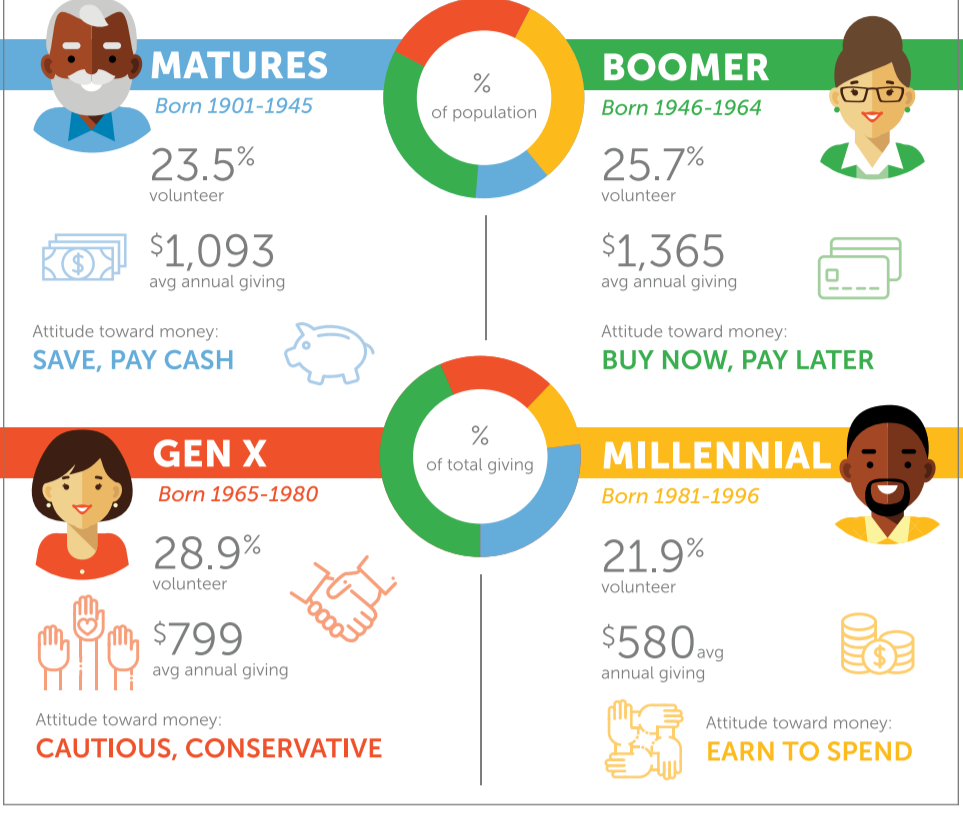


# THE GENERATION GAP

How to Engage Multiple Generations of Donors



## GENERATIONAL BREAKDOWN



## CHARACTERISTICS

CORE VALUES

DEFINING MOMENTS

MATURES

**DISCIPLINE** TRADITIONAL  
CONSERVATIVE RESPECT AUTHORITY  
HARD WORK



BOOMER

COMPETITIVE **TEAM PLAYER**  
**INVOLVEMENT** HARD WORK  
OPTIMISM



GEN X

**SKEPTICAL** TASK-ORIENTED  
PRAGMATIC PRIORITY WORK/LIFE BALANCE  
**CHALLENGE OTHERS**



MILLENNIAL

**TECH-SAVVY** DIRECTNESS  
SOCIAL RESPONSIBILITY MULTI-TASKING  
**ENTREPRENEURIAL**



## COMMUNICATION

MATURES



Primary Communication Methods MAIL & TELEPHONE



BOOMER



Primary Communication Methods MAIL & TELEPHONE



GEN X



Primary Communication Methods EMAIL, MAIL & TELEPHONE



MILLENNIAL



Primary Communication Methods EMAIL, TEXT & SOCIAL MEDIA



Schedule a Demo Now



SOURCES:

statista.com/statistics/797321/us-population-by-generation  
nationalservice.gov/vcla/demographic  
thenonprofitimes.com/news-articles/millennials-start-displaying-inclination-give  
advising.ucsc.edu/advisers/forum/docs/millennials-WB-Comm%20Across%20Generations%20Diversity%20Inclusion.pdf  
blog.brainboxol.com/index.php/2017/08/21/the-tech-evolution-and-how-we-all-fit-in-infographic  
pewinternet.org/2011/02/03/generations-and-their-gadgets