



**LIPMAN
HEARNE.**

November 2023

Future-Proof Your Mission:

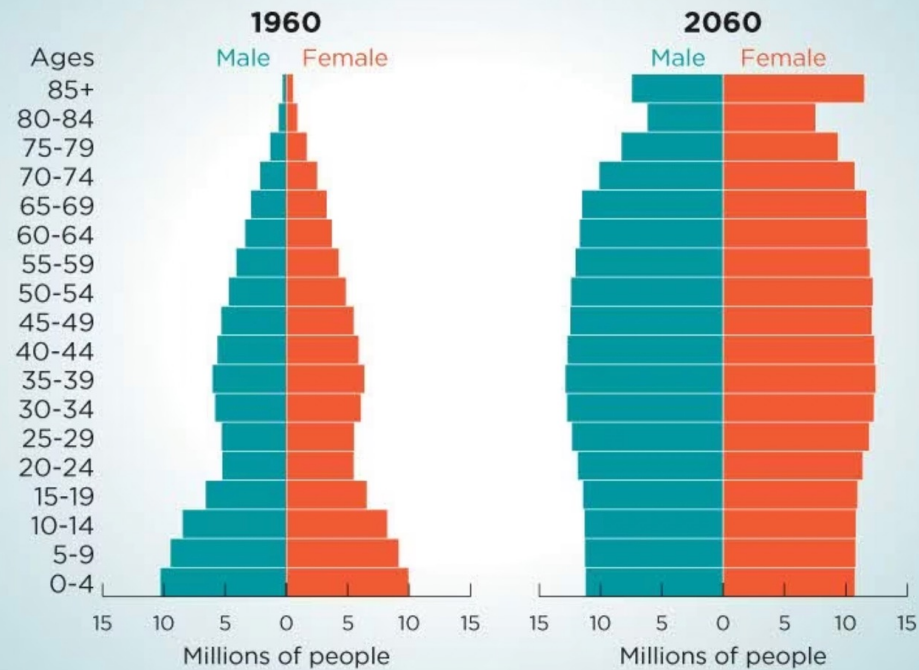
How to Engage Five Generations of Donors

Colleen O'Grady
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Yes& Lipman Hearne

