

Millennial Giving Trends

Margot Lefebvre & Jack Silverstein

Who's in the Room?

- Traditionalists (born between 1925 and 1945)
- Baby Boomers (born between 1946 and 1964)
- Generation X (born between 1965 and 1980)
- Generation Y / Millennials (born between 1981 and 1994)
- Generation Z / iGeneration (born between 1995 and 2009)

Who are the Millennials?

- 6M in Canada – 76M in USA
- These members of our society lived through:
 - Columbine
 - 9/11
 - Hurricane Katrina
 - The internet
 - Cell phones
 - Texting Social networking
 - Barack Obama
 - Introduction of loonie and toonie

Who are the Millennials?

- Their ethics were that of
 - Realism
 - Pragmatism
 - Diversity
 - Environmentalism
 - Have always collaborated (team projects in school)

Who are the Millennials?

- Believe the Boomers have destroyed the environment and aim to restore it
- Expect to be part of something that makes a difference from day one
- Work hard, but find a much greater balance than the previous generations.
- Form strong friendships and teams. If one leaves a company, others might follow because of the friendship – not the opportunity

GENERATIONS AT A GLANCE

BY ALISON HOLT AND ELIZABETH LISTA

WORK IS:

GREW UP
COMMUNICATING BY:

MOST LIKELY
TO GIVE TO:

TELLS WAR
STORIES FROM:

MOST NOTABLE CAUSE:

FOUND READING:

DEFINING DESIGNER:

EDUCATION IS:

PREFER LIVING IN:

DEALINGS WITH MONEY:

THE SILENT GENERATION

AN OBLIGATION

LETTER

RELIGIOUS
INSTITUTIONS

WWII

WOMEN'S
SUFFRAGE

ERNEST
HEMINGWAY

COCO
CHANEL

A DREAM

CITIES

SAVE IT AND
PAY CASH



THE BABY BOOMER GENERATION

AN EXCITING ADVENTURE

TOUCH-TONE
TELEPHONE

HOSPITALS

VIETNAM

CIVIL RIGHTS

MARGARET ATWOOD

LEVI STRAUSS

A BIRTHRIGHT

SUBURBS

BUY NOW, PAY LATER



GENERATION X

A CONTRACT

CELL

AIDS RELIEF

THE COLD WAR

HIV/AIDS

DOUGLAS
COUPLAND

ALEXANDER
MCQUEEN

A WAY TO
GET THERE

LOFTS

MOST INDEBTED



THE MILLENNIALS

A MEANS TO AN END

E-MAIL, FACEBOOK,
TWITTER, TEXT

GRASSROOTS
ENVIRONMENTAL INITIATIVES

AFGHANISTAN/IRAQ

ENVIRON-
MENTALISM

J.K. ROWLING

MARC JACOBS

AN INCREDIBLE
EXPENSE

AT HOME WITH
THEIR PARENTS

EARN TO SPEND





GENERATION Y

Age 18-32

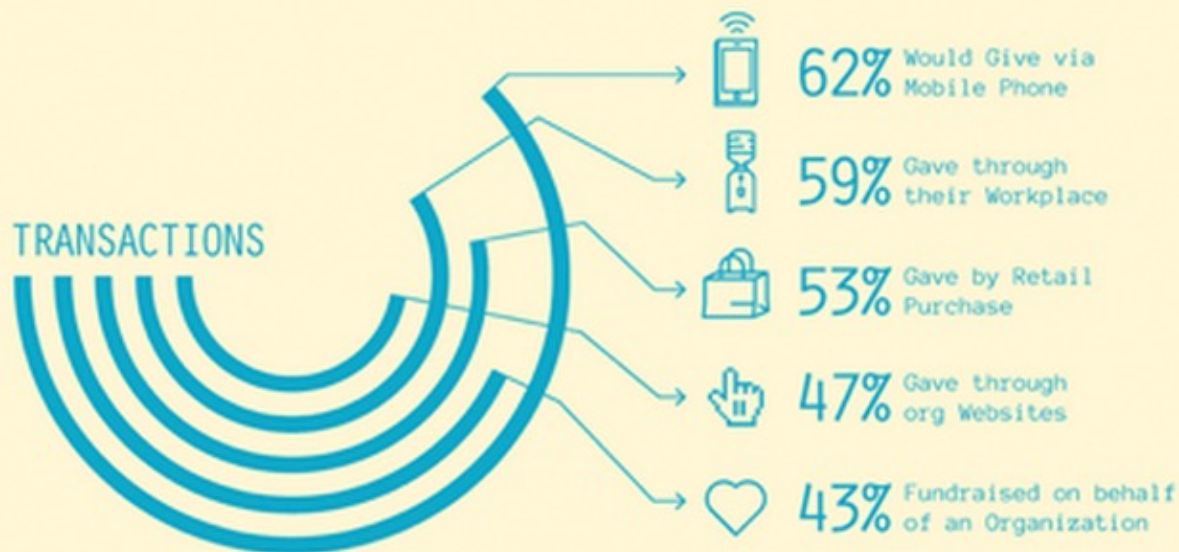


60% in this generation give an average of \$481 per year across 3.3 charities

Gen Y represents 11% of total giving



TRANSACTIONS



MEDIA HABITS

Internet Usage



Social Media Usage



Mobile Phone Usage



Who are the Millennials?

1. Driven by Values, Not Valuables

2. Impact First

3. Time, Talent, Treasure, and Ties

4. Crafting Their Philanthropic Identities

Engagement

- Be specific – in the ask, volunteer opportunity, etc.
- Thank Gen Y uniquely
- Provide unique opportunities
- Ask questions – conduct field research to help your organization engage with Gen Y
- Accept that ROI will take a little longer
- What is meaningful engagement? (HINT: it is not Facebook)

Conversion from Event Participant to Donor

- strategies

GenNext+ Giving Circles

Choosing change, together.



**Youth
Mental
Health**
Help youth access
the support
they need.



**Path to
Pride**
Contribute to an
open and inclusive
Ottawa.



**Social
Enterprise**
Fuel community
entrepreneurs
to do good.

Join for just \$20 a month or an annual donation of \$240 and engage with local issues that matter most to you!

Valuing Gen Y now is an investment in the future

- Strategies
- Manage expectations – both from Millennials' view, as well as charity's

Strategies to Engage

- Events
- Annual Giving
- MG and Campaigns
- Leadership – committees and boards

Networking fundraiser makes business leaders accessible to young professionals



DAN OVSEY | November 8, 2013 6:31 PM ET
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Young Bay Street drives new wave of philanthropy

Thursday, December 4, 2014

TIM KILADZE

What I Learned From the Young Leaders Behind the SickKids Breakfast of Champions

Notable November 23, 2016 Toronto



BREAKFAST
of
CHAMPIONS

IN SUPPORT OF
SickKids

02:58



HD vimeo



SICKKIDS ACTIVATORS

It's not about writing a cheque. It's about leading the fight.

Events

SICKKIDS ACTIVATORS

**LEARN MORE ABOUT
LEADING THE FIGHT**

A young professional who leads their own fundraising event - that's a SickKids Activator

By joining SickKids in the fight against the greatest challenges in child health, SickKids Activators exercise their creativity and skills in an incredibly valuable way: you and a group of peers create and manage a fundraising event in your field or industry to raise a minimum of \$10,000.

We supply mentorship, and marketing - through our SickKids Foundation digital channels. You supply the sweat equity to make your event a success. Along the way, you receive mentorship from SickKids Foundation professionals, recognition from the hospital, and invaluable professional and social networking opportunities.