

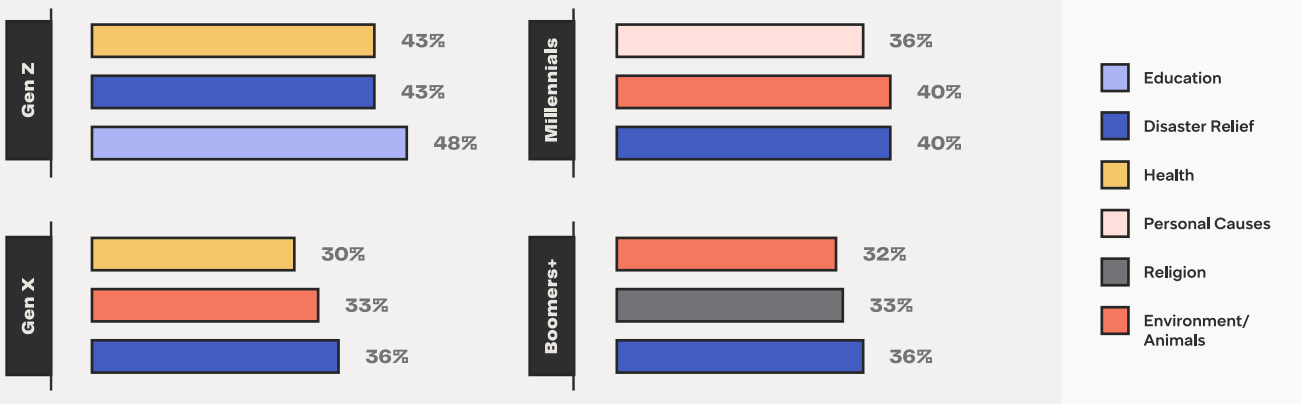
Donor Experience: The Generational Breakdown

To help you get to know your donors, we created a reference guide to all of the generational data from our 2021 [Why America Gives](#) report. Use this data to help you create an experience from first interaction to completed donation that shows that you understand your donors and value their preferences.

Step 1: Attract Donors Based on Where They're Looking for Causes

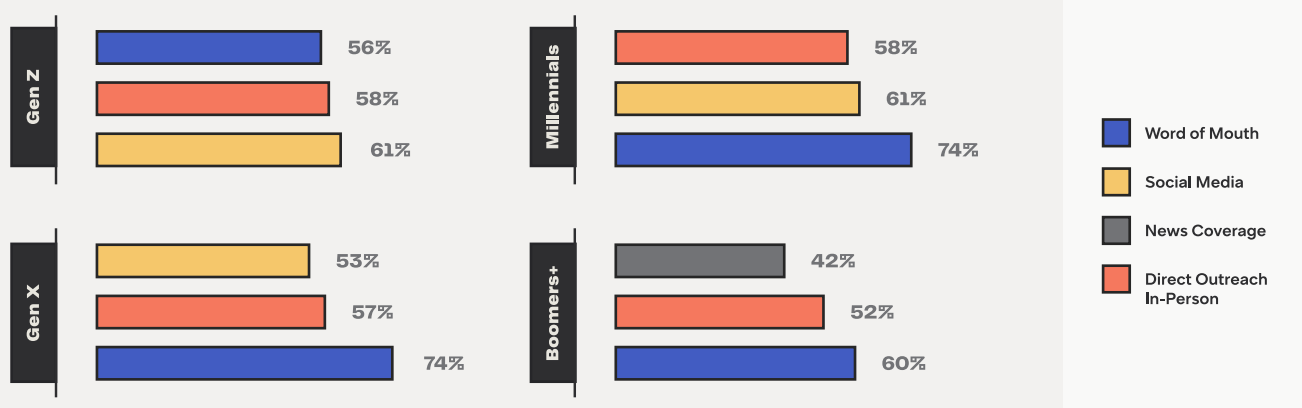
Which Generation is Most Likely to Give to Your Cause?

