

# GENERATIONAL FUNDRAISING + GEN Y PLANNING

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Bottom Line Ideas

# Old habits – New dangers!

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# Seniors      born: 1901-1924

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- The 'greatest' generation - leaders
- Give from duty.
- No waste or expensive literature.
- No phone calls.
- Takes advice from respected friends.
- Expects polite thanks.





# Silent      born: 1925-1945

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- Worker ants...
- Now retired.
- Wealth in property.
- Join with others to give.
- Similar to seniors in attitude to fundraising.
- Not leaders...



Today was a big happy Me:  
overanxious to please.  
XXXXXXXXXXXXXXXXXXXXX sev  
another wild day began.  
piled into that and took  
dy did the explaining--  
He stank. I found out wh  
truck. Freddy always had  
about things. He always  
go!" And he went. He

# Baby Boomers Born: 1946-1964

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- Economic power - numerous
- Now very wealthy – generous
- Enterprising - individualistic
- Inquisitive about charity
- Intrusive in charity
- Fickle
- Direct mail – leaflets – door-to-door – telephone (not mobile)





# Gen X      Born: 1965-1977

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- No experience of poverty.
- Have material possessions.
- Comfortable with technology.
- Expect good design.
- Won't read heavy text.
- Need convincing of problem.





# Gen Y      Born: 1978- ?

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- Gen C = Community.
- 100 mobile txts a day
- Hive mind.
- Facebook YouTube etc.
- Gap year third world experience.
- Comfortable with debt.
- Give on line / face-to-face/ QR codes / Crowd funding
- Celebrity – created not earned.





# Gen – Media

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	Print media	Phone	Street	Internet	Mobile
Seniors	X				
Silents	X				
Boomers	X	X		X	
Gen X		X	X	X	
Gen Y			X	X	X

## Key Observation

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“There is no average donor – age determines the best media for fundraising.”

# Future

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# Modern fundraising to ‘the generations’

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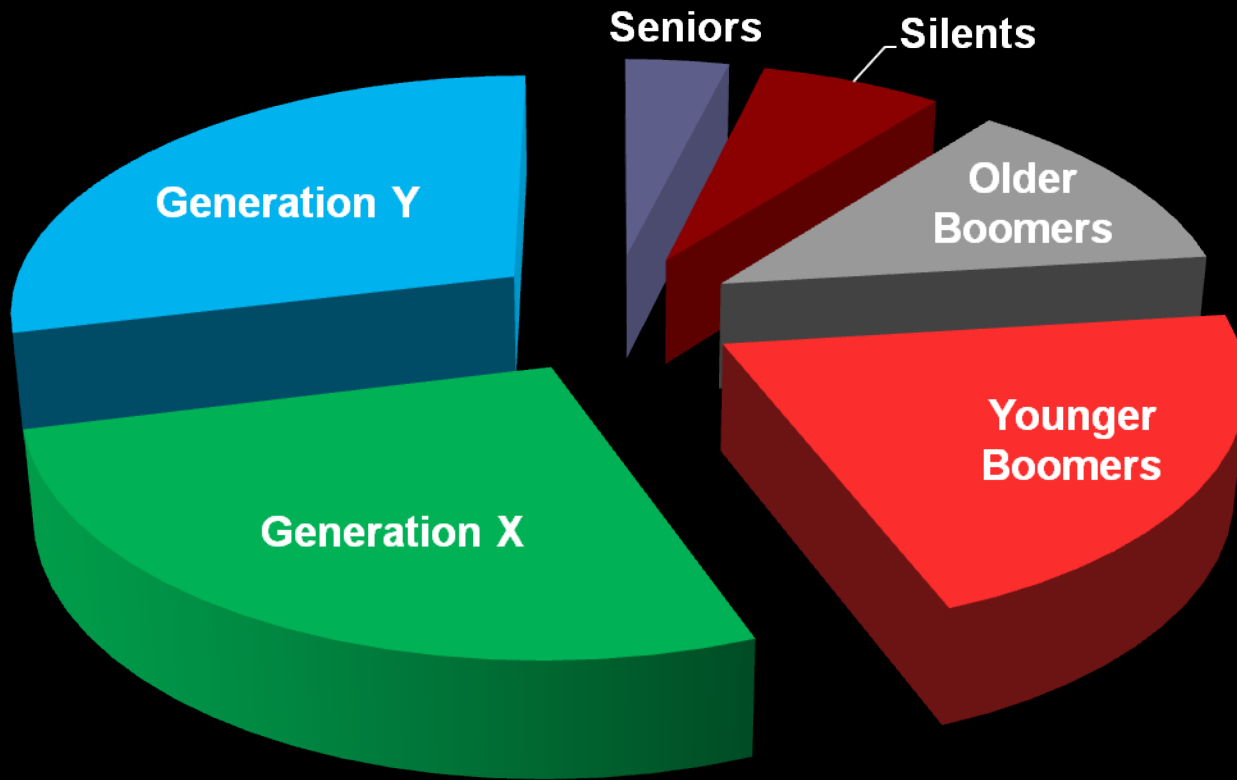
- A few home truths:

