



Tips For Next Gen Philanthropic Engagement

Educate and Build Trust

- **Be upfront about funding needs.** Demonstrate financial transparency by clearly sharing how gifts are used and the resources required to sustain your mission.
- **Make giving accessible.** Consider lowering the minimum entry for Donor Advised Funds or endowment gifts to meet young adults where they are financially.
- **Use clear, inclusive language.** Simplify commitment forms and avoid jargon. Speak in plain, relatable terms when explaining endowments and legacy giving.
- **Host financial literacy workshops.** Offer approachable sessions that help young adults understand charitable giving tools, including endowments.
- **Be mindful of time and energy.** Respect the demanding schedules of young adults—especially working professionals and parents. Offer virtual meetings when appropriate, keep in-person gatherings purposeful, and avoid meetings that could be handled by email.

Engage and Empower

- **Believe in their potential.** Never assume someone is “too young” to be a philanthropist. Young adults are capable and eager to make an impact.
- **Create clear pathways to lead.** Design entry-level volunteer and leadership roles that align with young adults’ skills and interests.
- **Map their networks.** Identify who young adults are already connected to and create a plan for outreach and relationship-building.
- **Involve them in leadership.** Invite young adults to join your board or advisory councils to foster long-term engagement and a sense of ownership.
- **Be bold in your ask.** Don’t hesitate to request a meeting or suggest a gift—start the conversation early and confidently.
- **Make it easy to give.** Next Gen donors expect a seamless experience. Ensure your website is intuitive, mobile-friendly, and accepts all major forms of online donations.
- **Support young families.** Consider the needs of young parents when planning events—offer childcare, accommodate family-friendly schedules, and provide meals to make participation easier and more welcoming.

Deepen Commitment

- **Offer creative giving options.** Highlight planned giving tools that resonate with younger donors, like naming a nonprofit as a life insurance beneficiary.
- **Share peer stories.** Uplift real stories of young donors and what drives their generosity to inspire others.
- **Listen and adapt.** Be genuinely open to feedback from this generation—and more importantly, act on what you hear.