

## Generations & Values

### Color Me Red

(1912-1928)

Creators of the Industrial Model

- Policies / structure
- Total obedience to authority
- Top-down management

### Color Me Green

(1928-1942)

Need for security; saves money

- Remembers depression / breadlines
- Respects status quo / family / sense of community
- High work ethic / respects authority

### Color Me Transitional

(1942-1946)

Understands the Green and the Boomers

- "When Johnny comes marching home again...."
- Watched as the country moved from economic and political *insecurity* to economic growth (*boom!*) and becoming the world leader.

### Color Me Blue...Baby Boomer

(1946-1963)

Enjoys a life of prosperity and leadership

- *The sky is the limit!* There is always "more!"
- Does not remember a time without McDonalds, Holiday Inns, and family vacations.
- Life is good, and I can become more independent as a result of "*the good life.*"

### Generation X: Don't Color Me! *I'm confused!*

(1963-1982)

- Latch-key kids, both parents worked: independent and dependent at the same time!
- Wants leadership roles
- Wants to own it, lead it, or manage it in 3-6 months.
- If you do color me, color me *independent!!!*

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### Generation Nexters

(1982-September 11, 2001)

- Referred to as the “baby boomlets”
- Just starting college...or the ever promise of “more” with independence...as they chase the “dot.com” world of money and promise!
- Oklahoma City / Colombine / a world of *insecurity* begins.....
- Digital generation...wed to high technology / Internet / ipods / cell phones / text messaging...any way in which they can be connected near, or far!
- Philanthropic / giving back: wants to help make the world a better place!

### September 11, 2001

*A new generation was born, due to terrorism and evil acts,  
with the bombing of The World Trade Center, New York City,  
and the Pentagon, Washington D.C.*

*Introduced to a world of uncertainty,  
this generation will be raised in a life of patriotism and prayer.*

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“linking people and performance to the bottom line”



## **Generational Giving Trends: Non-Profits---Take Note!**

Older Americans, who are typically the largest segment of committed donors, and are now on the Internet each day in record numbers. A new study reveals that Millennials, who are generally ignored in non-profit efforts, are giving in record numbers!

### **Seniors on the Internet**

- Half of all seniors are online. As of April 2012, 53% of American adults, ages 65 and older, use Internet and email.
- For most online seniors---70% of them---use the Internet as a daily activity.
- Cell phone: 69% use a cell phone
- One in three online seniors use social networking sites: Facebook / LinkedIn...a significant increase of 150% from 2009-2011.
- Email: 86% of online seniors use email.

Non-profits / Charities can no longer discount online communication and social networking as a way to reach older donors, as it will increasingly become an effective tool for connecting with the senior generation!

### **Millennial Impact Report**

- 93% (those born between 1978 and 2000) said they gave to nonprofit organizations in 2010.
- The 93% who gave included Millennials who gave via their phone (most likely to Haiti earthquake relief); sponsored a friend in a fundraising walk or run; put money into the church collection plate; or gave money to a panhandler.

Millenials are generous and a massive untapped donor resource...there are an estimated 74 million of them...but please note: organizations can't approach them the same way they approach others. Millennials are still less likely to respond to direct mail and email, and more apt to respond emotionally to donation requests in times of crisis...especially via social media channels. They may be hard to find, but they are extremely generous, and any non-profit that isn't investing in Millennial fundraising, especially as their existing donor base ages, will missout on a stable of loyal future donors!

## Recommendations

Working to build trust with younger donors may be the key to long-term engagement with your organization. Give younger potential donors an opportunity to tell your organization how they can help you, rather than assigning tasks.

Network with colleges / universities, community groups and coalitions. Your organization is more likely to be trusted if others are willing to collaborate with you.

Communicate your mission / purpose in forums where people age 45 and younger are most likely to congregate...without the goal of harnessing new donors. Those who are most passionate about your mission will come forward, not just with money, but with ideas, energy, and enthusiasm!

Text messaging fundraising is growing in popularity. 93% of adults use a cell phone and 53% of Millennials and 40% of Generation Xers text regularly. It is imperative that non-profits consider the use of cell phone technology in reaching potential volunteers, donors, and stakeholders. Approximately \$50 million in total has been raised for charitable causes via text messaging!

Non-profits should consider hosting events for Millennials, who are extremely social in nature. Events can encourage attendees to come with a group of friends, whether to volunteer together or socialize. For Generation X, consider online engagement or small group activities, or ask this age to form their own groups of people with whom they already socialize.

*Adapted from*

The Center on Philanthropy  
AT INDIANA UNIVERSITY

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