The causes or issues donors are most likely to support or donate to are:

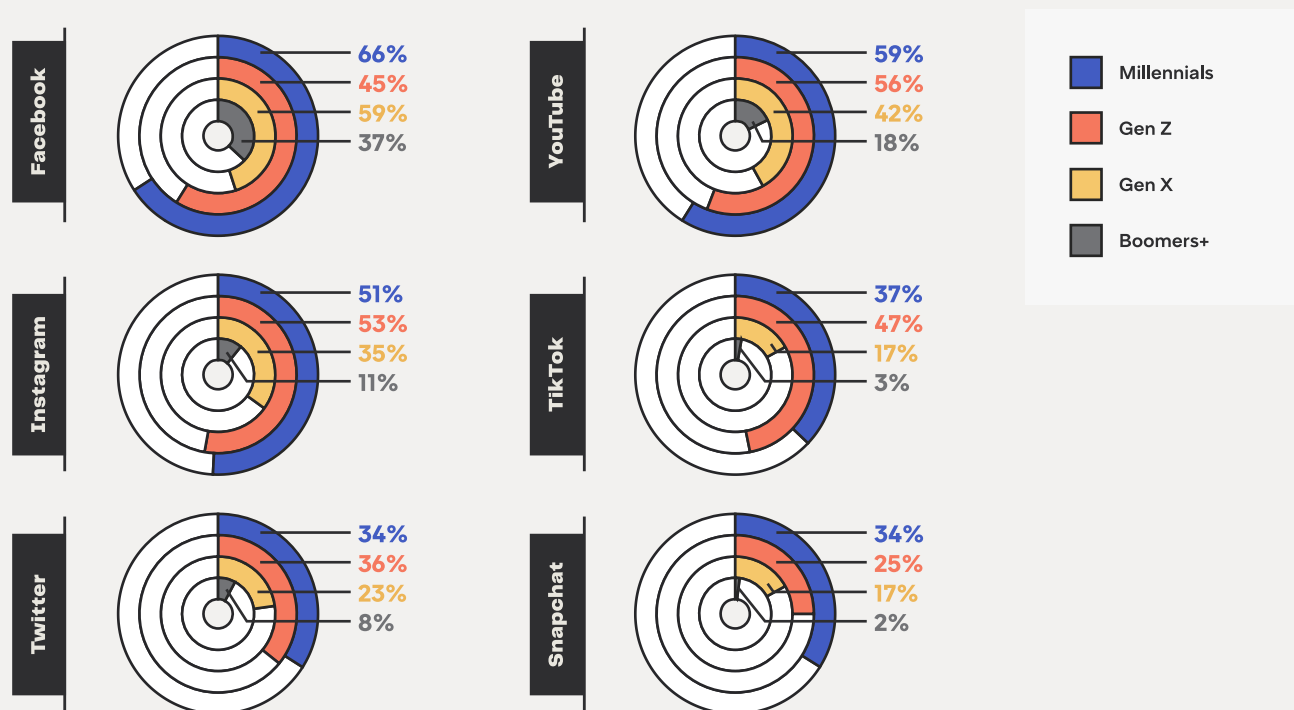


How Are Donors Hearing About New Causes?

The top 3 methods to become aware of causes or issues to donate to are:



A breakdown of social media channels catching donors' attention by generation:



Take Action: Segment outreach based on generations most likely to give to your cause, with authentic messages on channels specific donors are drawn to. Consider video and intuitive hybrid events to meet the desire for in-person outreach.

Make social media content easier with [The Nonprofit's Social Media Content Planner](#).

