

Stew-ivation For the Generations



Presenters



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How we got here...

- Original connection @ 2023 ADRP International Conference
- Explored topic of consistent theme heard at conference, tasks that “are not stewardship”
- Presented @ 2024 ADRP International Conference together - introducing “Stew-ivation”
- Presented @ 2025 ADRP International Conference - introducing “Stew-ivation for the Generations”
- Continued conversations & expansions of work

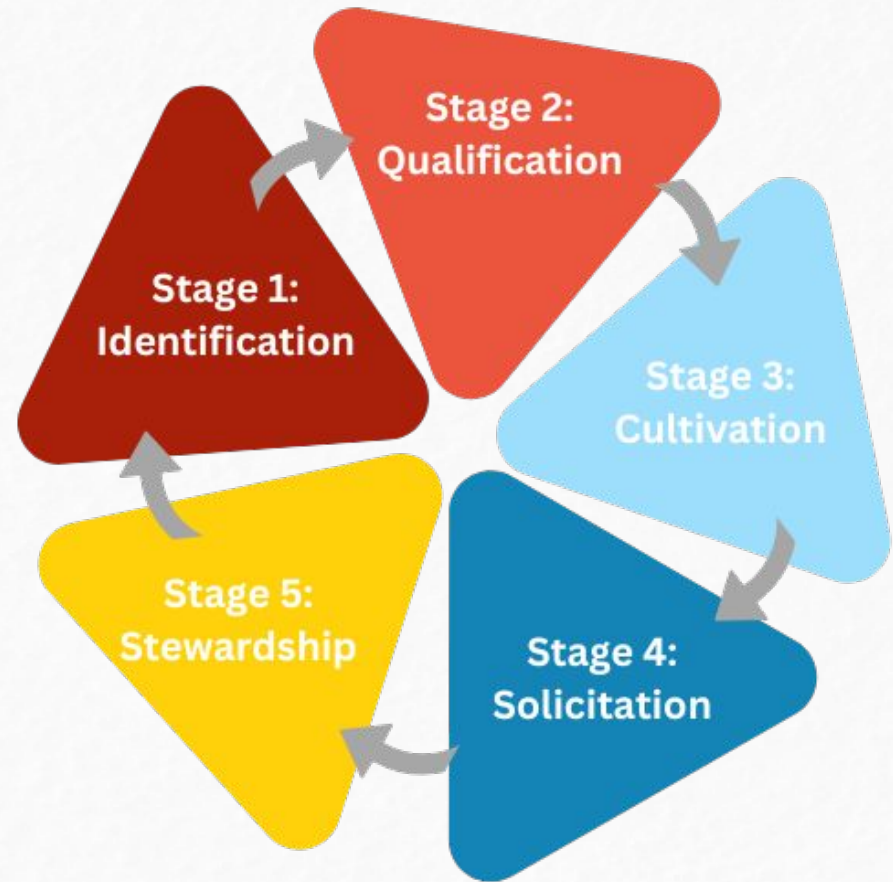


Objectives

1. Define stewardship and cultivation in the context of fundraising & highlight the importance of integrating these strategies.
2. Analyze the distinct fundraising preferences of various generational cohorts (Baby Boomers, Gen X, Millennials, Gen Z).
3. Provide actionable techniques for engaging each generation in fundraising efforts.

