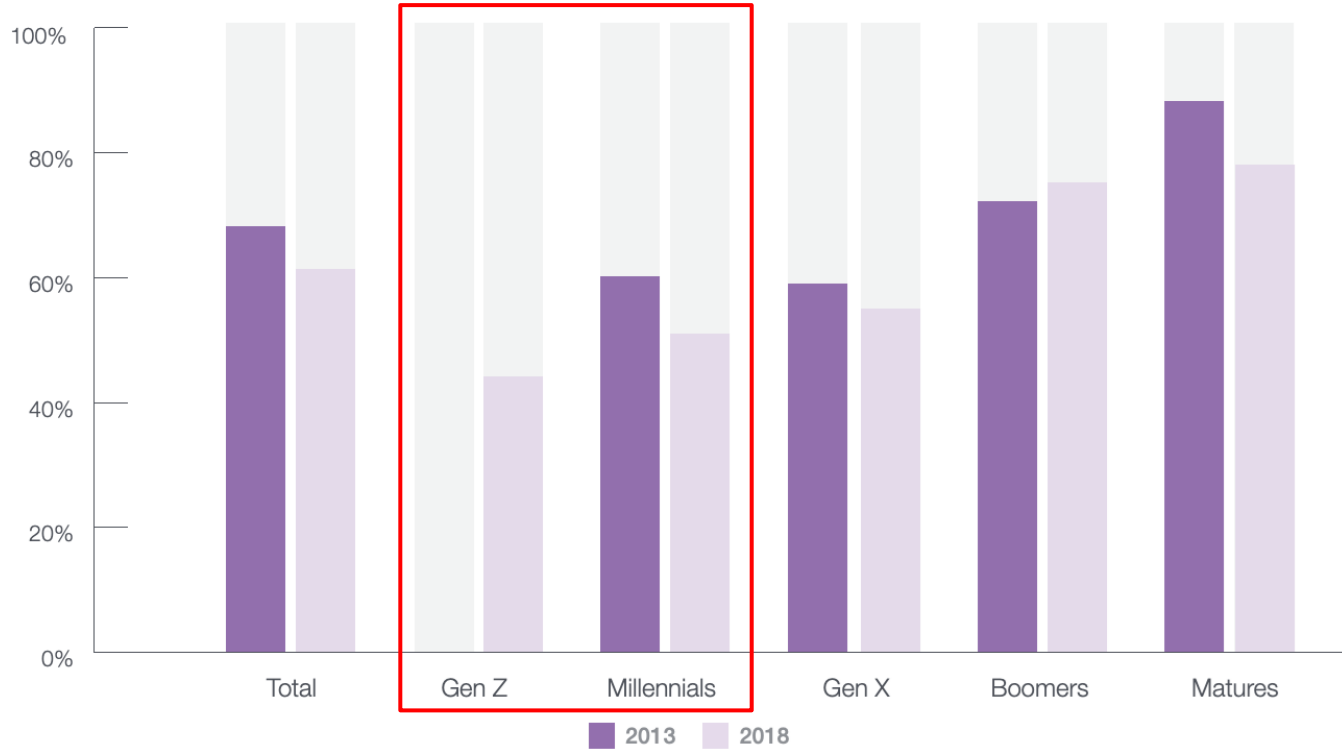
# What These Gens Don't Have in Common:

- Millennials are more incentivized to give based on tax deductibility, Gen Z is not
- Gen Z wants to be communicated with more than Millennials
- 42% of Gen Z donors are **not familiar** with Giving Tuesday



*Source: QGiv's Generational Giving Report*

FIGURE 1  
PERCENTAGE OF SELF-REPORTED DONORS: 2013 TO 2018



Source: *Blackbaud 2018 Next Generation of Giving*



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# Gen Z Cares About...

- Equity and Inclusion
- Gun Control
- Climate Change
- Hunger and Homelessness





# Listen to Your Data

- Channel and content preferences
- Time of year, type of campaign, etc.

