



Multi-Generational Giving

bingo



Watched the Beatles on “The Ed Sullivan Show”	Waited in line to buy gas during OPEC embargo	Is on Facebook	Has played more than 500 hours of Nintendo	Used a computer by age 10
Attended a day care center or kindergarten	Remembers when milk cost less than a dollar	Typed copy using carbon paper	Watched first-run episodes of “Gunsmoke”	Used a cell phone before the age of 20
Has never owned a record player	Watched first-run episodes of “Happy Days”	Can name three members of the Brat Pack	Knows who Zac Ephron is	Can name three members of the Rat Pack
Has own website or blog	Knows who Bing Crosby is	Watched the <i>Who Shot JR?</i> episode of “Dallas”	Remembers the moon landing	Watched “Sesame Street” as a child
Has parents who are divorced	Turned 30 before AIDS was identified	Listened to “The Lone Ranger” show on the radio	First voted at the age of 18	Uses an iPhone or Android

small groups



- ❖ Discuss the Photos of the Generation you are given.
- ❖ Need Scribe for Discussion
- ❖ Report out what you talked about
- ❖ You have 10 Minutes

1922 - 1944

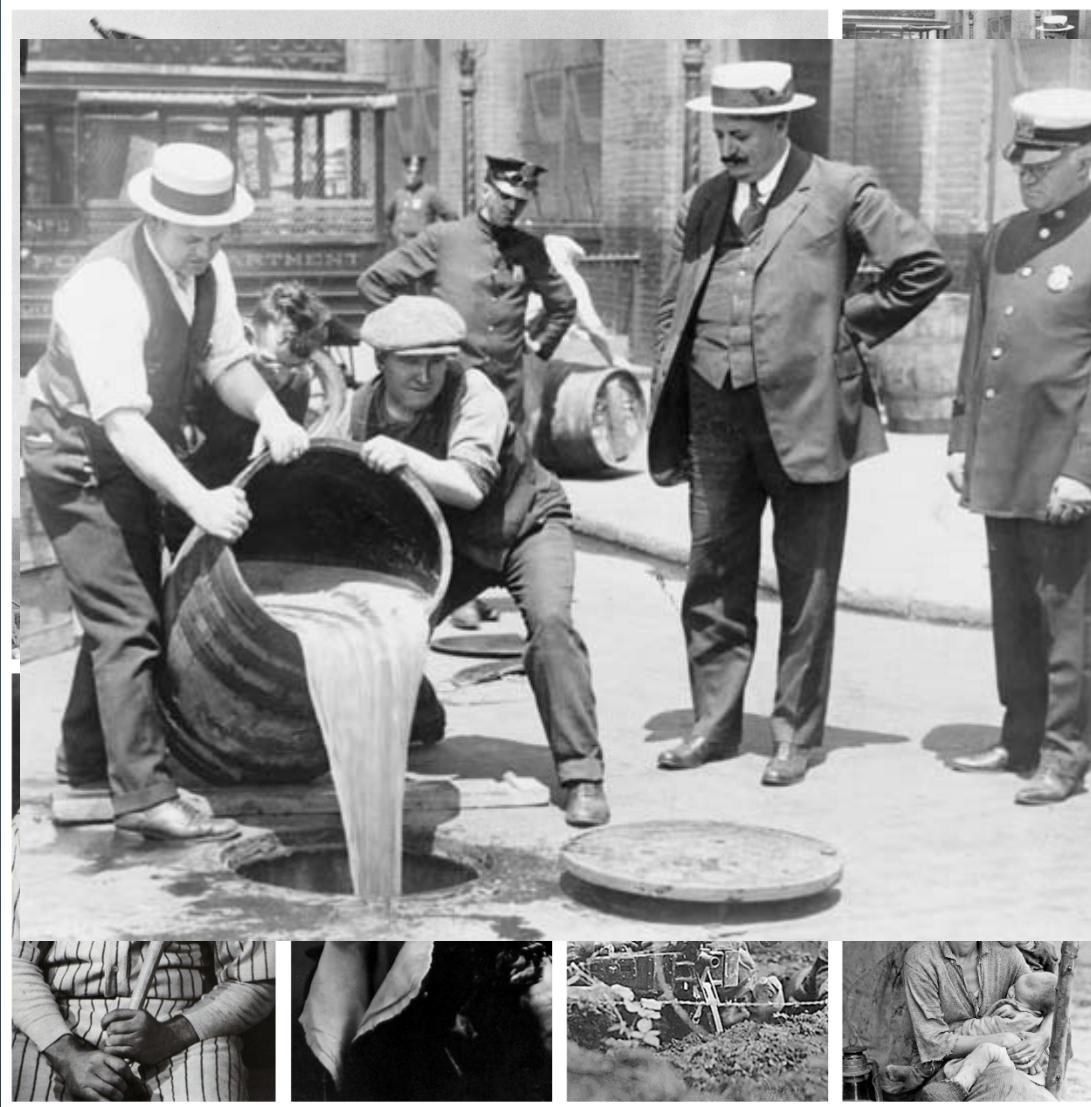
traditionalist



Traditionalist 1922 - 1944



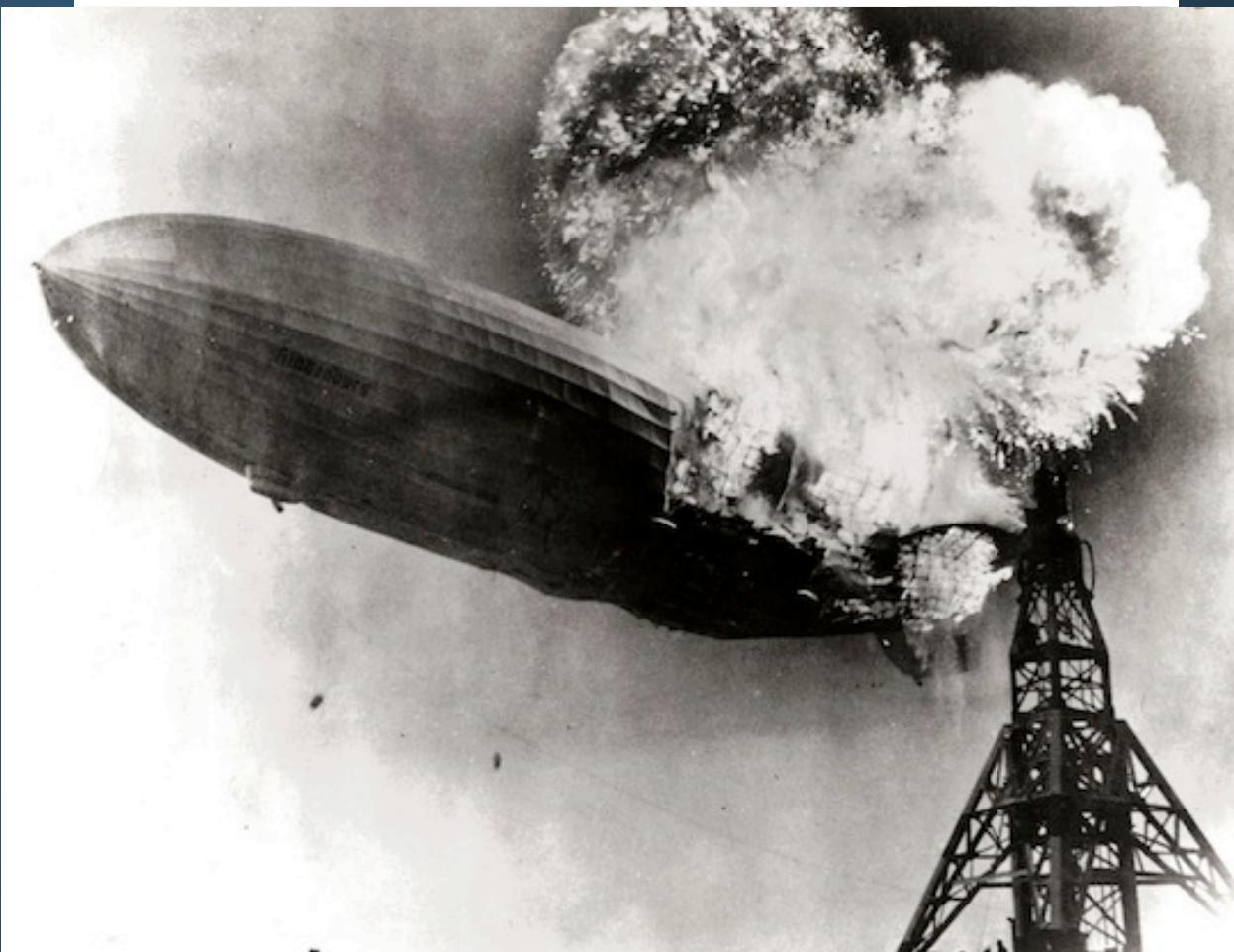
Traditionalist 1922 - 1944



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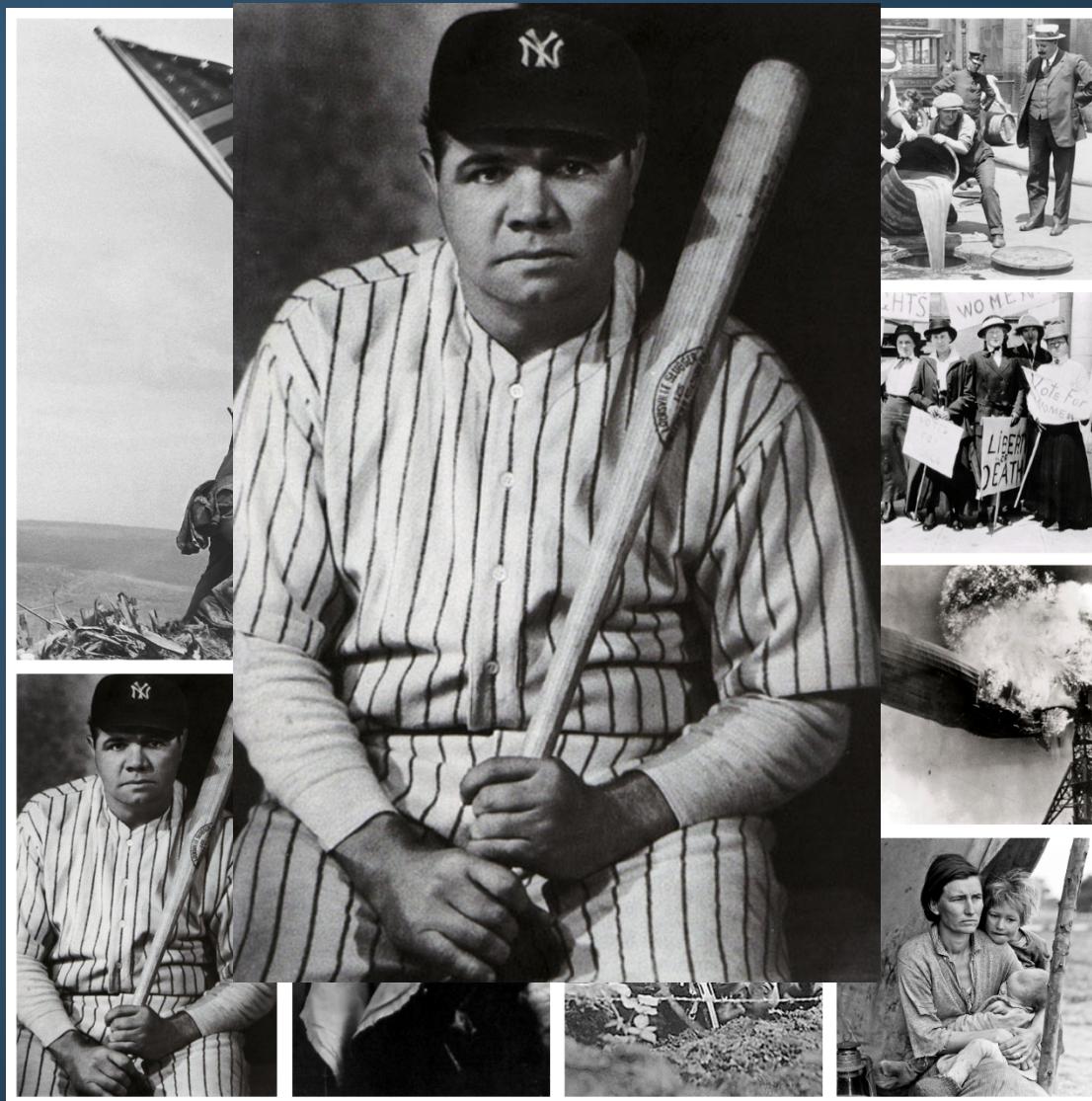
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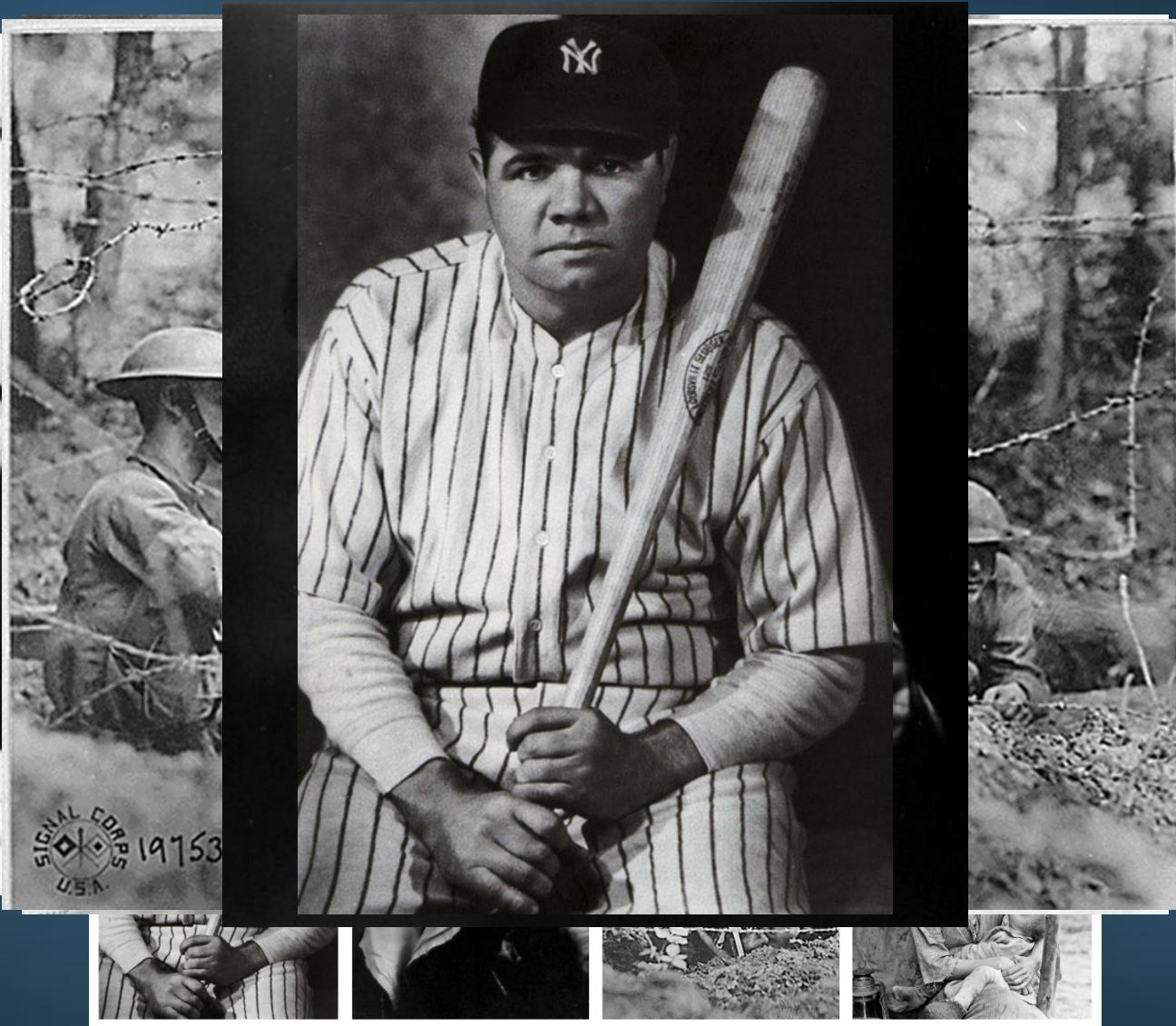
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1945 - 1960