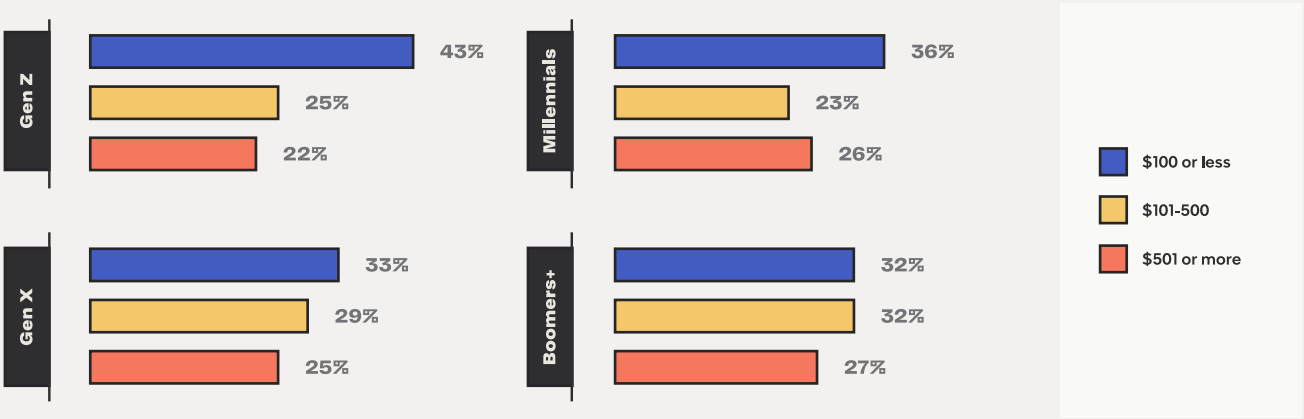


Community Help In Park Slope

Step 2: Understand Generational Giving Preferences

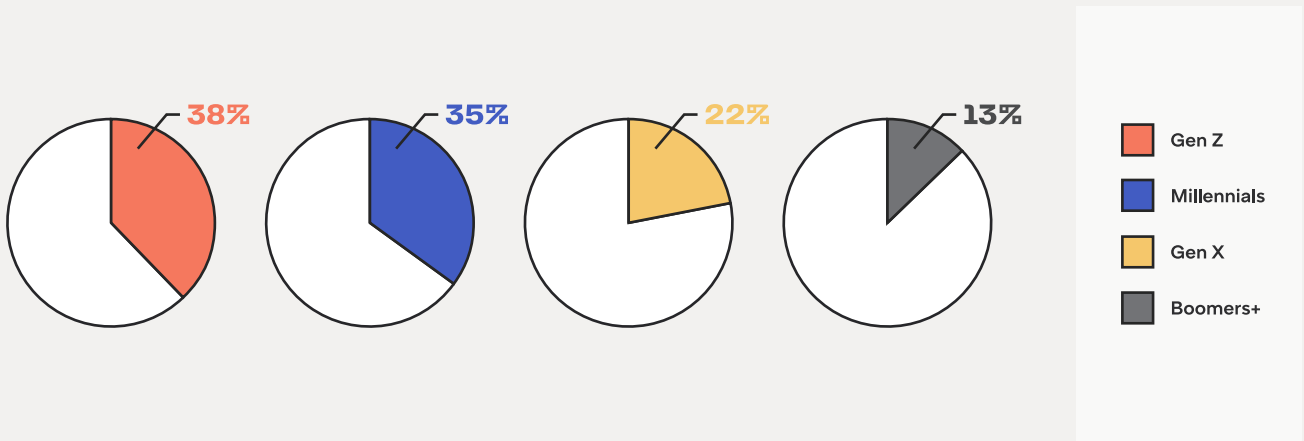
How Much Do Donors Across Generations Plan to Give in 2021?

The approximate amount each generation thinks they will give in 2021 to all nonprofit organizations and charitable causes that they support:



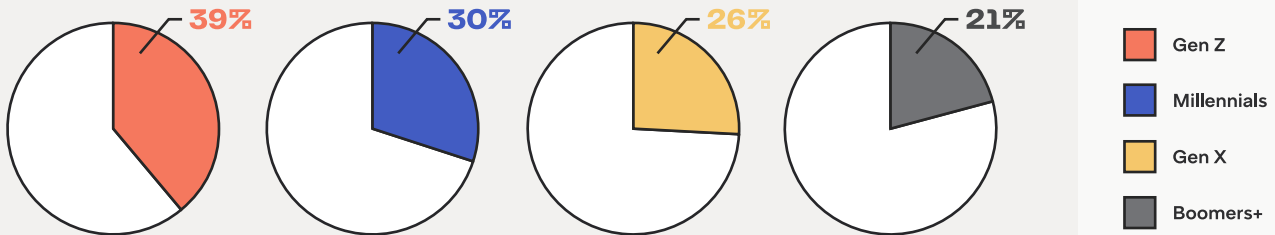
Which Generations Are Motivated by COVID-19 and Societal Needs?

Likelihood to start a recurring donation as opposed to a one-time donation as a result of COVID-19's impact on society, by generation:



Which Generations Are Actively Increasing Their Generosity?

Donors who gave more in 2020 than in 2019 and plan to increase their gifts in 2021:



Take Action: Appeal to donors who resonate with smaller gift amounts. Encourage increased gift sizes by presenting them with impact blocks that clearly layout the tangible value of larger dollar amounts on your cause. Tap into the timely nature of the pandemic's impact on society and donors' comfortability with subscription gifts to provide more options to make an impact.