**Consider segmenting audiences generationally**

# Gen Z Wants: Seamless Technology

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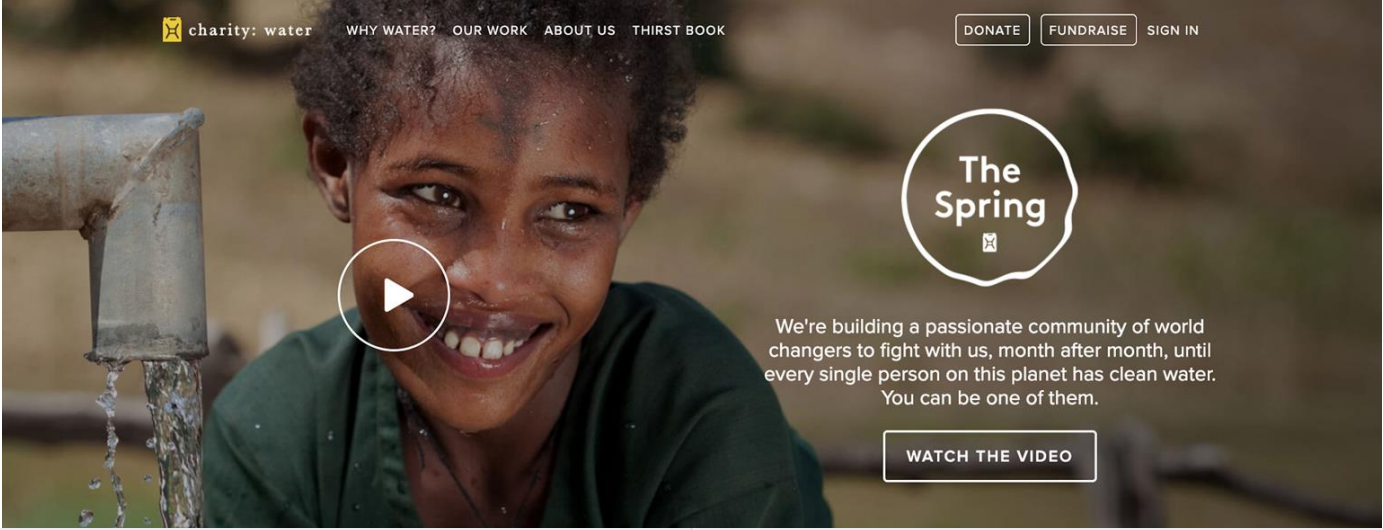


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# Donation Form

- Not just mobile friendly, mobile *first*
  - Your full site should be responsive
  - Google wants this, too
  - Likely means customizing your off-the-shelf donor platform
- Simple experience
- Shareable petitions, video asks, social campaigns
- Offer a monthly giving *subscription experience*





# The Spring

We're building a passionate community of world changers to fight with us, month after month, until every single person on this planet has clean water. You can be one of them.

WATCH THE VIDEO

## Invest in a world where everyone has clean water.

Enter an amount to give per month

\$ 60 USD/MONTH

DONATE MONTHLY

Your \$60.00 monthly donation can give 24 people clean water every year.



### 100% FUNDS CLEAN WATER

Private donors cover our operating costs so 100% of your monthly donation funds clean water to people in need.



### WE PROVE EVERY PROJECT

We prove and monitor the projects you fund with GPS coordinates and remote sensors to ensure water is always flowing.



### MONTHLY GOOD NEWS

See how your donation is being put to work with real-time updates from around the world.



**MAKING SURE ALL CENTRAL  
TEXAS SENIORS STAY  
CONNECTED AND INDEPENDENT.**

**PROVIDE MORE  
THAN A MEAL**

And ensure seniors' most vital  
needs are met

\$ 25 USD/MO

[Continue](#)

# Young Donors Want: To Be Social



# Quick Poll

How many social media platforms are you on:

- None
- 1-3
- 4-5
- 6+



# Social Media

- Do NOT try to manage accounts on all seven of the major platforms
- Know where your current and target future donors are and choose *those* platforms
  - Social lookup CRM functionality
  - User research may be required
- Test, test, test
  - Being successful on social is a lot of experimentation and seeing what sticks



● Gen Z ● Millennials ● Gen X ● Baby boomers



Instagram



Facebook



Twitter



TikTok



Snapchat



Pinterest



LinkedIn



Reddit



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GW GWI Core Q3 2021 179,510 internet users outside China aged 16-64

Source: *GWI's 2021 flagship report on the latest trends in social media*

# Recognition

- Something in return (swag/incentives)
- Make your thank yous **Instagram worthy** (a social post, letter, gift package, personalized video)



# Social activism



# Short Form Video (aka TikTok + Reels)



The screenshot shows the TikTok profile for Oregon Zoo. At the top left is a circular profile picture of a brown bear. To its right is the name "oregonzoo" with a blue verification checkmark, and "Oregon Zoo" below it. A red "Follow" button is positioned to the right of the profile picture. Further right are share and menu icons. Below the profile information, it shows "46 Following", "2.3M Followers", and "45.8M Likes". The bio reads "Creating a better future for wildlife. On TikTok." and includes a link to "www.oregonzoo.org/". The "Videos" tab is selected, showing a grid of four video thumbnails. Each thumbnail includes a play button icon and a view count. The first video shows three otters on rocks with 15.3K views. The second shows a one-day-old Humboldt bird with its beak open, wearing a green shirt, with 21.3K views. The third shows a young orangutan with 33.8K views. The fourth shows a rhinoceros with its trunk on a watermelon, with 4M views.