baby boomers



Baby Boomers 1945 - 1960



Baby Boomers 1945 - 1960



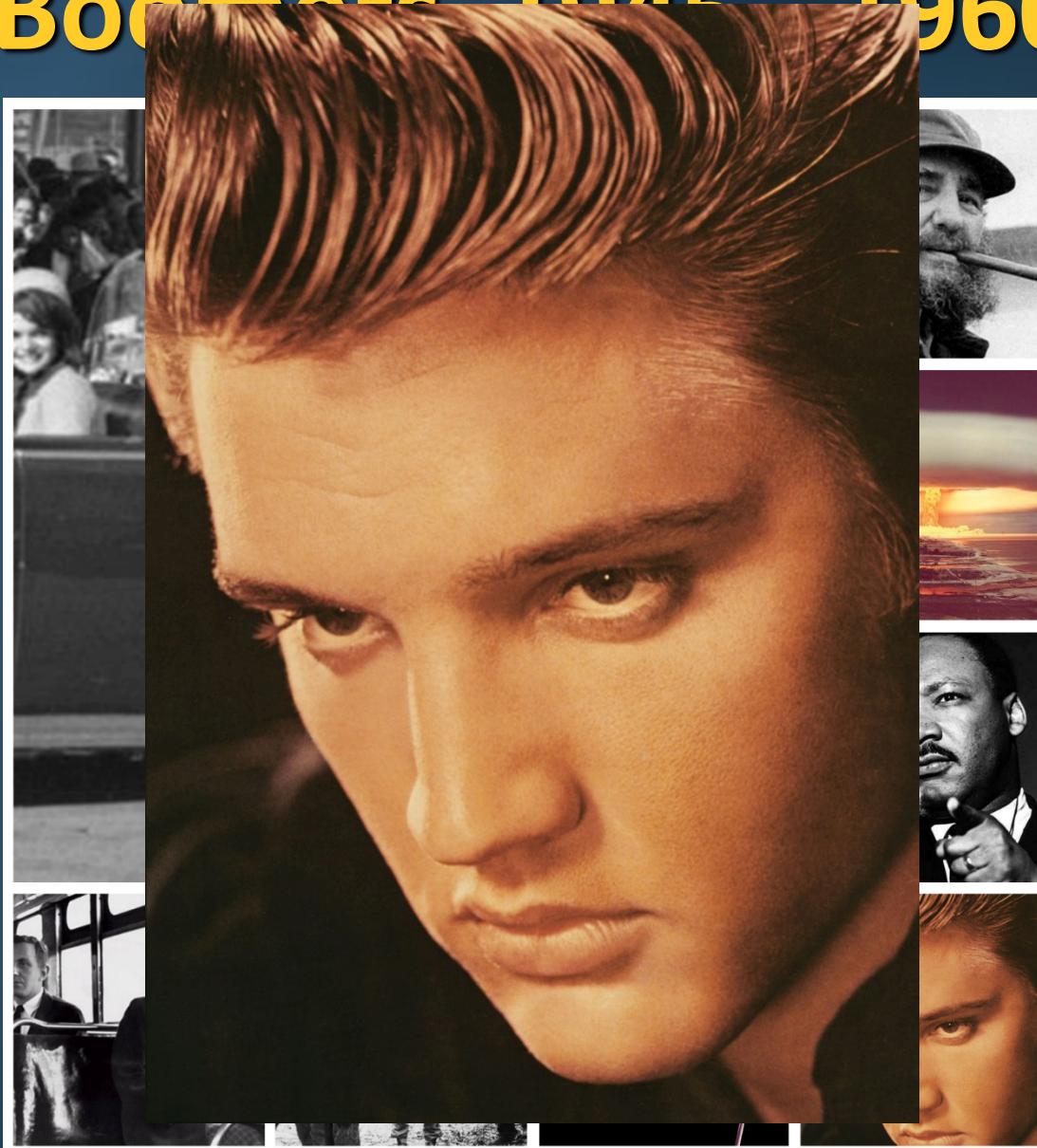
Baby Boomers 1945 - 1960