Traditional Model

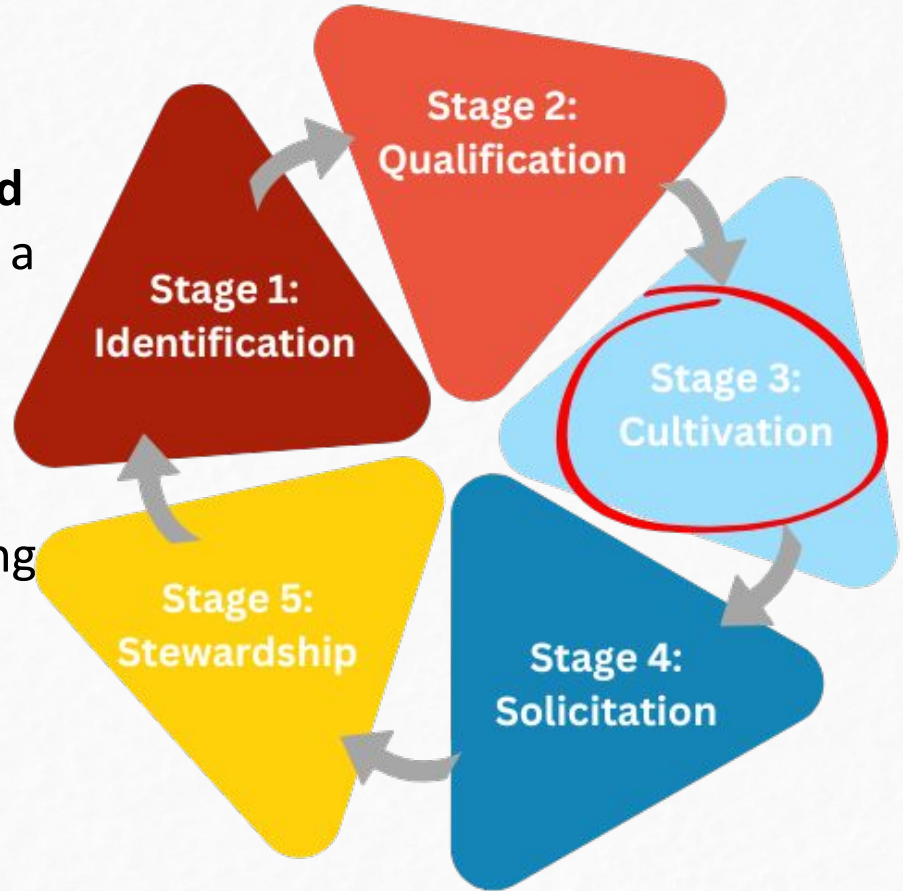
Donor Life Cycle



Cultivation

Cultivation

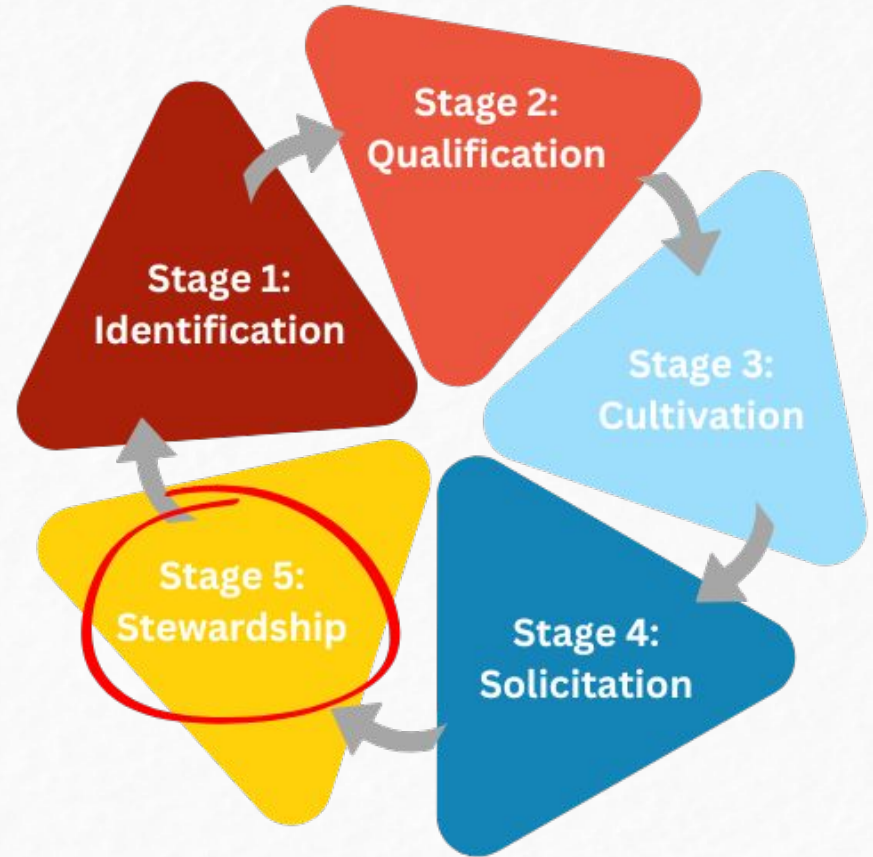
- The process of **establishing and developing** a relationship with a prospect or donor through **substantive and sincere engagement** (Worth, 2016)
- **Building relationships**, engaging the prospect and **preparing to make the ask** (CASE)



