

Cultivating The Next Generation of Donors



Stratus**LiVE**

Speakers



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TRUE or FALSE: Boomers Give More Than Any
Other Generation, So They Should Be The
Primary Focus Of Giving Campaigns



They want to hear from you

19%



of **Gen Z** would
like nonprofits
to approach
them more

24%



of **Millennials** would
like nonprofits
to approach
them more

**according to Give.org Donor Trust Report / 2021*

They may even give more

37%



of **Gen Z** would be
willing to donate
more if approached

29%



of **Millennials** would
be willing to donate
more if approached

**according to Give.org Donor Trust Report / 2021*

Defining the Generational Groups



BABY BOOMER

Born 1946-1964

Age in 2022: 58 to 76

51 million donors



GEN X

Born 1965-1980

Age in 2022: 42 to 57

40 million donors



MILLENNIAL

Born 1981-1996

Age in 2022: 26 to 41

33 million donors



GEN Z

Born 1997-2012

Age in 2022: 10 to 25*

*No chronological endpoint has been set for this group



Finding ways
to **engage**
younger
donors

C H A L L E N G E

We know that when today's younger donors consider donating or volunteering their time they tend to engage more if:

- ☐ The nonprofit shares their ideals and values
- ☐ There is specific information on how the donation will be used
 - ☐ The donation process is easy
- ☐ They can donate small amounts at a time



1



Offer **multiple** ways
to engage

Donations

Younger donors should be offered a variety of **donation options**, including credit/debit cards as well as online payment mechanisms like Apple Pay, Google Wallet, PayPal, Venmo, or Zelle.



Ensure your website is **mobile-friendly** with eye-catching page layouts in your brand colors.