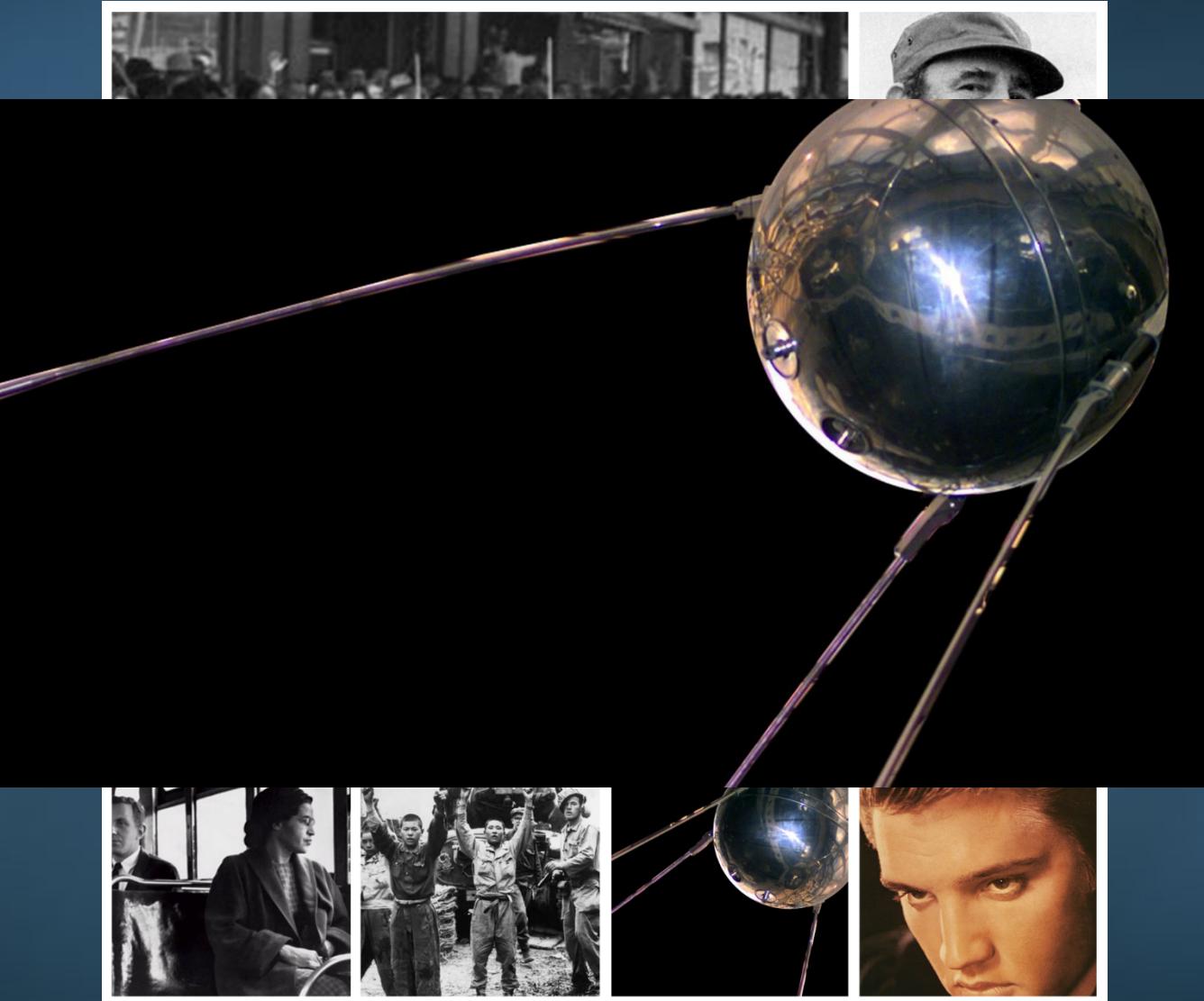
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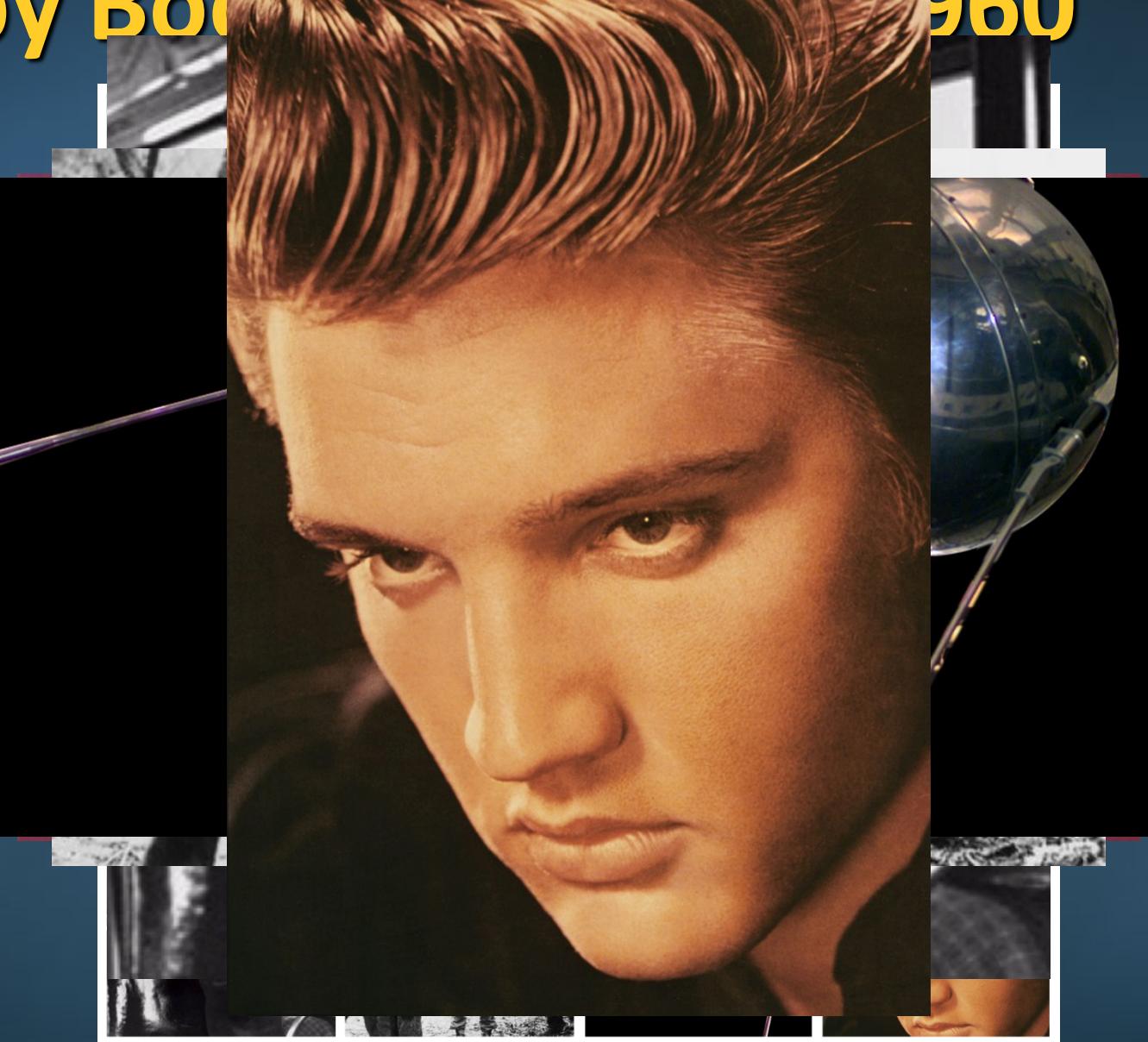
Baby Boomers 1945 - 1960



