

# DRIVING MILLENNIALS & GEN XERS TO PLANNED GIFTS - #XYDONORS

DAN BLAKEMORE, CFRE - @DAN\_BLAKEMORE  
DAVE TINKER, CFRE, FAFP - @DAVETHECFRE

## WHAT WE'LL COVER

- **Generations and their giving habits**
- **Things to consider before beginning targeted outreach to Generations X or Y**
- **Why using social media to market planned giving is a great idea**
- **Why marketing planned giving to Millennials and Gen X is important**
- **Ways to integrate these ideas into your work**
- **Time to brainstorm what you'll do when you get back to the office**

Win Prizes!



## Matures (70+)

### Annually

88% give

Avg. gift size: \$1,367



Source: "The Next Generation of American Giving," Blackbaud, August 2013

### Planned Giving

Would not consider a planned gift: **67%**

**94%** prefer to leave assets to family instead of a nonprofit



Source: "Age Differences in Planned Giving," The Stelter Company, 2009

# Baby Boomers (51-69)

## Annually

72% give

Avg. gift size: \$1,212



## Planned Giving

Would not consider a planned gift: **59%**

**93%** prefer to leave assets to family instead of a nonprofit



Source: "The Next Generation of American Giving," Blackbaud, August 2013

Source: "Age Differences in Planned Giving," The Stelter Company, 2009



## Generation X (35-50)

### Annually

59% give

Avg. gift size: \$732



### Planned Giving (age 40-49)

Probably would or might put one planned gift vehicle in place: **57%**

Have not been approached about a planned gift: **84%**



Source: "The Next Generation of American Giving," Blackbaud, August 2013

Source: "Age Differences in Planned Giving," The Stelter<sup>6</sup> Company, 2009

# Generation Y/Millennials (20-34)

## Annually

60% give

Avg. gift size: \$481



Source: "The Next Generation of American Giving," Blackbaud, August 2013

## Planned Giving (age 30-39)

Probably would or might put one planned gift vehicle in place: **59%**

Not know retirement funds are taxable eventually if they are left to individuals instead of nonprofits: **63%**



Source: "Age Differences in Planned Giving," The Stelter Company, 2009

## But first...

- **Are you capable of accepting planned gifts?**
- **Do you have a gift acceptance policy?**
- **Are your planned giving materials mobile friendly?**
- **Planned giving marketing**



# Why social media for planned giving marketing?

- **Stay top of mind - Americans spend 50 minutes on Facebook per day, not your website**
- **You have stories to share that will resonate with prospects/donors**
- **Social media is great for video, and 4X as many people would rather watch a video than read about a topic.**
- **Most nonprofits are not.**

## Why Millennials?

- In 2036, millennials will outnumber the current number of Baby Boomers.
  - 81 million millennials age 56 or older by 2036
  - 81 million x 7% planned giving rate of today = 6 million legacies
  - 6 million legacies x today's average gift of \$40,000 = \$230,000,000,000!
- Millennials are peer-influenced and social media is peer-based.

# GenX and Planned Giving - The In-Betweeners

- There are 66 million GenXers
- Don't leapfrog GenX
  - NPOs aren't paying enough attention to them
- GenXers are more tech savvy and comfortable with data (we created Google, Uber, etc.)
- About 10% of donors aged 50+ included NPOs in their estates (R.James)

## GenX and Planned Giving - The In-Betweeners

- **Ask about parents- caring for their kids and their parents**
- **Worried they won't have enough for retirement**
- **Trust their friends - bring a peer to your ask**
- **Wants to figure out a NPO before they give - offer volunteer experiences**
- **Tend to be skeptical about institutions - they want to be shown how a NPO makes a difference**

## GenX and Planned Giving - The In-Betweeners

- **Tune into supporting their financial needs - recession wiped out 45% of wealth**
- **Many make their first PG bequest intentions in their 40s & 50s**
- **The earlier you are in someone's will, the larger your share is at the end**
- **Pickier about the number of NPOs they support**

# Integration - Marketing Planned Giving to Millennials on Social Media

- **How to identify planned giving prospects**
  - **Young professionals board/young alumni board**
  - **Who interacts with your social media regularly? Gives annually? Volunteers?**



# Integration - Marketing Planned Giving to Millennials on Social Media

- **Two approaches:**
  - **1) Use social media to begin building relationship now for gift later**
    - **Use demographic specific platforms in addition to Facebook: Instagram, Snapchat**
    - **Depict what and how your organization does its work**
    - **Convey impact**
    - **Be visual**

# Integration - Marketing Planned Giving to Millennials on Social Media

- **2) Market specific mechanisms such as beneficiary designation on bank accounts, life insurance, retirement assets**
  - **Ask your young professionals/young alumni boards first and use them as examples on different platforms**
  - **Take overs, “a day in the life”**
  - **Blogs/videos/picture graphics with quotes**

## Questions

**Which of these ideas/tools do you plan on implementing first when you return to the office?**

**What challenges can you foresee encountering in implementation?**

# Contact Us

Dan Blakemore, CFRE

[dan.blakemore1@gmail.com](mailto:dan.blakemore1@gmail.com)

@dan\_blakemore

Dave Tinker, CFRE, FAFP

[davethecfre@gmail.com](mailto:davethecfre@gmail.com)

@davethecfre