Stewardship

Stewardship

- Encompasses two components
 1. **Using the gift for its intended purpose**
 2. Continuous communication to **sustain and enhance relationship** (Worth, 2016)
- All about **maintaining and evolving long-term relationships with donors**. Effective stewardship will ensure that the donor knows his or her gift is being valued and put to good use, will appropriately **recognize the gift** and will ideally **engage the donor** so that he or she feels even more positive about the institution (CASE)



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Stew-ivation

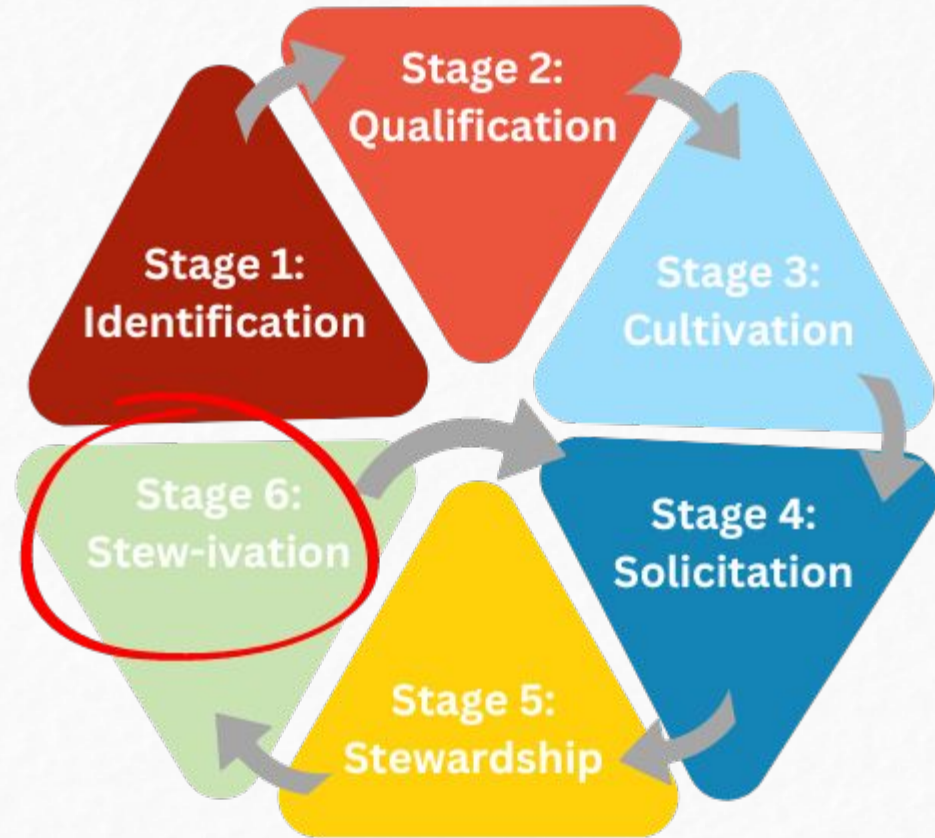
Stew-ivation

- The process of **strengthening the donor relationship by sharing the impact of their gifts and using engagement strategies** to enhance donor loyalty, focus on donor retention, and lead donors to reenter the solicitation phase of the donor cycle
- **Inspiring donors for the next gift:** sharing impact, excitement, and saying thank you!



Stew-ivation

- **Be proactive**, discuss future donor goals with gift officers
- **Create engagement plans** that are **consistent**, **celebrate the donor**, and **reinforce the organization mission**
- **Leverage current stewardship opportunities**: thank you notes, events, reports, etc.