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1961 - 1980

generation X



Generation X 1961 - 1980



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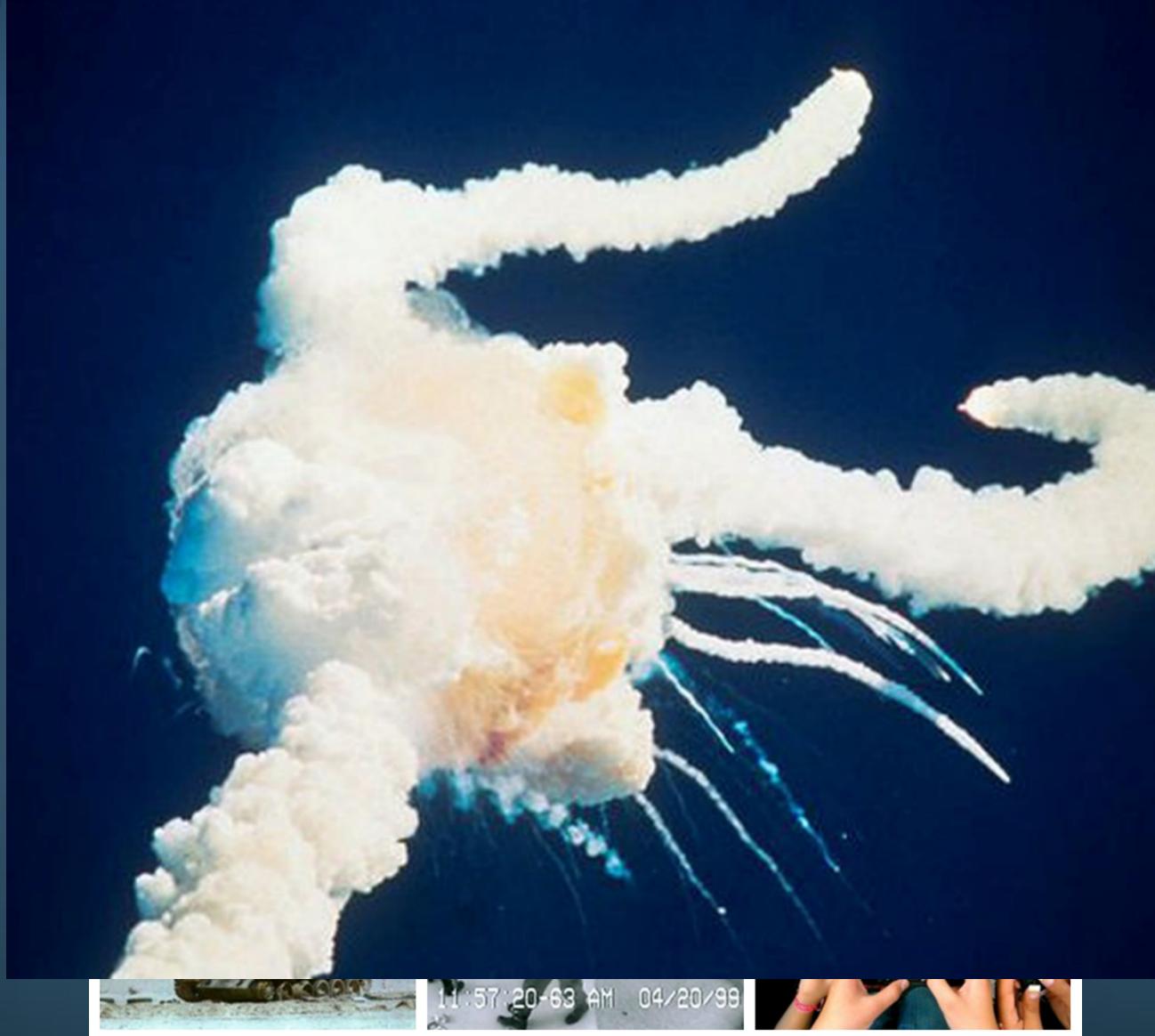
Generation X 1961 – 1980



1981 - 2000

millennials/gen Y

Millennials / Gen Y 1981 - 2000



Millennials / Gen Y 1981 - 2000



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Millennials / Gen Y 1981 - 2000



Millennials / Gen Y 1981 - 2000



Millennials / Gen Y 1981 - 2000



Millennials / Gen Y 1981 - 2000



Millennials / Gen Y 1981 - 2000



Why Consider Generations

- 90% of our values are set by age 10
- Our values reach final “lock-in” by age 20
 - The only way things change after that is through a “significant emotional event”
- History shapes generations: common events and experiences create common values.
- Generations shape history: the leadership of a generation changes the course of events.