**oregonzoo** ✓  
Oregon Zoo

Follow

46 Following 2.3M Followers 45.8M Likes

Creating a better future for wildlife. On TikTok.

[www.oregonzoo.org/](http://www.oregonzoo.org/)

Videos 🔒 Liked

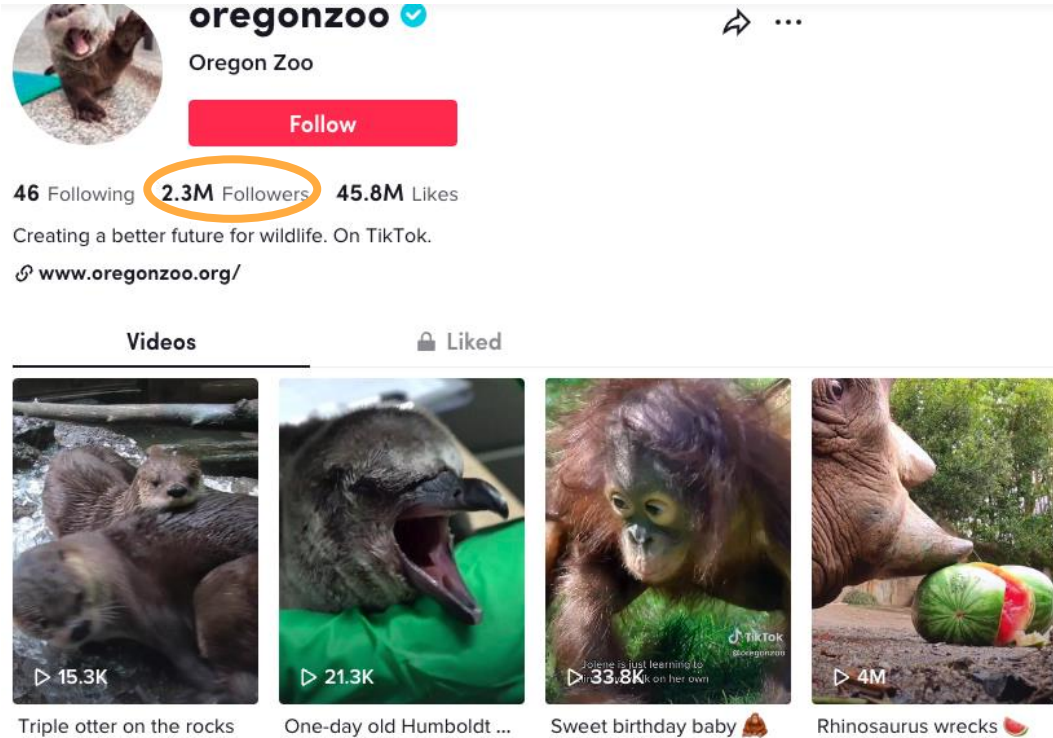
▶ 15.3K Triple otter on the rocks

▶ 21.3K One-day old Humboldt ...

▶ 33.8K Sweet birthday baby 🍌

▶ 4M Rhinosaurus wrecks 🍉

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**oregonzoo** ✓  
Oregon Zoo

