



# The Next Generation of Major Donors

Millennials as Wealth  
Creators and Inheritors

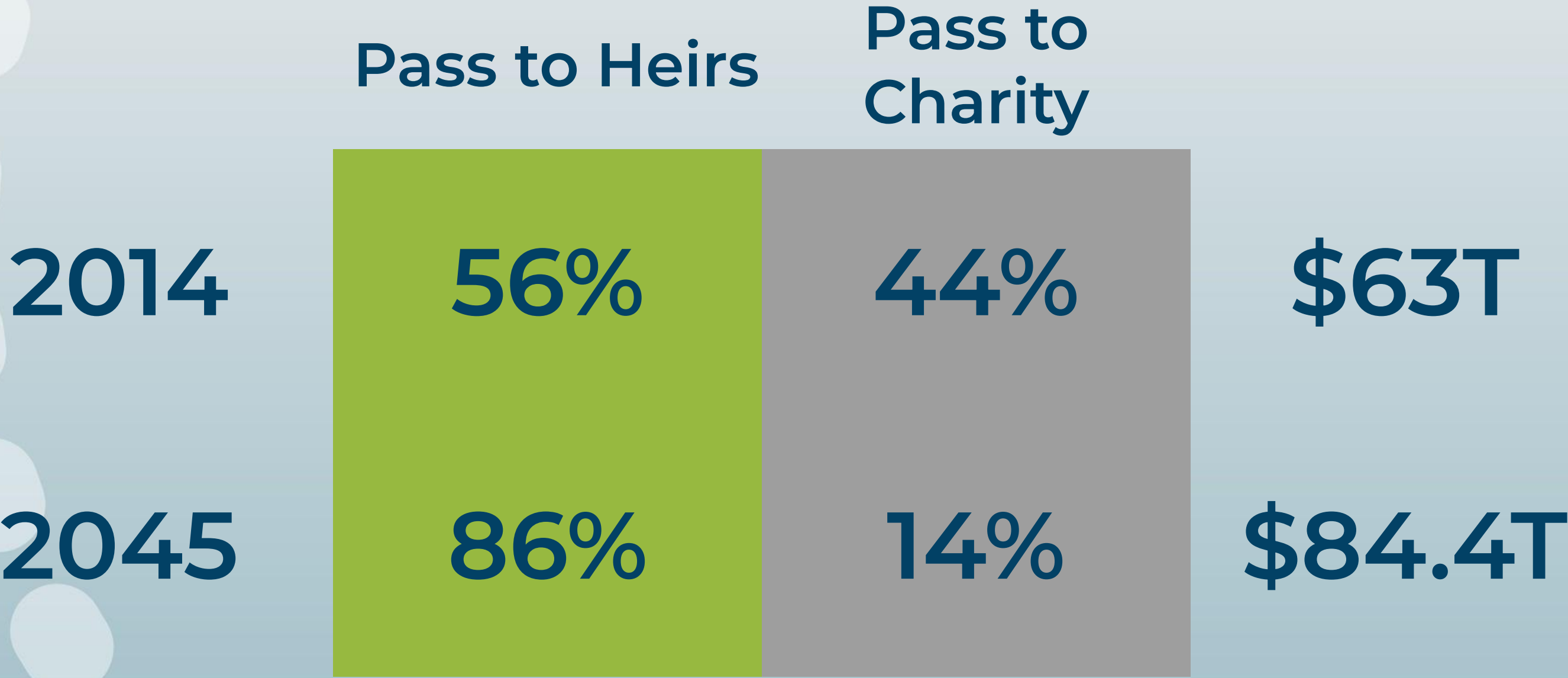
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# What we will cover today:

- Understanding the Millennial generation: key traits and characteristics
- What matters most to Millennials
- How to engage Millennials and build lasting partnerships

# \$84 Trillion in Wealth Transfers through 2045





## \$84 Trillion by 2045

According to the research, family meetings and regular communication (**81%**) is considered the most-effective wealth transfer planning strategy by high net-worth individuals, followed by educational support (59%), and organized succession planning (31%).