1922 - 1944

traditionalist



Traditionalist 1922 - 1944



- ❖ Children or young adults during Depression, WWII; after the war, settled down in prosperity
- ❖ Value teamwork, conformity, respect for authority, hierarchy, fair play, honor
- ❖ Take religious obligations seriously
- ❖ Enjoy building for posterity
- ❖ Value fair play, tolerance, compromise
- ❖ Preference for relational consensus building

Traditionalist 1922 - 1944



- ❖ Many are comfortably retired
- ❖ Especially value relationships and friendships
- ❖ Enjoy members of other generations
- ❖ Value helping hands for marginalized
- ❖ Modest, giving is often quiet
- ❖ Value support of arts and outreach

1945 - 1960

baby boomers



Baby Boomers 1945 - 1960



- ❖ GI Parents provided safe, prosperous world
- ❖ Institutions were strong and stable
- ❖ Children encouraged to express individuality
- ❖ Establishing new paradigms for congregations
- ❖ Seek personal spiritual experiences and freedom
- ❖ Frequent conflicts over issues

Baby Boomers 1945 - 1960



- ❖ Two-career families with older/grown children
- ❖ Hard-working, complex schedules
- ❖ Time is more precious than money
- ❖ Need to understand the vision (not the budget)
- ❖ Reluctant to commit: give them time!
- ❖ Value environment and children

1961 - 1980

generation X



*1961 - 1980
Gen X*



Generation X 1961 - 1980



- ❖ Came of age as latchkey kids, children of divorce; learned how to fend for themselves
- ❖ Uneven economic times, instability – work to live, not live to work
- ❖ Distrust of institutions and authority – want authenticity, not sugar coating
- ❖ Prefer task forces to long term
- ❖ Visually oriented – want interactive experiences

Generation X 1961 - 1980



- ❖ Often have little religious background or coherence – grow up wary and skeptical; need religious education
- ❖ Discretionary income is at minimum: low incomes, high debt loads, young children
- ❖ Hard-working, little extra time
- ❖ Search for community they lack
- ❖ Action-oriented

1981 - 2000

millennials/gen Y



Millennials 1981 - 2000



- ❖ Born at time of rekindled interest in children – emphasis on protection, safety, health
- ❖ Rules, respect, responsibility, right and wrong
- ❖ Teamwork, problem-solving
- ❖ Powerful, capable, competent achievers

Millennials 1981 - 2000



- ❖ Take religious obligations seriously
- ❖ Yearning for calm inner world
- ❖ Desire order, hierarchy, tradition
- ❖ Embrace reason and logic

Traditionalist

(born before 1945) 11.8% of US population

88%

88% of Greatest Gen gives to charity, donating an annual average of \$1,367 across 6.2 organizations.



26%

of total US giving



Greatest prefer voice calls and direct mail. These donors are late adopters of email and do not typically use text messaging or social media.



Greatest are most likely to give through direct mail campaigns and donate physical goods.

Boomers

(born 1946-1964) 23.6% of US population

72%

72% of Boomers give to charity, donating an annual average of \$1,212 across 4.5 organizations.



43%

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Boomers answer voice calls, check email regularly, and also use text messaging and social media. Though initially slow to adopt new technology, they take to it quickly once they do.



Boomers are most likely to make recurring donations on a monthly, quarterly or yearly basis.

Gen X

(born 1965-1979)

20.4% of US population

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59% of Gen Xers give to charity, donating an annual average of \$732 across 3.9 organizations.



20%

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Gen Xers are most likely to fundraise on behalf of a cause, make a pledge, and volunteer their time to an organization.

Millennials

(born 1980-1997)

25.9% of US population

84%

84% of Millennials give to charity, donating an annual average of \$481 across 3.3 organizations.



11%

of total US giving



Millennials are active on their phones and respond best to text messages and social media, but rarely check personal email or respond to voice calls.



Millennials are most likely to contribute to work sponsored initiatives, donate via mobile and watch online videos before making a gift.

1945 1964 1980 1994

GEN X

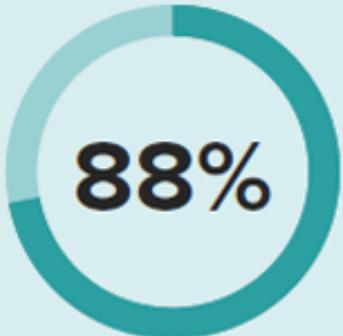
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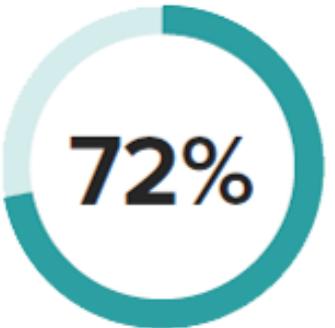
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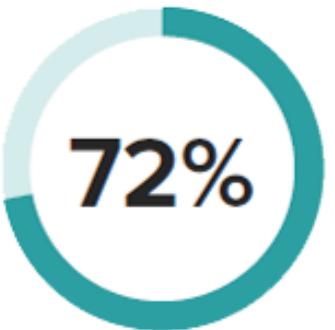
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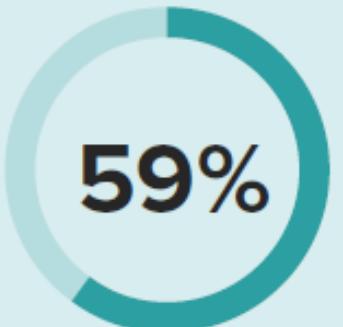
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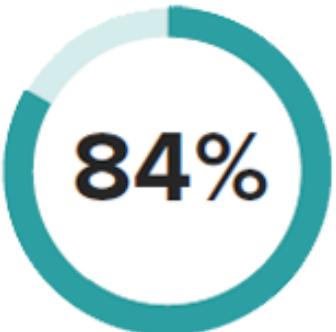
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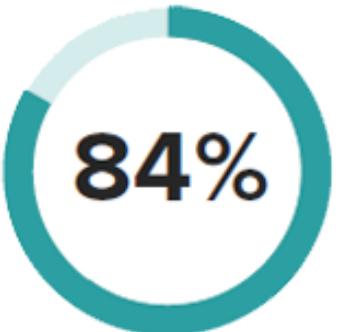
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Work Life Balance



Work Life Balance

Work is Life



Work Life Balance

Work is Life Live to Work



Work Life Balance

Work is Life Live to Work to Live



Work Life Balance

Work
is Life Live to
Work
to Live Work
 for Fun



Training





I learned
the hard
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too!



