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from the desk of
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How Generations are Giving

A new Giving USA Special Report on Giving by Generation is a snapshot of how donors choose to give today, with a side-by-side comparison of their choices in 2016. The report, authored by Dunham+Company based on research from Campbell Rinker, may change your thinking on how to reach out effectively to your donors, whether they're 21, 92, or somewhere in between.

The survey sampled 1,400 donors, proportionally weighted for each age group:

- The newly emerging Gen Z (born 1997 or later)
- The much-discussed Millennials (born 1981-1996)
- The Gen Xers (born 1965-1980)
- The post-World II Boomers (born 1946-1964)

Here are three report takeaways that are worth a second look:

Your Website Matters, Especially on Mobile

Your website is the most common source of information for multiple generations. Not only did a significant number of all groups, except Boomers, cite the charity's website as influencing their choices, but this website's influence has increased since 2016. Also of note: Many of these donors are visiting your website on their mobiles. With smartphone use ranging from 87% among Boomers to 96% among Gen Xers, ensuring your website is optimized for mobile is critical to how you communicate.

PERCENTAGE OF DONORS WHO HAVE GIVEN THROUGH A CHARITY WEBSITE VIA A SMARTPHONE OR TABLET				
	Gen Z	Millennials	Gen X	Boomers
2016	N/A	36%	26%	15%
2022	48%	47%	41%	27%

Direct Mail is Not Dead

A surprising number of donors across all generations say that their giving is somewhat

to very likely to be prompted by old-fashioned direct mail; on average, half or more say direct mail is a factor in their decision to give. And a growing number say that direct mail leads to their online giving. So, if your organization has decided that you can drop the expense of direct mail for an all-digital approach, it's worth reconsidering.

You can make direct mail a cost-effective tool if you take the time to do two things: segment your mailings and personalize the salutation. Sending a letter that starts with "Dear Friend" "Dear Alumni" or "Dear Arts Lover" is a waste of your donor's time and your money. So is routinely mailing the same appeal to everyone in your database.

PERCENTAGE OF DONORS INFLUENCED TO GIVE BY DIRECT MAIL				
	Gen Z	Millennials	Gen X	Boomers
2016	N/A	53%	60%	53%
2022	45%	59%	52%	52%

Combined percentages of donors who indicate somewhat likely and very likely

Your Donors Believe in You...and They Want to Hear from You

An encouraging finding is that most donors still believe that charities do a good to excellent job. Your donors' faith in the work you do—and their willingness to give so that you can continue to serve others and serve your mission—is something not to be taken lightly.

PERCENTAGE OF DONORS WHO BELIEVE CHARITIES ARE DOING A GOOD OR EXCELLENT JOB				
	Gen Z	Millennials	Gen X	Boomers
2016	N/A	60%	60%	56%
2022	52%	68%	60%	59%

And, in an interesting twist, younger donors say they welcome more frequent communication, with a majority saying that they are open to a monthly update in some form: email, text, or letter. For all the buzz that social media attracts, it bears remembering that a mix of communications extends your reach.

The report concludes: "The bottom line is that donors want to hear from the charities they support and welcome that communication through multiple channels, including traditional channels like direct mail and newer channels like text."

[To download your copy, go here.](#)