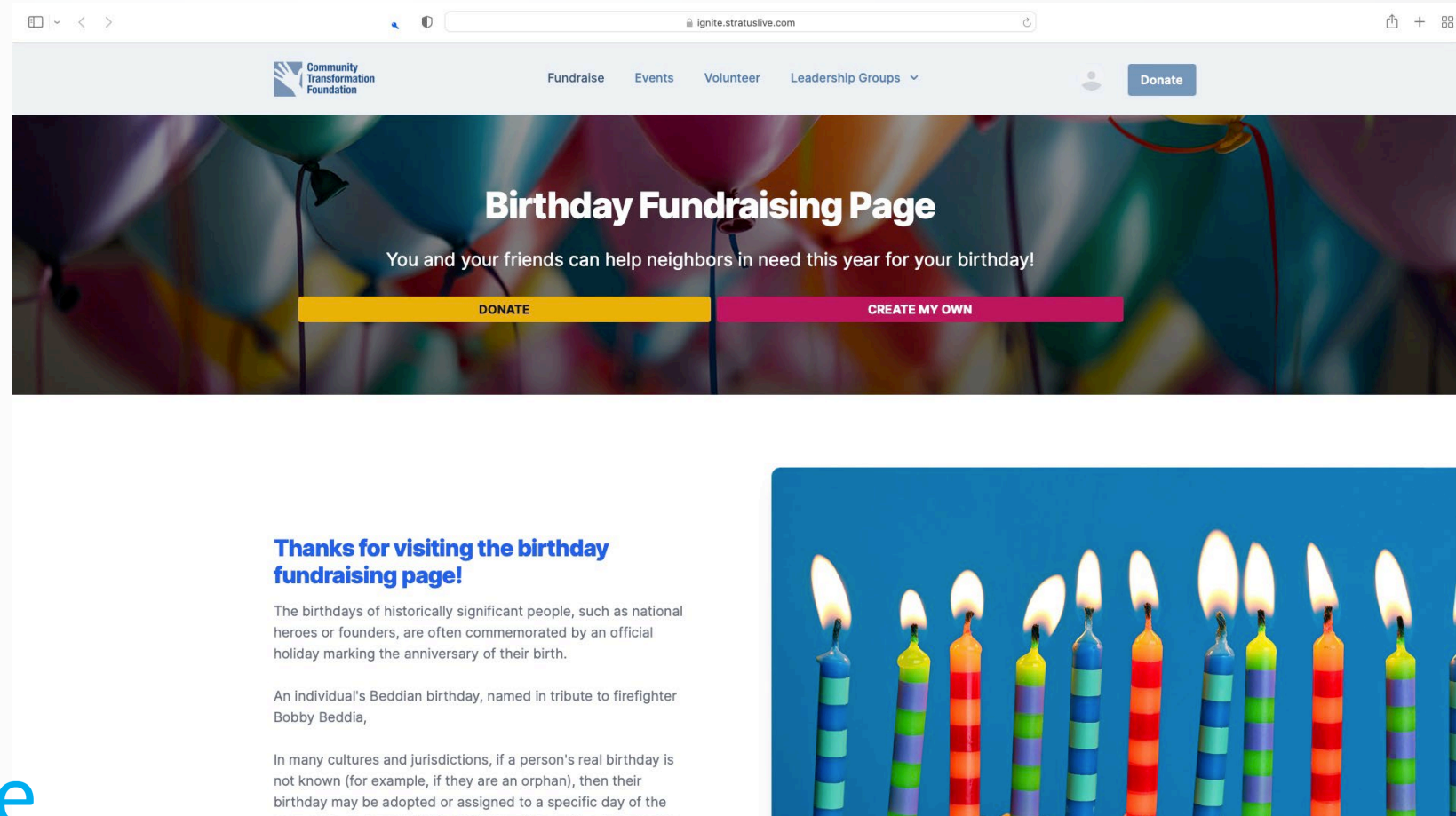


Cryptocurrency is the fastest growing donation type with this donor demographic.



Share

Give younger donors opportunities to participate in peer-to-peer fundraising on behalf of the organization via social media. They can share your mission with their friends and family, increasing your nonprofit's donor base.



Volunteer

Volunteering time appeals to younger supporters with limited discretionary means, who are typically at the beginning of their careers. Offering opportunities to volunteer, whether it is an individual or group volunteer activity will lead to a long-lasting relationship.



2



Partner with young
leader's groups

[ABOUT](#)[STUDENTS](#)[PARENTS](#)[GET INVOLVED](#)[CALENDAR](#)[STORIES](#)[EXPLORE](#)[DONATE](#)

We guide high school students through a four-stage program named after Colorado's Decalibron Loop – 4 nearby peaks with elevations over 14,000ft. Each step enables you to find and refine what drives you, offering increasingly real-life opportunities for fun, service and ultimately, the pathway to make a difference.

Grow your confidence as you identify your skills and passions, and how they directly impact the community.

OUR LEADERSHIP CURRICULUM IS DYNAMIC & ACTION-ORIENTED

Colorado Young Leaders become self-aware, inclusive, empathetic, and civic-minded *change makers*. Take this new kind of character into the real world and everyone benefits. Youth feel confident in who they are and understand that there is not just one way to lead.



SUMMIT 1

Explore your passions

Explore 3 Causes

Serve 50 hours (recommended)

Attend 3 Service Adventures in different cause area

Participate in your Summit cohort



SUMMIT 2

Commit to a Cause

Commit to a single cause

Serve 50 Hours

Attend 3 Service Adventures in your cause area

Participate in your Summit cohort



SUMMIT 3

Dig Deep + Understand

Understand the roots & systems of your cause area

Serve 50 hours (recommended) with a single organization

Participate in your Summit cohort



SUMMIT 4

Leave a Legacy

Complete Legacy Project

Serve 50 hours (recommended)

Share your story of impact with others

Participate in your Summit cohort



United Way of Rhode Island

[GET HELP · 211](#)

[GET INVOLVED](#)

[FOR NONPROFITS](#)

[FOR WORKPLACES](#)

[OUR IMPACT](#)

[ABOUT US](#)



[GIVE NOW](#)

A photograph of three young professionals, two men and one woman, smiling and looking towards the camera. They are standing in front of a blue backdrop with the United Way logo and the text "UNITED WE WIN".

