

RECESSION FUNDRAISING

John Baguley
CEO

[WWW. International Fundraising Consultancy. Com](http://WWW.InternationalFundraisingConsultancy.Com)

Fundraisers in a recession



GENERATIONAL COHORTS

	Age Cohort	Media Preferred
SENIORS	1901 - 1924	Letter
SILENTS	1925 - 1945	Letter
BOOMERS	1946 - 1964	Letter. Phone. Email
GEN X	1965 - 1980	Email. Internet. Phone.
GEN Y	1981 -	Mobile. Internet. Email.

QR CODES

www.mobile-barcodes.com



FUNDRAISING IN A RECESSION



LEGACIES



Major Donor Fundraising



TRUST FUNDRAISING



EVENTS



STRATEGY

“I saw the angel in the marble and carved until I set him free.”

MICHELANGELO

FIRST FRIDAYS

~~The Hub Kings Cross – 34b York Way – 2.00-5.00~~



THANK YOU!

