

# RECESSION FUNDRAISING

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# Fundraisers in a recession

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

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# FUNDRAISING IN A RECESSION

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# LEGACIES

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# Major Donor Fundraising

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# TRUST FUNDRAISING

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# EVENTS



# STRATEGY

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“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!

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