Andrew Teie
Vice President, Brand Strategy & Customer Experience
Yes&

From Pyramid to Pillar: A Century of Change

Population of the United States

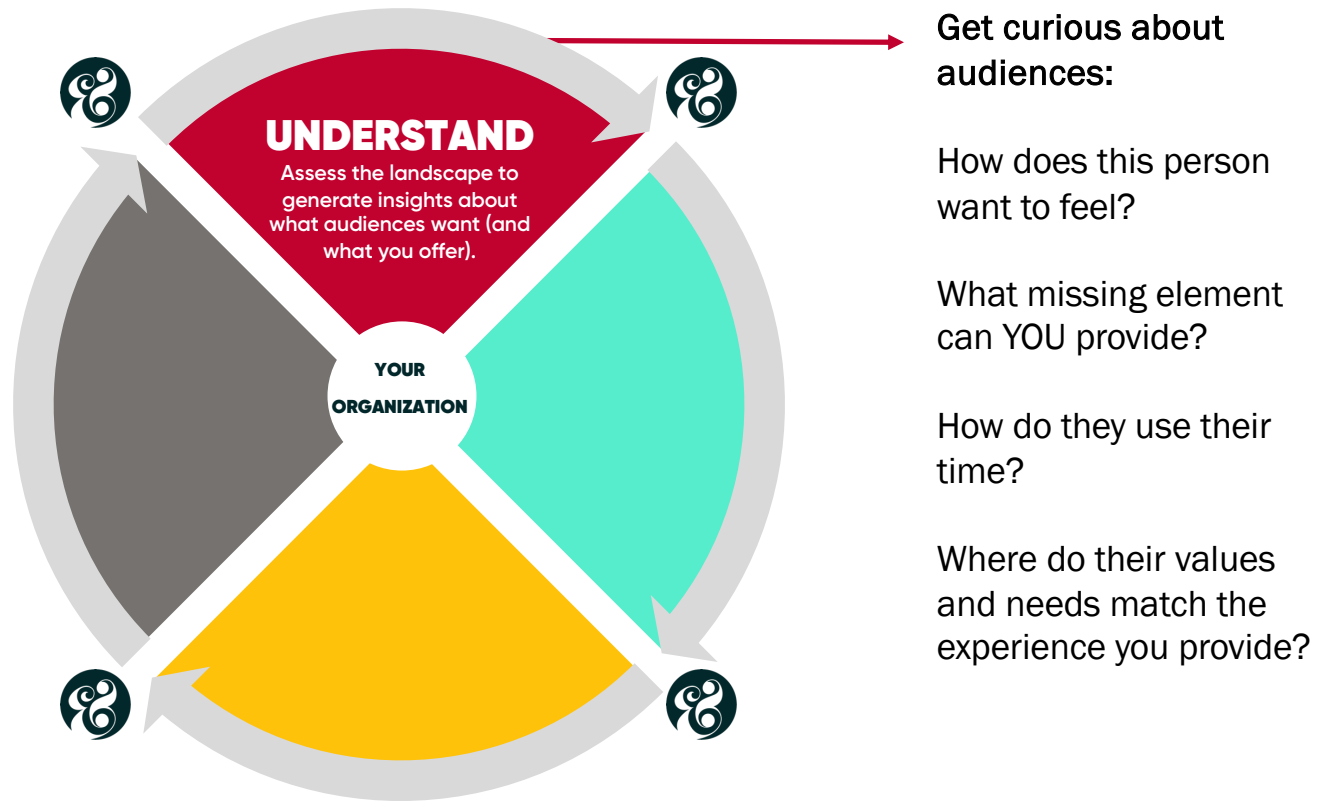


YES& LIPMAN HEARNE

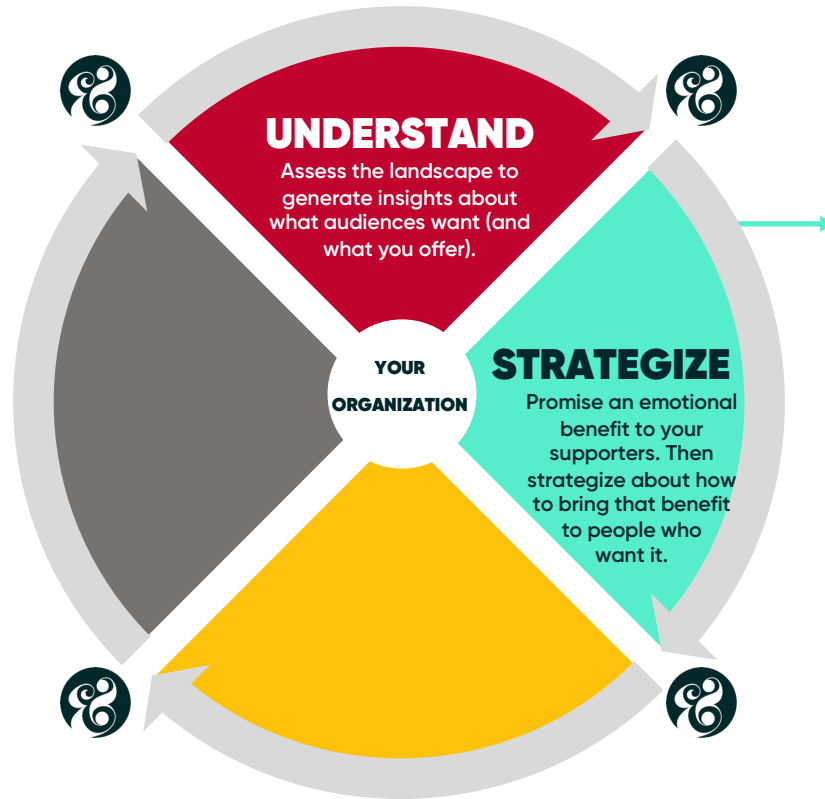
A FRAMEWORK:

Understanding-Driven Donor
Communications

■ Understanding-Driven Donor Communications



■ Understanding-Driven Donor Communications



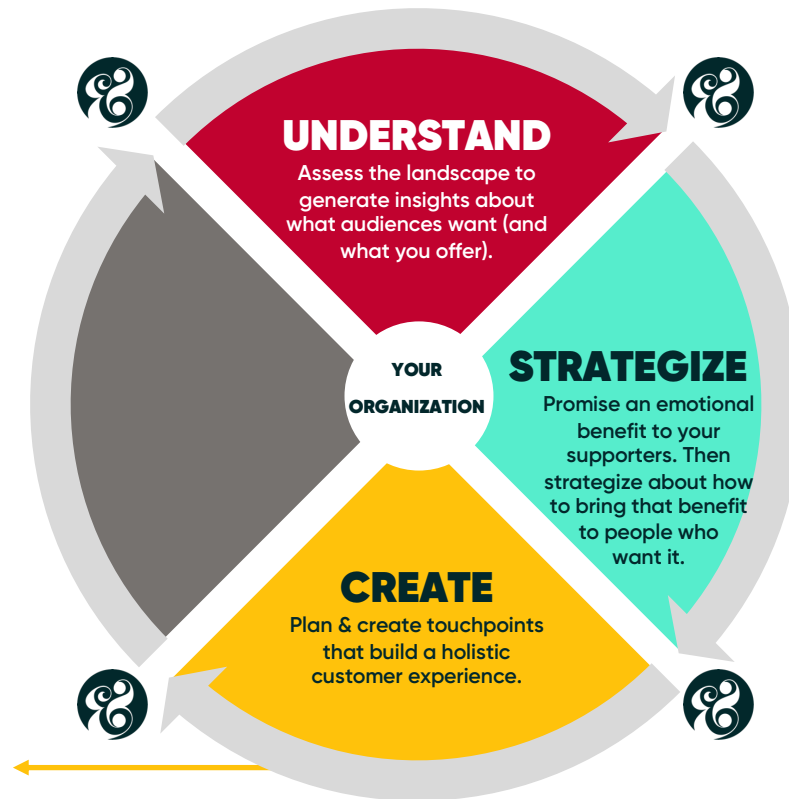
Articulate a promise to your potential supporters—an emotional benefit.