**“Extending interfamily relationships to involve the entire range of stakeholders rather than just the current controllers of that wealth will create a greater sense of responsibility and inclusion among heirs that will help in the likely case that more complex discussions about management of the family’s wealth occur in the future.”**

**- Cerulli**

# Generations Defined



## **Builders**

Born: 1925-1945

Age: 80+



## **Boomers**

Born: 1946-1964

Age: 61-79



## **Generation X**

Born: 1965-1979

Age: 46-60



## **Generation Y**

Born: 1980-1994

Age: 31-45



## **Generation Z**

Born: 1995-2009

Age: 16-30



## **Gen Alpha**

Born: 2010-2024

Age: 15 and under



## **Gen Beta**

Born: 2025

Category	Builders Born: 1925-1945	Baby Boomers Born: 1946-1964	Generation X Born: 1965-1979	Generation Y Born: 1980-1994	Generation Z Born: 1995-2009	Gen Alpha Born: 2010-2024
Slang terms	We prefer proper English if you please	Be cool Peace Groovy Way out	Dude Ace Rad As if Wicked	Bling Funky Doh Foshizz Whassup?	Fam GOAT Slay Yass queen	lit yeet hundo oof m idrc
Social markers	World War II 1939-1945	Moon landing 1969	Stock market crash 1987	September 11 2001	GFC 2008	COVID-19 2020
Iconic cars	Model T Ford Final, 1927	Ford Mustang 1964	Holden Commodore 1978	Toyota Prius 1997	Tesla Model S 2012	Autonomous vehicles 2020s
Iconic toys	Roller skates	Frisbee	Rubix cube	BMX bike	Folding scooter	Fidget spinner
Music devices	Record player LP, 1948	Audio cassette 1962	Walkman 1979	iPod 2001	Spotify 2008	Smart speakers Now
Leadership style	Controlling	Directing	Coordinating	Guiding	Empowering	Inspiring
Ideal leader	Commander	Thinker	Doer	Supporter	Collaborator	Co-creator
Learning style	Formal	Structured	Participative	Interactive	Multi-modal	Virtual
Influence Advice	Officials	Experts	Practitioners	Peers	Forums	Chatbots
Marketing	Print (traditional)	Broadcast (mass)	Direct (targeted)	Online (linked)	Digital (social)	In situ (real-time)

# The Next Generation of Donors

Sometimes referred to as “next-gen” donors, this up-and-coming group of philanthropists is laser-focused on impact.

# The Builders

The **Builders** (born <1946) generation describes those born before 1946. The label points to the fact that this generation 'built' so much of the society we know today. This generation has also displayed their resilience through some tough times: starting life after a Depression, hearing stories of World War I from their parents and living through World War II.

While they're often broadly referred to as the seniors of the community, they weren't always seniors. They are the generation that built our suburbs, institutions, and infrastructure, and continue to build in their own ways to this day. They are great upholders of a lot of the values and the commitments that our society is built on. They are also a very understanding and adaptable generation, who are appreciative of the younger generations growing up in a world so different to the one they were shaped in.

# Boomers

The **Baby Boomers** were born between 1946 and 1964. Their generational label is derived from the baby boom that occurred post-World War II, where the fertility rate was 3.5 babies per woman. This increase in population also resulted in a boom in the economy, housing, construction, and infrastructure to cater for this population that was almost doubling in their early years.

This empowered generation shaped society and the social context. They pushed back on political decisions, participated in protests, saw the rise of feminism, and had a desire for equality. They were the social justice warriors of their time. The social enterprise movement was born not by the Millennials of today but by the Baby Boomers. They brought about massive cultural change, social change, and economic change, and continue to have impacts in society today. As a high-net worth generation, they are often described as 'the bank of mum and dad', helping to build the economy and lending a hand to the next generation.

# Gen X

**Generation X** describes those born between 1965 and 1979. The X label came from Douglas Coupland, and this generation's mantra of anti-establishment and mindset of pushing back on authority figures. Like the Baby Boomers, many got on the property ownership bandwagon, and at a younger age than the generation coming after them. Until COVID-19, Generation X benefited from a time of economic prosperity. As a result, they experienced and embraced small business and entrepreneurial opportunities.