YOUNG LEADERS CIRCLE

SERVE OUR COMMUNITY. INSPIRE CHANGE. BE A YOUNG LEADER.

The Young Leaders Circle brings the passion and philanthropic power of young professionals together to transform Rhode Island.

Young Leaders Circle provides robust opportunities to connect community-driven millennials who are eager to lead their peers, fundraise, and advocate to improve lives in our community.

Which Young Leaders Circle level is right for you?

YOUNG LEADERS CIRCLE LEVELS AND BENEFITS

MONTHLY CONTRIBUTION TO UNITED WAY OF RHODE ISLAND	GENERAL FREE	COMMUNITY SUPPORTER \$25	COMMUNITY INVESTOR \$50
Professional development with community leaders	●	●	●
Networking with community peers	●	●	●
Social events	●	●	●
Hands-on volunteer opportunities	●	●	●
Pre-event networking opportunities		●	●
Invitations to special Young Leaders Circle-only events		●	●
Advance access to ticketed events		●	●
Invitations to exclusive United Way sneak-peek events			●
Private table for you and your guests at events			●
Access to Impact Network events			●

Young Leaders Circle members who contribute \$80 or more per month (\$1,000 per year) to United Way of Rhode Island automatically become Impact Network members.

GIVE NOW 


3








Use

social media – dig into
community groups & networks





 Home  My Network  Jobs  Messages



Aloha United Way's Society of Young Leaders

Non-profit Organizations · Honolulu, Hawaii · 90 followers

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Overview

The Aloha United Way Society of Young Leaders strives to engage the next generation of leaders in making Hawai'i a better place. Together, we GIVE, SERVE and LEARN to make a collective, positive impact on the most pressing issues in our community.

This is an affinity group to Aloha United Way.

Website
<http://www.auwsyl.org>

Industry

4



Use
fundraising
mini-campaigns

Mini Campaigns



1. Pick a smaller project
2. Set a fundraising goal for that project
3. Tell your donors about the impact it will make
4. Select 10-15 donors who you think will like to donate
5. Make the ask!

5



Young Leader
Award Ceremonies

Rising Star Young Leader Award

The Rising Star Young Leader Award is given annually in recognition of a professional who has impacted the field of international education during the first five years of the recipient's area of work. The rising star will have demonstrated a commitment to internationalization and an ingenuity of thought that has the potential for having substantial and lasting influence upon global education.

Nominations for this award are forwarded from NAFSA regions.





United Way Emerald Coast's Emerging Leaders 40 Under 40 awards, presented by FPL, seeks to recognize Okaloosa and Walton counties' top young leaders excelling in the areas of leadership, community involvement, and professional accomplishment.

Eligibility: Nominees must be between the ages of 21-40 before September 1, 2022 and should live and/or work in Okaloosa or Walton County. Self-nominations are accepted; however, a candidate only needs to be nominated one time. 40 Under 40 Class of 2021 honorees are ineligible; nominees who were not selected are encouraged to resubmit.