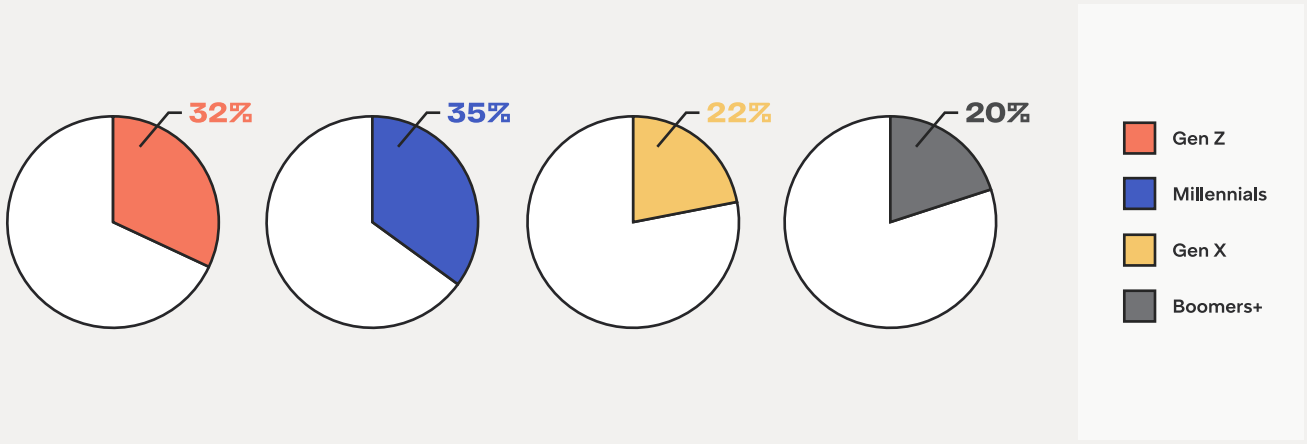
Nurture donors into a subscription gift with lasting impact using our [Ultimate Guide to Recurring Giving](#).



Step 3: Adapt Your Donation Page to Convert More Gifts

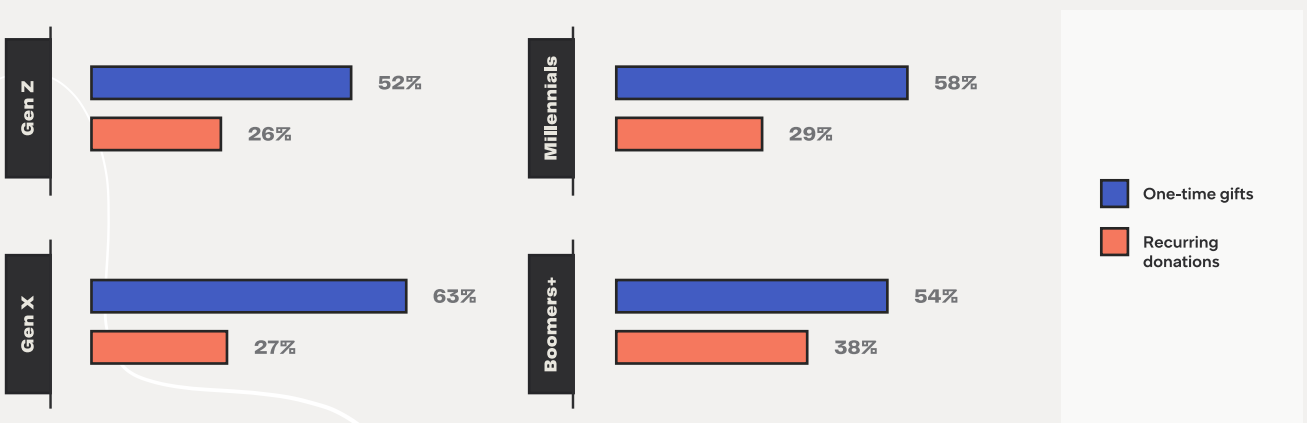
If a Nonprofit Poorly Explains the Donation's Impact, How Does That Affect the Supporter's Decision to Donate?

Percentage of donors by generation who would reconsider a donation if the impact isn't clearly explained.