Stew-ivation in Action

- Outcome-focused reporting:
 - # of students they supported
 - # of patients treated
- Externship fair - offering networking and help to students and alumni
- Alumni stories



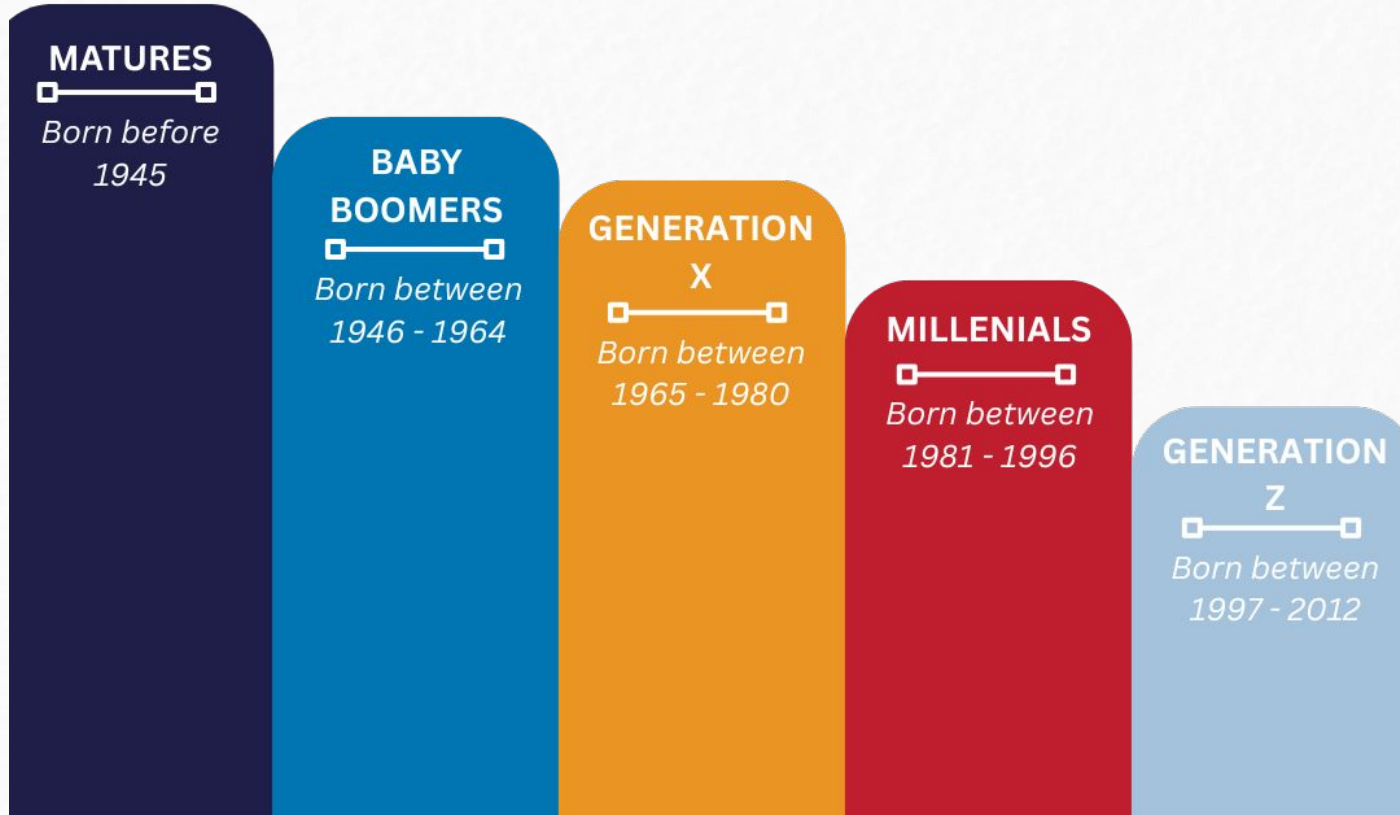


Questions?