Generation X have done well through this era, despite the angst that they experienced earlier on. Now, they are doing things differently to the generations that went before them. They have established themselves well economically, as their net worth accelerated from the early nineties.

# Gen Z

**Generation Z** describes those born between 1995 and 2009. Being shaped in a COVID-19 era, this generation have learnt that the economy can have upsets. Economically and socially, they have adapted and become more conservative as a result. But it also means they are more resilient. They focus on education and recognise the importance of it in their foundational years. They know that in a competitive environment, they need to up-skill and retrain, and can't just rely on job-for-life for stability. Lifelong learning is their mindset.

This generation is conscious that they need to work hard to achieve the things they want in their life. And this mindset goes against some of the stereotypes of young people. In fact, Generation Z volunteer at a higher rate than the average Australian and are more likely to work for a not-for-profit than any prior generation. They focus on values, fulfilment and making a difference with their life. That matters more than just what they can earn. But at the same time, they're financially conservative. Many are diligently saving for a home and still believe in the 'great Australian dream'. They want a place of their own and not being able to afford a house is one of their greatest fears.

# Gen Alpha

**Generation Alpha** were born between 2010 and 2024. The reason we named them Generation Alpha is because they are not a return to the old, but the start of something new. Even more than their parent's generation (the Millennials), there is a greater sense of Generation Alpha being shaped in the new millennium. This Alpha cohort is the first generation to be fully born in the 21st Century and to be shaped in this new era.

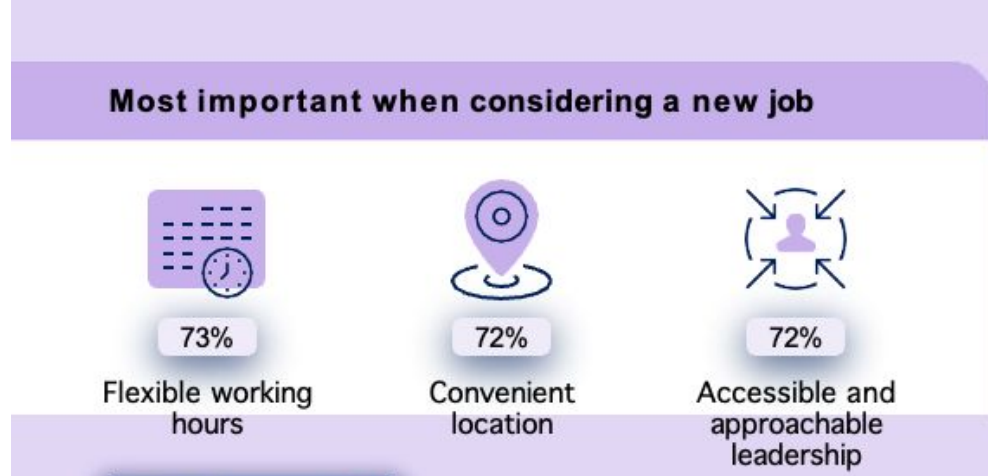
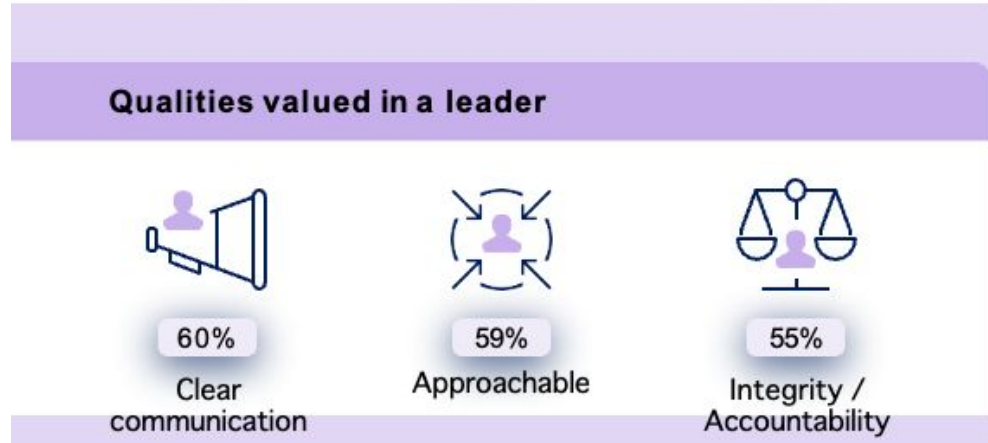
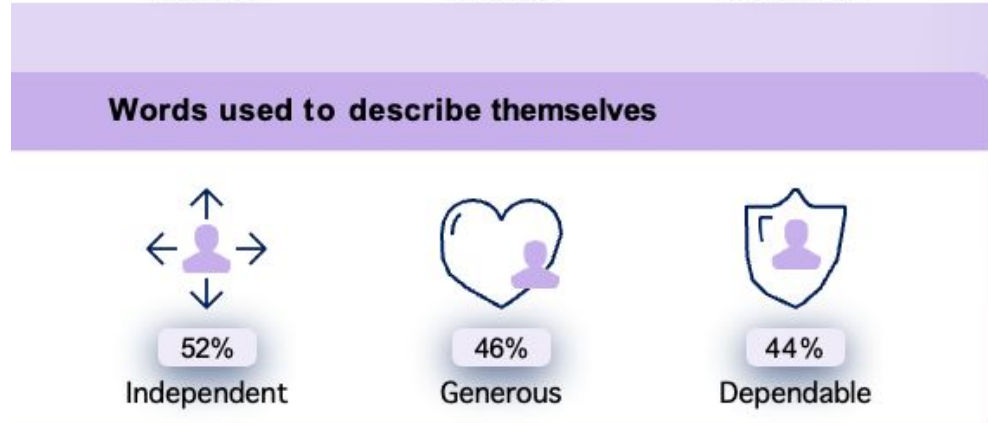
The year they began being born (2010), Instagram launched, and the iPad became available. So that says a lot about the technological time that has shaped them.