1. Technology actually blurs generational barriers
2. Doing nothing is not an option
3. There is no proven track record

# But old people don't use the internet!

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US Adult Internet Population



# No track record doesn't mean scary

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- 'Risk' is changing
- Risk of not being accessible...
- Try, test, play, learn, change. Try...
- “As well as” not “instead of”
- But there are some good examples ;-)



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## In the footsteps of giants

Join us for 'A Giant Walk' on 24 October to help raise money for the Giant's Causeway World Heritage Site. There are [walks for all abilities](#), taking in the breathtaking Causeway Coast headlands in Northern Ireland.



We've launched [new style property pages](#) - take a look and tell us what you think.

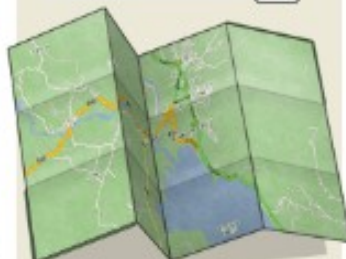


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# Big Ideas cross barriers

## SARAH'S STORY

This film has been given a 15 certificate. Persons under the age of 15 are advised not to view it.

**mnda**  
motor neuron disease  
association



"I can't speak, I can barely move, but I've just finished making a film. I'm trying to raise awareness of Motor Neuron Disease (MND) and I know my film will do this."

It's strong, tough stuff. It has to be. The film is shocking but so is MND. It's always 'feel and kill' a first peep in the UK every day.

Please watch my film at [www.sarahsstory.org.uk](http://www.sarahsstory.org.uk) and send the link to your friend!

You have to watch it online - it's been banned from TV for being too shocking.

Thank you - Sarah Loshell!

© 2011 Sarah Loshell. All rights reserved. This film is intended to raise awareness of MND.

**mnda**  
motor neuron disease  
association



PLEASE  
DONATE  
NOW

Motor Neurone Disease (MND), in the majority of cases, is a rapidly progressive, fatal disease that can affect any adult at any time. The cause of MND is unknown and there is no known cure. MND affects around 5,000 people in this country alone at any one time. In the UK at least five people a day die from MND. Life expectancy for most people with MND is just two to five years.

WHAT IS  
MOTOR  
NEURONE  
DISEASE?

# The rise of the fundraiserpreneur<sup>©</sup>




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**Amanda's phlog**  
Amanda and The Moonwalk....26 miles of Public Phlogging! - 23rd broadcast  
17/05/2009 08:48:51

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0:00/0:35

Total raised online	£1,802.26	<a href="#">view donations</a>
Total Gift Aid reclaimed	£419.77	
Total raised offline	£95.00	
Grand total	<b>£2,317.03</b>	

make a donation 

# QR CODES

[www.mobile-barcodes.com](http://www.mobile-barcodes.com)

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In a bully gang? They might pick on YOU next

Bullying! See it, Stop it!

Today's lesson  
**Bullying.**

Being bullied? Tell a parent/carer or teacher

Don't suffer in silence

Social networks,  
not social bullying

Bullying makes me feel lonely

No hiding place for bullies in cyberspace!



I'm being bullied!

Bullying makes me feel lonely



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In memory of Ben Maddison

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# THANK YOU!

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