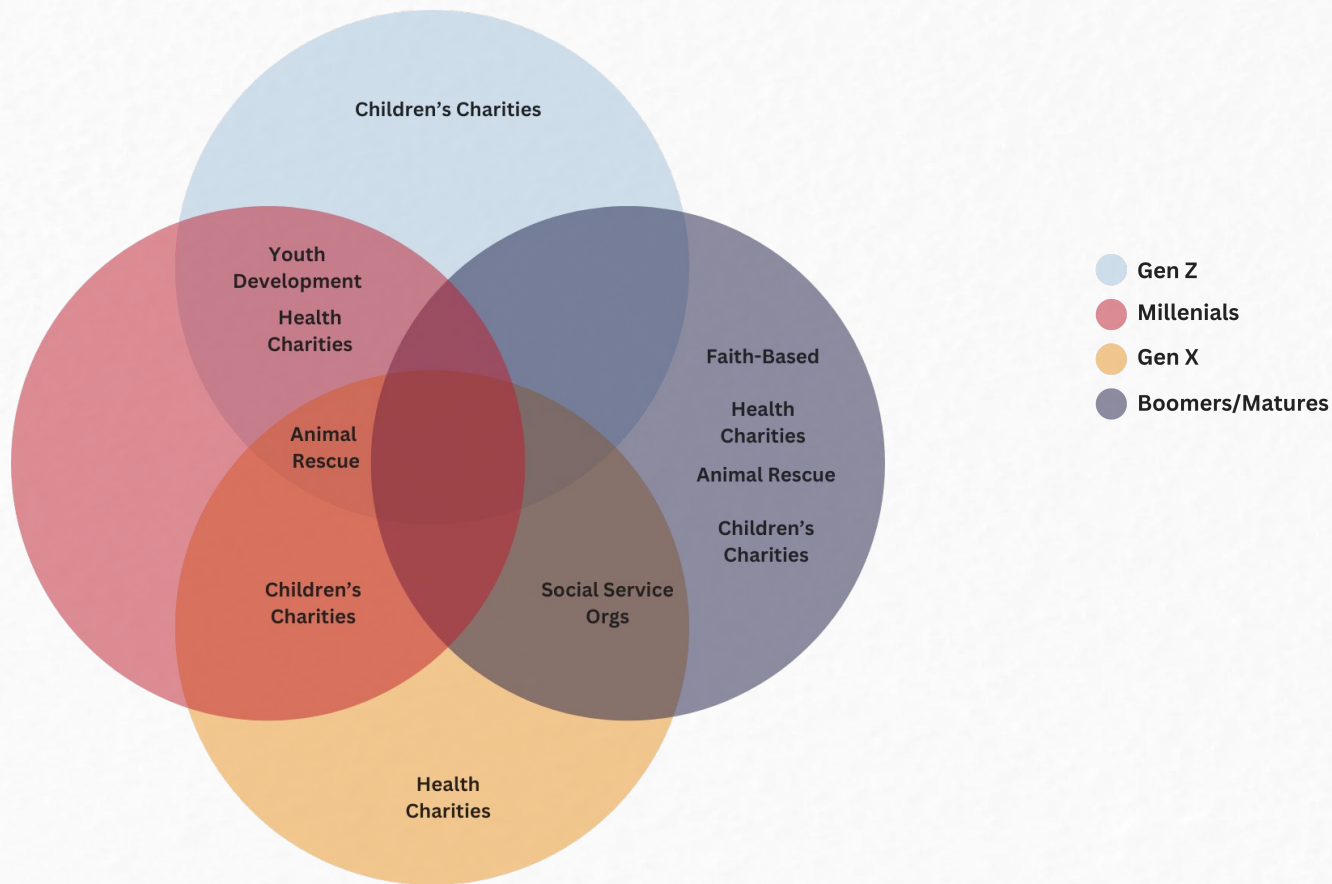


Stew-ivation For the Generations

Generations



Where are Generations Giving?



MATURES

Born before
1945

- Support an **average of 6 charities per person**
- 11.8% accounted for in U.S. population
 - **Account for 26% of total U.S. giving***
- 30% of donors aged 75+ say they have given online in the last 12 months
 - On average give 25% more frequently than younger generations.

