

GENERATION X vs. MILLENNIALS



	Generation X: 1965-1980	Millennials (Generation Y): 1980-1995
Statistics		
	46 Million Generation X	76 Million Millennials
	Generation X are 20% of total US Giving	Millennials are 11% of total US giving
	59% of Generation X give to Charity	84% of Millennials give to charity
	Generation X donate an annual average of \$732 across 3.9 organizations	Millennials donate an annual average of \$481 across 3.3 organizations
	If making a Planned Gift usually occurs between the ages of 40-49 years of age	If making a Planned Gift usually occurs between 30-39 years of age
	10% of donors aged 50+ include Planned Giving in their estate (per Russell James)	Most Planned gifts are through IRA
Opportunities with Philanthropy		
	Generation X are on social media and email	Millennials are social media heavy
	Generation Xers are most likely to fundraise on behalf of a cause, make a pledge and volunteer for that cause	They want to know a non-profit story and impact while giving
	Trust their friends	They are influenced by their peers
	Generation X prefer messages of voice call	Millennials respond best by text, phone, social media. Rarely check email or respond to voice calls
	Planned gift either as first time in a will or as beneficiary to IRA	Millennials are most likely to contribute to work sponsored initiatives
		They donate via mobile and watch online videos before making a gift
		Planned gift easiest through IRA when first getting a job
Obstacles with Philanthropy		
	Sandwiched generation	Student Loans
	Worrying about retirement	Starting a career path
	Skeptical about institutions	Concept of taking care of an organization is foreign

<https://bloomerang.co/blog/video-gift-planning-for-gen-x-and-gen-y-donors/>

Knowledge Center

Engaging Younger Donors in Legacy Giving

Cincinnati statistics

- Currently 161 legacy gifts from individual and families age 50 and younger
- Currently 55 are committed gifts (34%)

What are we doing to engage Young Adults

1. You need a Champion: Find young adults to Champion CYJL program
 - a. Need a Lay Leader in this demographic who is willing to champion this program
 - b. Add young adults to boards and teams
 - c. Train young adults to have conversations with young adults- they are different conversations than others that occur
2. Who are your young adult Prospect and where do you find them? What are your touch points? What are your opportunities to have legacy conversation?
 - a. Talk to Young professionals/on boards/alumni?
 - i. In Cincinnati Young Adult Division has a program called LEAD (Lead, Educate, Act, Develop). This is a way to educate young professionals in Cincinnati about all that the community offers, ultimately preparing each participant to take a leadership position within the Jewish community.
 - ii. We are in the 11th year of this program. Currently having conversations about CYJL with them before they move onto a board or committee.
 - b. Find Young adults who connect with your organization on social media
 - i. Cincinnati launched a website called Cincinnati Vine. Cincinnati Vine is a central interactive hub to connect young adults to each other and the Cincinnati Jewish community in an organic, grassroots way.
 - ii. Here, young adults are able to create meet-ups, post information about events, get engaged in social action, and meet other young adults, with the goal being to build a strong community and create rootedness for Jewish Millennials and younger Gen Xers.
 - c. Connect with young adults who give annually
 - i. Another impactful way to strengthen our community is through a gift to Federation's annual campaign. Any size gift gets acknowledged. Involve YAD in Planning and Allocations.
 - ii. Started a text campaign
 - iii. Donor recognition society including Ben-Gurion Society (BGS \$1,000) or National Young Leadership Cabinet.
 - iv. Highlight young adults who have made legacy commitments to the community
 - d. Involve Young Adults in volunteering
 - i. There are many ways to give back to your community. We are always looking for passionate volunteers to host an event, join a committee, or partner with us to develop some new ideas.
 - ii. Partner with large companies to get young adults involved; Procter and Gamble has an internal group that we partner with on events
3. Make Conversation happen
 - a. Information sessions- coffee and donuts with parents who drop off for Sunday school
 - b. Parlors meetings- have a young adult champion small group meetings
 - c. Hillel- reach out to alumni ask to be put on their IRA or 401 K
 - d. Peer to Peer- when one young adults commits ask them to ask one of their friends to commit (through wills, life insurance etc..)