COVID-19, increasing globalisation, and the connectivity and empowerment they have also says a lot about them. Looking at their context reminds us not just to look back and expect them to be like the generations we have seen in the past, but to recognise that it's a whole new landscape in which they have been born into and which is shaping them.

# Gen Beta

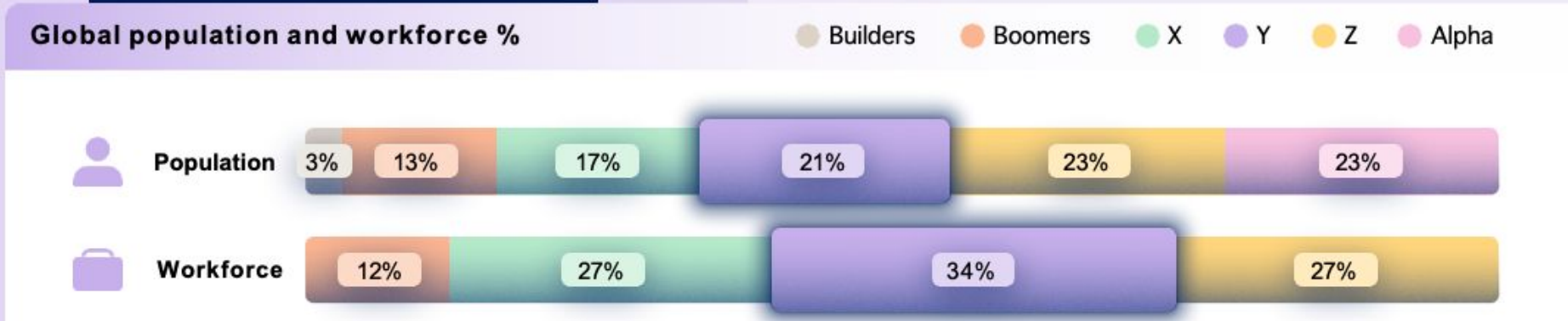
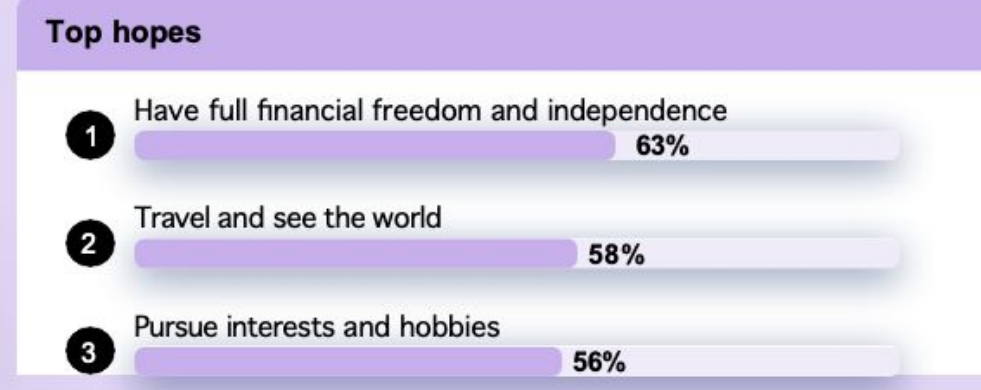
Although **Generation Beta** haven't been born yet, we can predict some things about them based on the context that will surround them. Defined as those born between 2025 and 2039, we anticipate that Generation Beta will be a technologically integrated generation, as well as a curious one, one that values diversity, and embraces change and difference – because these are the themes of today that we expect to continue in the years to come. This is what we can predict, but of course, there will be things that arise that we can't predict too.

The times, technologies and social events that we live through shape us all but are more defining for those experiencing them in their formative years. As Generation Beta arrives, we will watch these technologies and social events closely, to see what will shape this 21st Century generation as they arrive, as they age and as they gain autonomy and influence.



# Gen Y

Born 1980-1994



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+61 2 8824 3422  
info@mccrindle.com



# Millennials

**Generation Y**, otherwise known as the **Millennials**, were born between 1980 and 1994. They have been known for their love of 'smashed avo', speciality coffee and traveling abroad. Yet it should be recognised that accelerating house prices and flat wages growth are the more important reasons why many in this generation have been locked out of the housing market.

All generations are shaped by the events, experiences, and the political climate of their time. This creates profound differences across the generations. For Generation Y, this all converged on September 11, 2001. This tragic event took place when they were in their formative years and defined much of the next decade and shaped their global outlook. Today, this generation are entering the parent and family life stage as they move into their 30s and 40s.

## Personal Value

My ultimate desire or end goal

## Emotional Outcome

The most important feelings) I get

## Benefit to realize

The most important benefit(s) I receive

## Preferred attributes

The most important characteristic I want in a charitable giving organization

# Faithfulness

Joy

Feel a greater purpose in life

Be a good and wise steward

Measured Impact

Trusted Partner

Help me give with a biblical worldview

Faith/ministry-based partner

## *Young Givers*

Givers younger than 44 express a preference to make an impact and giving with a biblical worldview, so they can experience a greater sense of joy and purpose in life.

What are some common misconceptions around Millennials and their ability to engage?

# Defining Millennials further...

- Highly educated and culturally diverse, Millennials are known to be fiscally conservative.
- They're considered to be achievement and team-oriented, tech-savvy, and family-centric.
- More than 35% of females in this group have college degrees, and 29% of men have at least an undergraduate degree.
- Much like Gen X, Millennials are more willing to support organizations that demonstrate how their donations make an impact.
- Giving is important to this group, with more than 20% indicating that they want to be known for their philanthropy and view it as an essential part of their identity.
- They're passionate donors who are emotionally invested in causes they support.

# 10 traits characterizing Millennial approaches to cause engagement:

- **Millennials**
  - see all of their assets as equal
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  - and believe in the power of activism and advocacy.