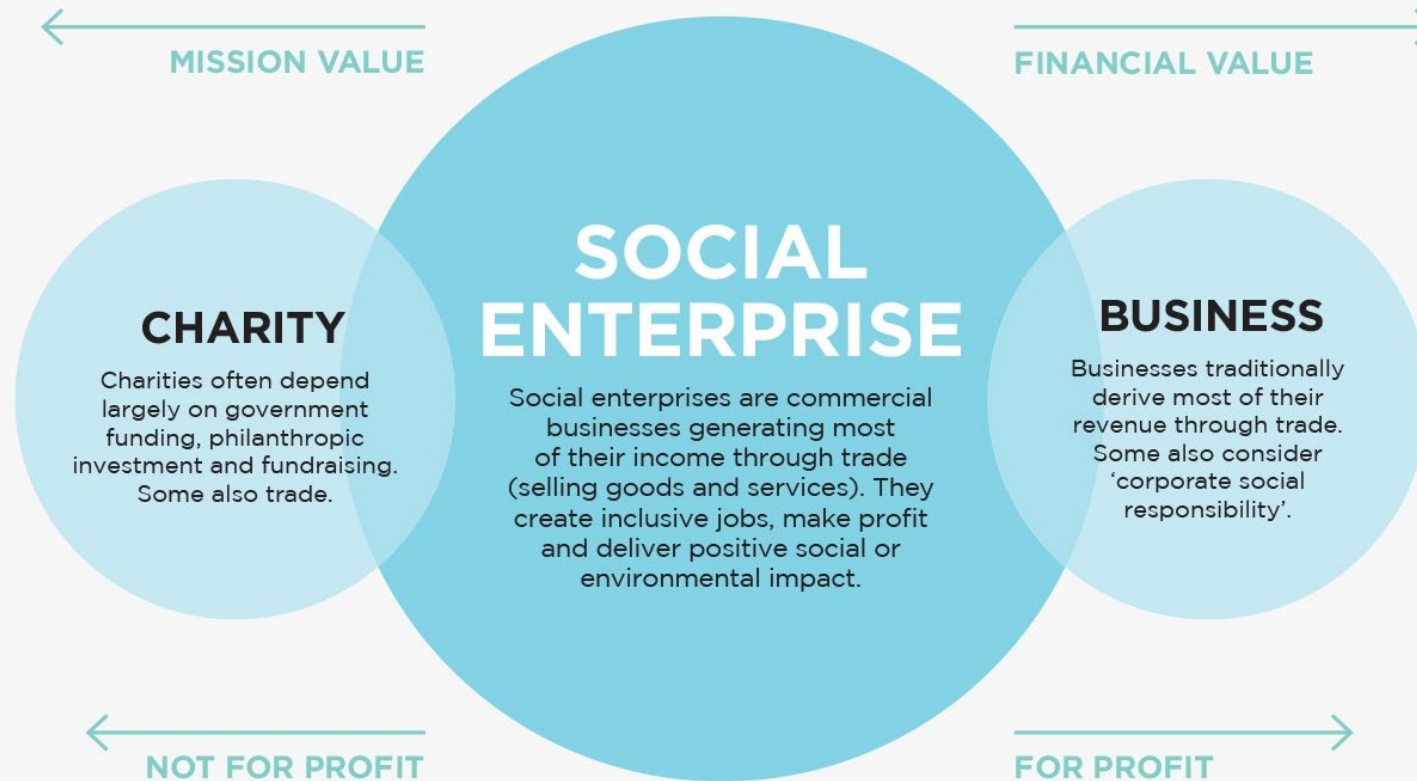
Nominees will be notified of their nomination and asked to complete a brief application. Honorees will be chosen by a selection committee, comprised of professionals from a variety of local businesses and nonprofit organizations.

6



Partner with **social enterprises**

What makes a social enterprise?



THREE MODELS

- 1 Buy one item for yourself, give one to someone else.
- 2 Donate a proportion of profits (often at least half) to a cause.
- 3 Employ people with barriers to employment requiring extra support.

