

# Fundraising with Generation X & Y

Peterborough Area Fundraisers'  
Network

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# About Me

- Assistant Director, Annual and Leadership Giving, Trinity College, University of Toronto
- ROM - Royal Patrons' Circle, Young Patrons' Circle, and Research Campaign - the ROM's Annual Giving programs

# For Today

- Overview of Gen X and Gen Y
- Establishing & Implementing a Young Patron Program
- Opportunities, Possible Challenges & the Future of Young Patron groups

# Who are Generation X & Y?

- Broadest numbers of all the research
- Generation X: 1961 – 1981
  - “Baby Bust” or “13<sup>th</sup> Generation”
- Generation Y: 1978 – 2000
  - “Millennials”
  - “Echo Boomers”
  - “Generation Next”
  - “Generation Me”

# Defining Characteristics Generation X

- Independent
- Skeptical of authority / cautious
- Looking for challenges
- Market savvy
- Easily bored
- Looking for work/life balance
- Informal

# Defining Characteristics Generation Y

- Sense of entitlement
- Instant gratification
- Big expectations
- Tech dependent
- Assertive
- Confident
- Social (work/life interwoven)

# Generation X & Y Philanthropic Trends

- Generation X and Y now make up more than half of the pool of potential donors
- Research does not agree – give less or more than previous generation
- Way of giving varies (older generations most likely to give by mail, no one consistent way for younger generations)

# Philanthropic Trends continued

- Key motivator for Generation Y's giving is a “desire to make the world a better place to live.”
- More likely to increase giving
- Global vs. local



# Establishing your Program

- What is the goal?
- Do you have organizational support?
  - Volunteer Leadership
  - Staff Resources

# Setting Goals

- What is your goal in establishing a young patron program?
  - Increase awareness?
  - Raise money?
  - Identify and train volunteers?
- Outcomes may not be immediate
- Prepare for an investment

# Leadership

- Does your leadership (Board and Senior Management) support the endeavour?
- Identify possible leaders/champion volunteers within your volunteer/donor base
- Consider pairing young volunteer with current Board Member / more seasoned volunteer

# Staff Resources

- Dedicate appropriate/adequate staff to the development and implementation of the program
- Volunteer organization skills key

# Implementing your Program

- Structure
- Gift Levels
- Benefits & Recognition
- Engagement & Retention

# Program Structure

- ROM's Young Patrons' Circle - annual giving program with benefits of membership
- Mt. Sinai's Leadership Sinai - annual gift via five year pledge
- United Way's GenNext – focus on volunteerism as opposed to fundraising
- St. Mike's Hospital Foundation's Young Leaders – event based fundraising
- Women's College Hospital's neWChapter – annual giving
- AGO Next - membership program

# Gift Levels

- YPC - \$400 (Recent Student), \$600, \$1,000+ annually
- Leadership Sinai - \$5,000 over five years
- GenNext – focus on volunteerism; encouraged to plan & buy tickets to events
- Young Leaders – event based fundraising
- neWChapter - \$500+ annually
- AGO Next - \$600 & \$1,000 membership levels

# Benefits & Recognition

- These generations expect benefits for their contribution
- Be prepared to allot budget here
- Creativity required!



# Engagement & Retention

- Area that requires a plan, attention
- Some attrition is unavoidable – big life changes for this demographic
- Thoughtful communication and unique programming to engage
- Chair, CEO, Artistic Director can be utilized strategically

# Young Patron Groups: The Future of Your Organization

- Needed to expand donor/volunteer base
- Fresh ideas and perspectives for your organization
- New personal and professional networks
- Great for marketing and awareness raising; helps make organization relevant in community
- Can transition into future leaders in your organization
- Significant wealth to be inherited

# Young Patron Groups: Potential Challenges

- Demanding group
- Can be viewed as reactionary, aggressive, opinionated
- Tend to be event-driven; may not be best for generating revenue
- Significant staff resource required compared to other fundraising programs

# Some things to consider...

- How you define/use the word 'young'
- Be aware of and have a plan to address motivation for being involved
- Funding priorities
- Gift levels
- An increasingly crowded marketplace with programs and events targeted at this demographic

# Concluding Thoughts

- They say so themselves: “...Not only will we ‘get in the habit’ of being donors (and our donations will only grow), but we also want to learn about issues and volunteer...It’s about more than just the money!”
  - Young professional Katy Love, Gather and Give: Let’s Eat, Washington, DC