I learned
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Train
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Continuous
learning
is a way
of life





- Establish and build warm relationships: calls, lunches, occasional notes, birthday cards
- Face-to-face, relational meetings
- Emphasize helping others
- Use personal, intimate stories
- Know and provide budget details and goals
- Stress fair share and proportionate giving



- Meet them near their workplace for lunch; don't invade their homes
- Let them express their opinions
- Emphasize quality, making things better
- Highlight environment, children, justice
- Need to understand the vision (not the budget)
- Stress spiritual benefits of community that gives fuller meaning to life & work
- Reluctant to commit: Give them time!



- Appreciate time and talent, not just treasure
- Be brief and to the point; don't waste time
- High value on children's issues and needs
- Provide caring, safe community
- Real-world, hands-on experience
- Emphasis on life-skill classes
- Use web-based techniques, EFT, online giving



- Everything must be fun
- Value love, inclusion, agreement, empathy
- Be positive and respectful
- Establish and build warm relationships; value individual, hands-on communication: calls, lunches, occasional notes, birthday cards
- Use electronic communication

2001 - current

generation Z



Gen Z / iGeneration 2001 -



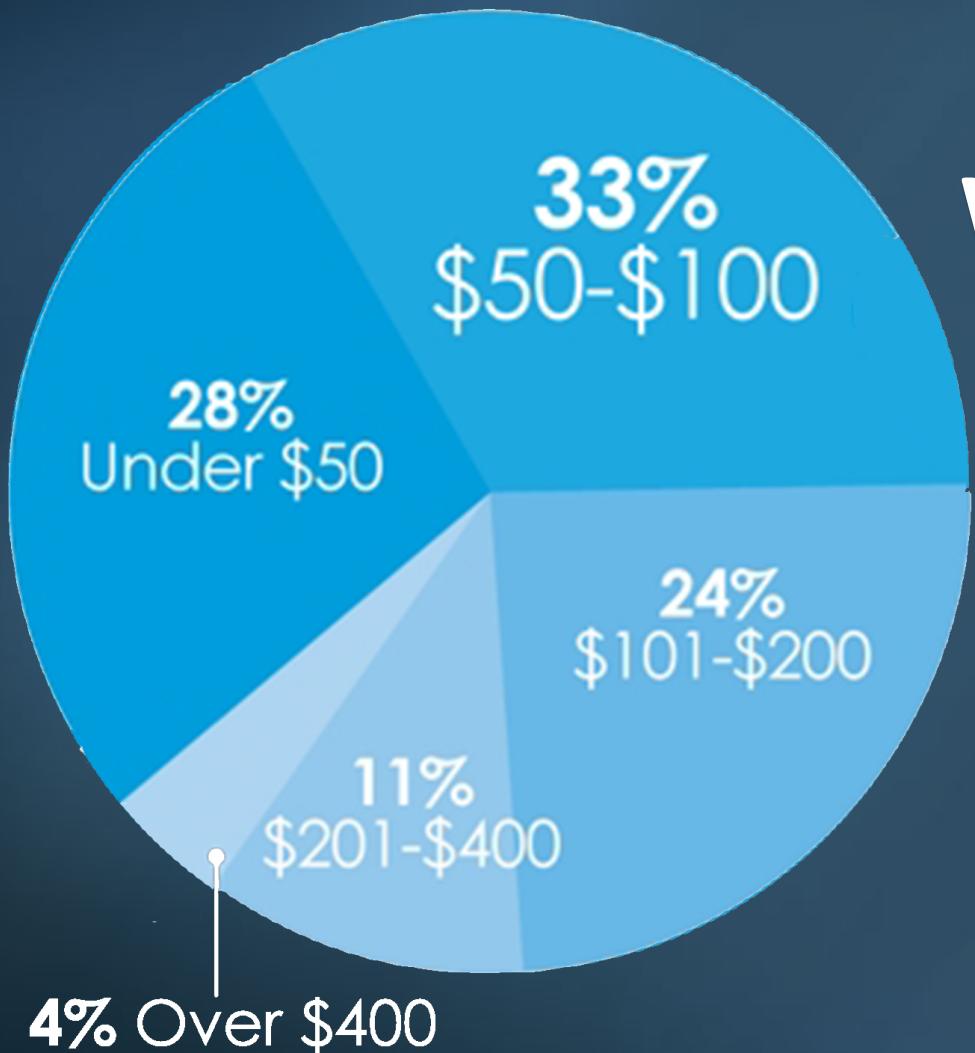
- ❖ Newest generation: 49% is Hispanic
- ❖ Smith is no longer the most common last name, now is Rodriguez
- ❖ Concerned about economy and world ecology
- ❖ 74% think environmental destruction is a greater threat than drugs, violence, or war
- ❖ Enjoy their privacy
- ❖ Rarely use email – it is too slow

Gen Z / iGeneration 2001 -



- ❖ Multi-taskers – photos, videos, social networks, news, media
- ❖ 25% of 8 - 12 yr. olds interact daily with peers in other countries
- ❖ Prefer to stream their media – 51% on computer; 43% on phone; 3% prefer on TV
- ❖ 20% of girls 12 and under regularly visit online shopping sites; 13% make regular purchases
- ❖ Savers (as opposed to Gen Y – spenders)

Gen Z / iGeneration 2001 -



Weekly Spending Money

- 62% prefer to spend their money on an experience over purchasing something material
- 89% consider themselves price-conscious shoppers

Archdeacon Juan Sandoval

jsandoval@stphilipscathedral.org