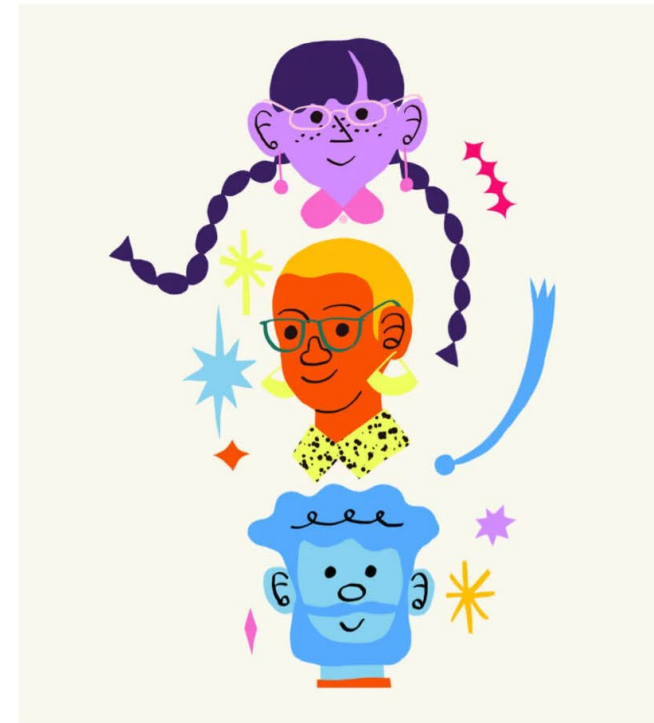
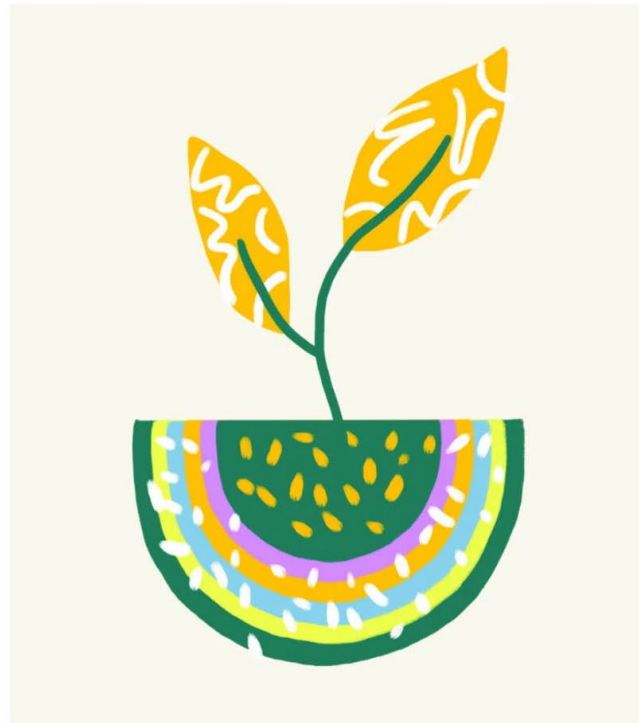
We're in business to improve lives.

1/3 OF PROFITS FOR

GRASSROOTS GOOD

We believe in a more equitable tomorrow.

That's why we invest $\frac{1}{3}$ of profits for grassroots good, including cash grants and partnerships with community organizations, to drive sustainable change.



7



Host a **Hybrid** Event

- Home
- Organization
- Content Management
- Partner Agencies
- Giving
- Events
- View Events**
- Volunteering
- Integrations

Andrews Bike-athon Tax Inclusive pricing - Participants

[Edit Event](#)

View and manage participants.

Registrations Donors Volunteers




< Go Back

Registration Items: Abby Miller

 slidentitytest@gmail.com

REGISTRATION DATE & TIME

05/06/2022 2:46 PM

	Youth Registrants under the age of 16 > View Attendees	\$50.00 × 1
	Adult Registrants over the age of 16 > View Attendees	\$55.00 × 1
	Senior Registrants over the age of 65 > View Attendees	\$45.00 × 1
TOTAL		\$150.00

How many of you have either
participated or hosted a
hybrid event?





- Critical to have an **online presence**
- **Make** the ask
- Play into the **identities** of NextGen donors

T A K E A W A Y S

Questions





Contact Us

Reach out to us for inquiries
or comments.

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stratuslive.com