Follow

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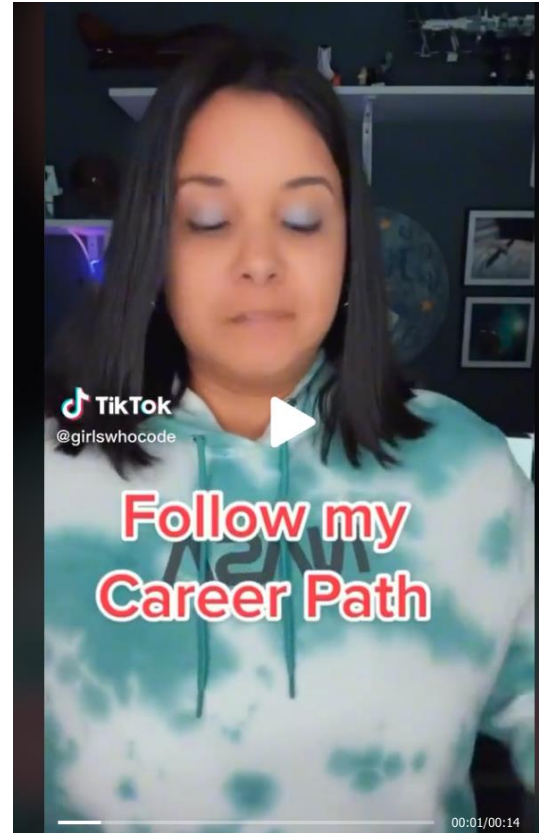
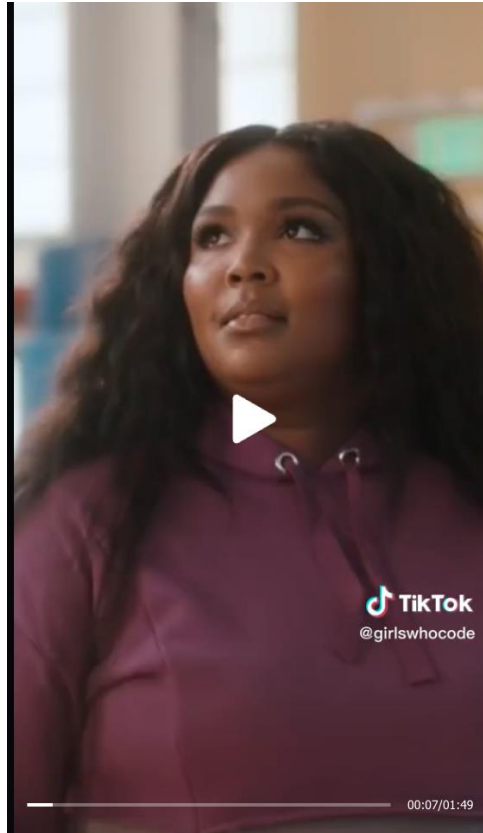
Triple otter on the rocks ▶ 15.3K

One-day old Humboldt ... ▶ 21.3K

Sweet birthday baby 🍌 ▶ 33.8K

Rhinosaurus wrecks 🍉 ▶ 4M

# Influencer Marketing



# Instagram Donation Stories



# Twitter



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# Notable Mentions

- YouTube
- Snapchat
- Reddit

# Young Donors Want: Good (Accessible) Design

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# Young People *Expect* Fresh Design

- Grew up in the Apple age
- Design is not a differentiator – it's the cost of entry
- They want to be delighted (interaction)



COACH♥ART

About Get Involved Connect App Inspire Blog


Search

Inspire

Donate

## Will you help a child shed the label of "sick kid" and become an artist?

We inspire and connect caring individuals with kids affected by serious illness.



The image shows a smartphone with the COACH♥ART app interface. The screen displays a profile for 'Alicia' with a photo of a young boy and a 'MATCHED' button. To the right is a photo of a child painting, with a heart icon and social media-style icons below it.

COACH♥ART

About Get Involved Connect App Inspire Blog

Search


Inspire

Donate

## Thanks for your interest in volunteering!

Do you have an artistic or athletic hobby?  
Will you teach it to a kid impacted by chronic illness?  
Getting matched with a kid is easy ([SEE THIS 1-MINUTE VIDEO](#)).  
You don't have to be a professional to share your hobby or skill!

Apply Now ♥



Meet Keenan  
Volunteer since 2021

COACH♥ART



# Young Donors Want: To Be Included

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# Inclusion Through Experiences

- Believe in power of collective action
- More involved through participation
- Peer-to-peer fundraising
- Peer giving groups (networking)
- Helps lend authenticity



# Inclusion Through Events

- Experiences and FUN events to share with friends
- Consider satellite parties of larger events
- Off the wall events (ex. Movember)
- Give them images to share (photo booths, etc)



# Inclusion in Your Brand

- Want to see the brand as extension of themselves
- Very particular about the brands they choose
- Give them a part they can own





# Your Opportunity

- Lower the cost barrier to decision making
- Gen Z being included will offer more diverse board (age and race)
- They may push you to think differently



# Takeaways & Next Steps

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# Takeaways

- Seamless tech is crucial
- Good design is the cost of entry
- Take note of for-profit trends (e.g. subscription model)
- Let young people participate and shape your campaigns
- The kicker: Following these best practices benefits everyone!





*A 10-minute self-assessment to measure your organization's marketing maturity.*

**Get started at:**  
**[themightygps.com](https://themightygps.com)**

# The Mighty GPS

- An overall marketing maturity score and stage for your organization.
- Scores across six categories to identify areas of strength and opportunities for improvement.
- A customized report with next steps for each category to help you move into the next stage of marketing maturity.

# Thank you!

Get the Slides:

[mightycitizen.com/engage-donors](https://mightycitizen.com/engage-donors)

More Free Tools and Templates:

[mightycitizen.com/insights](https://mightycitizen.com/insights)

# Questions?

Please make sure your questions are typed in the questions box!



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