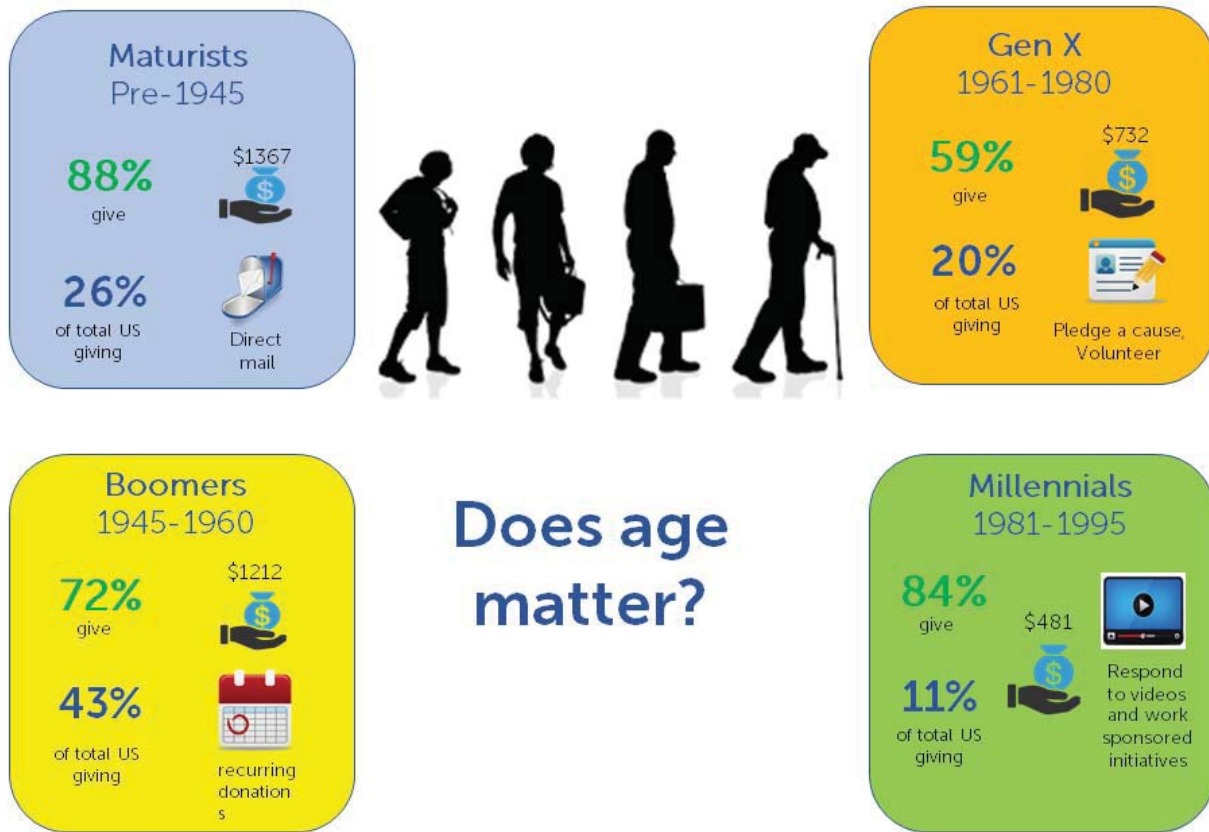


A Word About Generational Segmentation



Sometimes gender, race, and education history doesn't matter, but in today's world age does. Given the many tools we now have to raise funds, which generation you hope to reach makes a difference. Back in the 1980s, an organization that had a 'Dollar a Month Club' actually received dollar bills in the mail once a month from hundreds of donors. Remember postage was a dime. And some sent all \$12 at once. But technology has changed all that. And who we want to ask, determines how we ask. And we don't want to leave anyone out. I recently spoke with a client who was planning an online Spring Appeal but when we reviewed her donor management system, she didn't have email addresses for more than half her donors. She would have missed all her Boomers and Mature donors if she did not have a direct mail campaign!

About Millennials

A one-size-fits-all approach to Millennial engagement is not going to cut it. We know Millennials can be some of the most passionate advocates for causes they believe in, but they can also be some of the most difficult to connect with. To successfully reach, engage, and motivate Millennials, you will need to understand how they link with each other, with brands, with influencers, with media platforms, and with their devices. What's more, you will need to understand what they share, who they trust, why they care, and what they expect.

If you can remember and begin to adopt the following within your organization, you will be on your way to creating an engagement strategy that respects Millennials' expectations while strengthening your fundraising efforts across all generations:

- 1. Millennials support causes, not organizations.** When they find a cause they believe in, they passionately get behind it. Since this is the case, you may need to shift your communications strategy to focus on the impact of your work.
- 2. Engaging Millennials is a long-term investment.** You can have some short-term wins, but that doesn't get to the heart of building a strategy for connecting and engaging them.
- 3. Millennials have different expectations of how they wish to engage and be engaged;** therefore, creating a variety of channels for engagement is necessary.
- 4. The tools Millennials use should not be confused with the strategies to engage them.** Tools change, platforms come and go—but your strategy must remain consistent.
- 5. It's going to take a culture shift within organizations to remain competitive and relevant to donors of all ages.** Taking a "this is how we've always done it" approach with Millennials will no longer work.