Preferred Contact Methods:

Voice calls, direct mail



Preferred Donation Methods:

Direct mail, voice calls



MATURES
□ — □

*Born before
1945*

Stew-ivation Snapshot

- Principal gift donor turning 90
 - Send a package of 90 cards from students, staff, faculty
- Donor returning for homecoming
 - Invite them to be the grand marshall for your parade

BABY BOOMERS

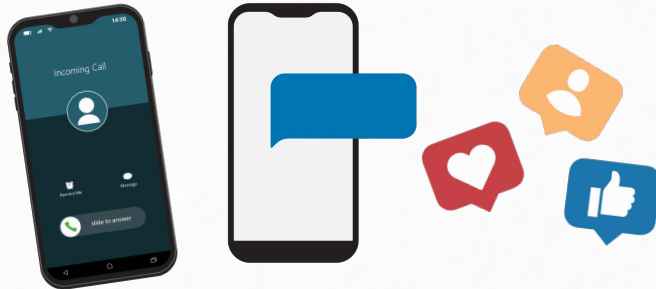


Born between
1946 - 1964

- Support an **average of 4-5 charities per person**
- 23.6% of the U.S. population
 - Account for 43% of total U.S. giving*
- ***Considered the most charitable***

Preferred Contact Methods:

Voice calls, Text or SMS messaging,
email, social media posts



Preferred Donation Methods:

Online giving



**BABY
BOOMERS**



*Born between
1946 - 1964*

Stew-ivation Snapshot

- Annual donor in their 60s
 - Sharing impact of the fund they are touching - plus what else is needed to continue to do extraordinary things with additional funding
- Endowment donor with a fund established 10 years ago
 - Share impact that they have made, make case for increase in tuition/research costs

GENERATION

X

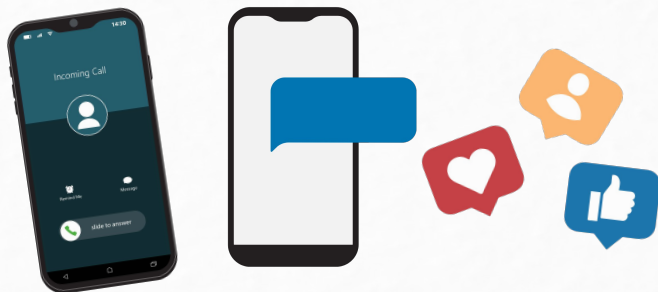


*Born between
1965 - 1980*

- Support an **average of 4 charities per person**
- 20.4% of the US population
 - **Account for 22% of giving in the US***
- Email prompted 31% of online donations made by Gen Xers*

Preferred Contact Methods:

Voice calls, Text or SMS messaging,
email, social media posts



Preferred Donation Methods:

Online giving



GENERATION

X



*Born between
1965 - 1980*

Stew-ivation Snapshot

- Business owner
 - Externships or programmatic opportunities
- Named space recognition
 - Invite for a ribbon cutting of space, follow up with a mailed photo of the event and a press release

MILLENNIALS



*Born between
1981 - 1996*

- Support an **average of 3 charities per person**
- 25.9% of US population
 - **Account for 11% of giving in the US***
- 47% of Millennials gave through an organization's website in 2016*

Preferred Contact Methods:

Text or SMS messaging, social media posts



Preferred Donation Methods:

Online giving+



MILLENNIALS



*Born between
1981 - 1996*

Stew-ivation Snapshot

- Annual donor in their 30/40s
 - Story/highlight about their career and how the institution helped shape them
 - Highlight this on social media (LinkedIn)
- Anniversary of first major gift is near
 - Snap a photo of their favorite space on campus and send them a “thinking of you” text

GENERATION

Z



*Born between
1997 - 2012*

About Gen Z

- Most racially and ethnically diverse
- May not be donors yet, some are students
- Educating on philanthropy
 - Teach how to steward, cultivate now
- Young alumni councils/networking opps

Giving Profile

- Research on giving trends is limited
- **Prefer smaller, grassroots causes and organizations**
- Donate their time and spread the word on social media.
- 59% of Gen Zs are inspired to donate to charity by a message/image they saw on social media*



Giving Trends: Millennials & Gen Z

Next generation donors:



Turn to technology for donating, information gathering, and evaluating impact



Want to get involved with charities long-term



Support organizations that prioritize transparency



Create social change by volunteering, sharing skills, advocating for issues, and leveraging social media networks



GIVING TO EDUCATION IS LESS POPULAR AMONG YOUNGER GENERATIONS



Only 5.8% of Generation Z donors and 6.3% of Millennials donors gave to education in 2019.



Questions?

Thank you for attending!

Want to connect? Scan our QRs below!



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