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- **Millennials are influenced**
  - largely by their peers.

How have you seen these traits ring true in your interactions with Millennials?

# Millennial Net Worth Doubled in 2 Years



Data: The Federal Reserve

# What can organizations do:

## Build Genuine Connections with Your Prospects

Practical Steps to Engage and Inspire:

### 1. Start with Small Acts of Engagement

- Encourage prospects to participate in low-barrier activities, such as attending events, sharing your mission, or making a first-time gift.

### 2. Promote Action to Deepen Commitment

- Provide opportunities for prospects to take meaningful actions that reinforce their belief in your cause, like volunteering or joining advocacy efforts.

### 3. Enhance Workplace Giving Opportunities

- Develop and refine employee giving programs to make supporting your mission easier and more impactful for corporate prospects.

### 4. Simplify Ways to Get Involved

- Create clear, accessible pathways for prospects to engage with your organization, ensuring their first step feels welcoming and effortless.

# What can organizations do:

## Stay Aligned with Donor Interests and Concerns

Actionable Steps to Deepen Engagement:

### 1. Share Compelling Stories

- Use narratives that highlight the lives transformed and the impact of their support, connecting emotionally with donors.

### 2. Showcase the Value You Bring

- Clearly demonstrate how your organization is making a difference and why their partnership matters.

### 3. Confidently Share Your Perspective

- Boldly articulate your organization's vision and values, inspiring donors to align with your mission.

### 4. Celebrate Peer Success

- Cheer on other organizations or causes your donors support, showing genuine collaboration and community spirit.

### 5. Highlight Tangible Impact

- Regularly communicate the measurable results of donor contributions, reinforcing their trust in your work.



90%

would stop giving if they distrusted an organization.



&



90%

are motivated to give by a compelling mission, not an organization.

# What can organizations do:

## Action Steps to Engage Effectively

### 1. Foster Creative Partnerships

- Collaborate with like-minded organizations or individuals to expand your reach and offer unique opportunities that resonate millennials.

### 2. Diversify Engagement Activities

- Provide multiple touchpoints through events, campaigns, or initiatives to connect with donors in meaningful ways.

### 3. Confidently Make the Ask

- Approach donors with clarity and purpose, ensuring your ask aligns with their passions and motivations.

# In a nutshell, Millennials:

- Engage with causes to help other people, not institutions;
- Support organizations that have a social conscience;
- Prefer to perform smaller actions before fully committing to a cause;
- Are influenced by the decisions and behaviors of their peers;
- Treat all their assets (time, money, network, etc.) as having equal value;
- Need to experience an organization's work without having to be on-site.

# What Appeals Should Include

- Active and consistent social media campaign posting
- This includes responding to comments and actively engaging with your Millennial supporters
- Story-driven appeal copy that explains how their giving makes a difference
- Pair stories with eye-catching images in social media appeals
- Appeals should include impact statements or testimonials from those you serve
- A text fundraising option
- Share text fundraising keywords in social media posts and email appeals
- Use outbound texts to Millennials on your text fundraising lists for urgent appeals and include a link to your donation form
- Campaign updates so they can see how funds are used

# Gen Zers are coming...

## What to know:

- Gen Zers are generous, especially with their time and energy.
- Dollar donations by Gen Z will likely grow in the coming years.
- Gen Z is motivated by trust in organizations and wants to be assured of impact.
- Convenience and spontaneity drive Gen Z's giving channel preferences.
- Workplace giving and volunteering is a strong positive with Gen Zers.

# Questions

- How can we better understand what motivates Millennials to support faith-based causes, and what are some practical ways to align our messaging with their values of authenticity, impact, and social justice?
- In what ways can storytelling, digital platforms, and community-driven campaigns create stronger connections with Millennials, and what strategies have you found effective in your experience?
- How can we foster deeper engagement with Millennials by involving them as co-laborers in advancing the Kingdom through relationships, discipleship, and meaningful opportunities to contribute?



**Thank you for attending**  
***The Next Generation of Major Donors***

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