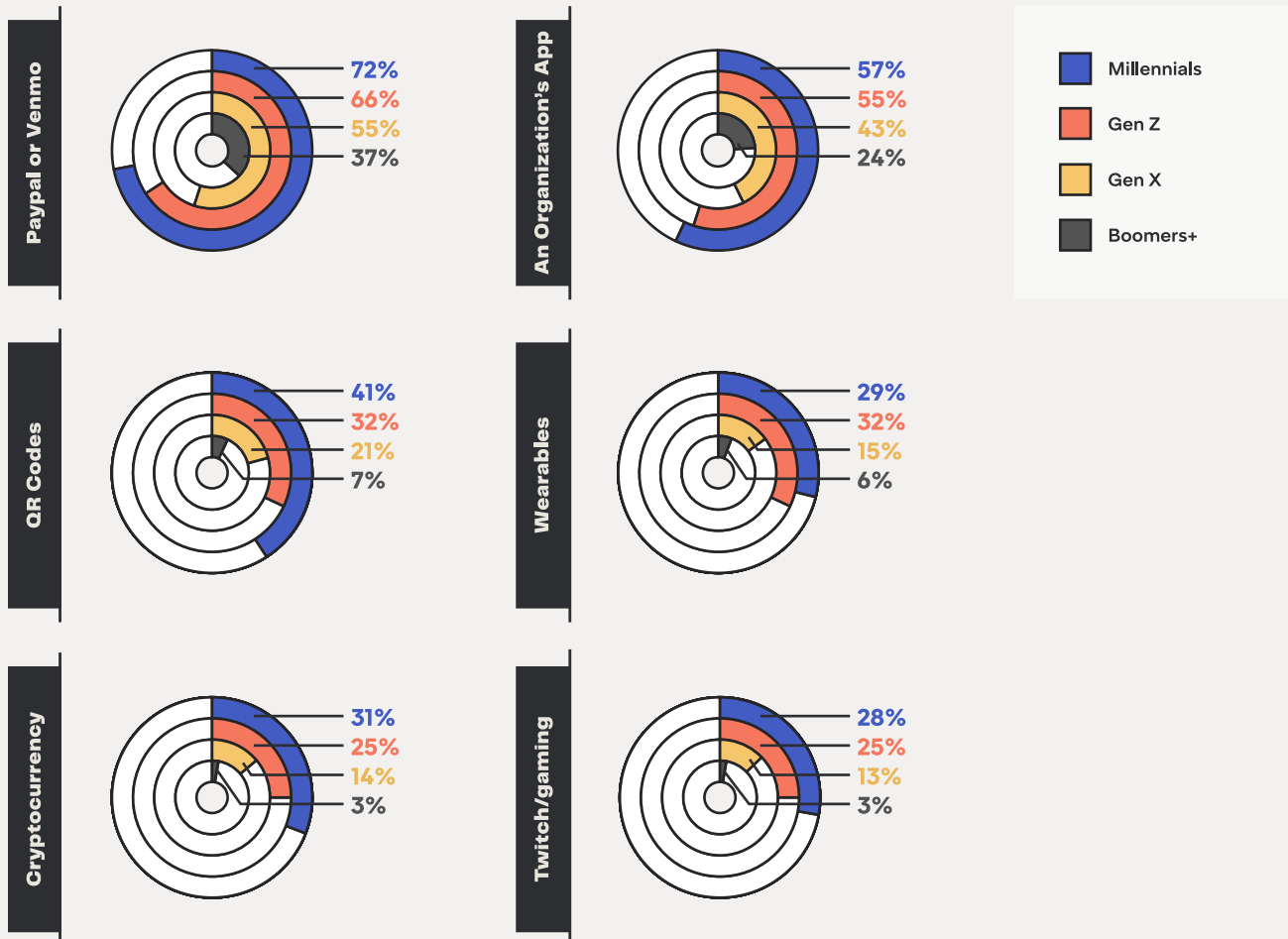
Which Generations Are More Likely to Give One-Time Donations Vs. Recurring Donations?

The percentage of donors by generation that are likely to give one-time donations vs. recurring donations.



Which Payment Options Appeal to Different Generations?

The percentage of donors by generation who would donate via the following payment methods if available.



Take Action: Use relationship-building communications to target donors who fall into generations that don't plan to increase gifts. For donors who fall into generations that express the intent to give more, consider making an ask for a larger gift and delight them with the payment method they prefer.

Get passive website visitors to complete donations with [The Nonprofit's Donation Page Checklist](#).



Cedars-Sinai Medical Center

Learn more in our latest report, Why America Gives 2021.

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