Our Team

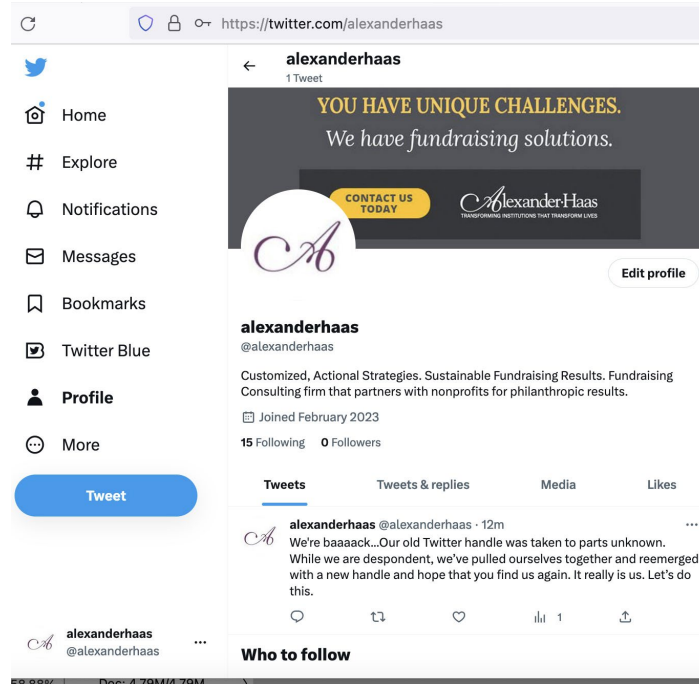


ARGH! We've Been Hijacked!



Our Twitter was swallowed by the internet. While we are despondent, we've pulled

ourselves together and reemerged with a new handle and hope that you will take the time to refollow us, if we've been friends before this sad event. And if you haven't followed us on Twitter, what's wrong with you? Let's do this. [This is us! alexanderhaas](#)



VSE Reports Higher Ed Raised \$59.5 Billion in FY22

Gifts to U.S. colleges and universities in the fiscal year that ended June 30, 2022, totaled \$59.5 billion, a \$6.6 billion increase (12.5%) from \$52.9 billion the previous year, the 65th annual report, CASE Insights on Voluntary Support of Education (United States): 2022 Key Findings (VSE) published by the Council for Advancement and Support of Education (CASE).

Key Findings

- Corporations and foundations accounted for \$31.85 billion in dollars raised (an increase of \$4.65 billion, representing 61.3% of all giving).
- Alumni contributed \$13.5 billion (an increase of \$1.25 billion).
- Non-alumni individuals contributed \$9.5 billion (an increase of \$700 million).
- There were seven gifts of at least \$100 million totaling \$1.08 billion (a decrease from \$1.46 billion in 2021), that accounted for 1.8% of total support, declining from 4.4% since 2019.

The report noted a change in the survey allowing for contributions from DAFs to be reported separately and likely leading to more modest growth in foundation and corporate giving; however, the report did not provide detailed data on foundation, corporate, or DAF contributions. [Download the report here.](#) PND,2-21

More Kinds of Digital Giving Are Gaining Popularity Globally

The Indiana University Lilly Family School of Philanthropy at IUPUI has issued a new report that looks at trends in digital giving in eight countries, including the use of cryptocurrency, contactless giving, donor-advised funds, workplace giving, and impact investing. [Digital for Good: a Global Study on Emerging Ways of Giving](#) does not examine trends in the United States. But Una Osili, associate dean for research and international programs at the school, says it can show U.S. charities ways other countries are being innovative with their use of

donations.

“The takeaway, especially for nonprofits, donors, fundraisers, is to look at the global landscape and see what new and traditional uses are becoming more prevalent,” Osili says. “What we have found is that there are these new opportunities for engaging donors around the world.”

[The report can be found here.](#)

The Philanthropy 50 Shuffle

The Chronicle of Philanthropy released its *Philanthropy 50* list recently which reported that giving by the 50 biggest donors in the United States totaled more than \$14.1 billion in 2022. The total represents a 49% decrease from the \$27.7 billion given by the 50 biggest donors in 2021. The number one spot went to **Bill Gates**, followed by **Michael Bloomberg**, **Warren Buffett**, **Jacklyn and Miguel Bezos**, and **John and Laura Arnold**, who rounded out the top 5 spots.

However, it has now been reported that **Elon Musk** gave more than \$1.9 billion worth of Tesla stock to his foundation in 2022. *The Chronicle* has amended its list and now lists Musk in the number two spot.

Causes Supported

According to the *Chronicle*, contributions by the 50 biggest donors toward climate change mitigation and solutions, reached only \$195 million—less than 10% of the more than \$2 billion directed to conventional philanthropy that included scholarships and disease prevention. “The default setting for the biggest donors still seems to be to steer away from addressing some of the thorniest societal challenges related, for example, to inequity, racism, and the future of our planet,” said **Center for Effective Philanthropy** president Phil Buchanan. *COP*, 2-17

[The report can be found here.](#)

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