This positioning is the foundation of your strategy.

■ Understanding-Driven Donor Communications

Map touchpoints on the audience journey.

What can you do to make your promise CLEAR and VISIBLE in your target's life?



■ Understanding-Driven Donor Communications

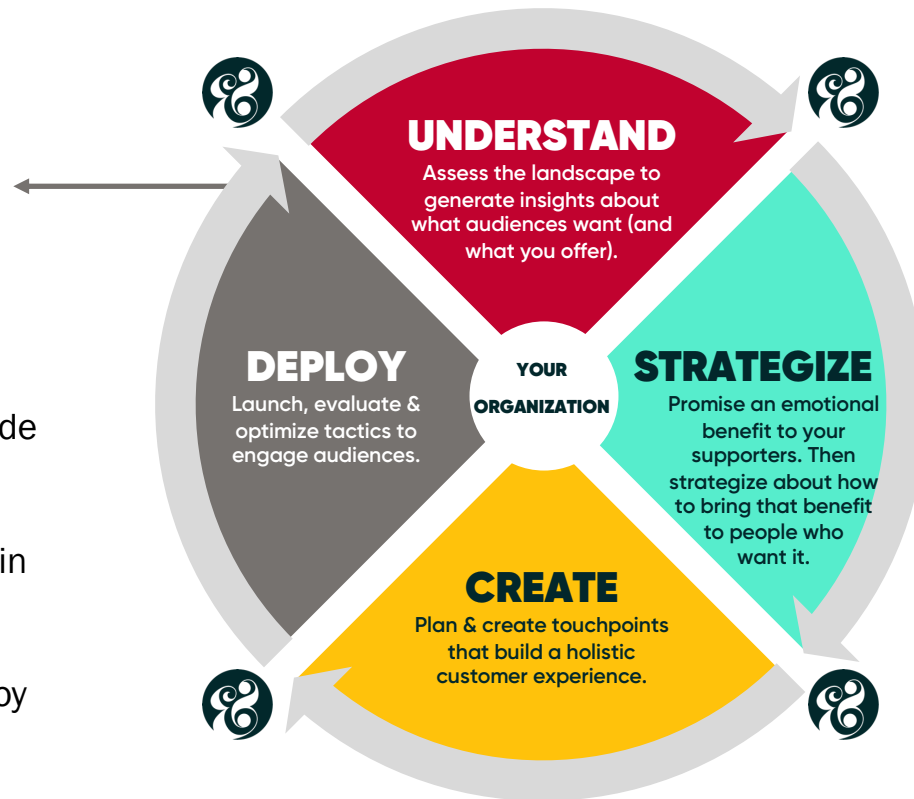
Go forth!

Trust your understanding—and keep listening

Let your strategy guide you

Be clear and visible in your target's world

Deploy, deploy, deploy



1: UNDERSTAND

5 Generations

Silent Generation

Boomers

Gen X

Millennials

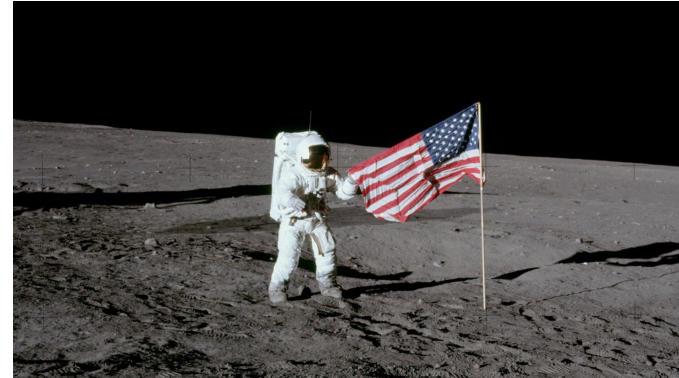
Gen Z

Silent Generation

Silent Generation

BORN: 1928 – 1945

AGE NOW: 78 – 95



Silent Generation DEMOGRAPHICS AND PSYCHOGRAPHICS

30%

**ARE WIDOWS
OR WIDOWERS**

51%

**GIVE TO CHARITY
OR CAUSES**

35%

**LIVE
ALONE**

76%

**HAVE A CHRISTIAN
FAITH BACKGROUND**

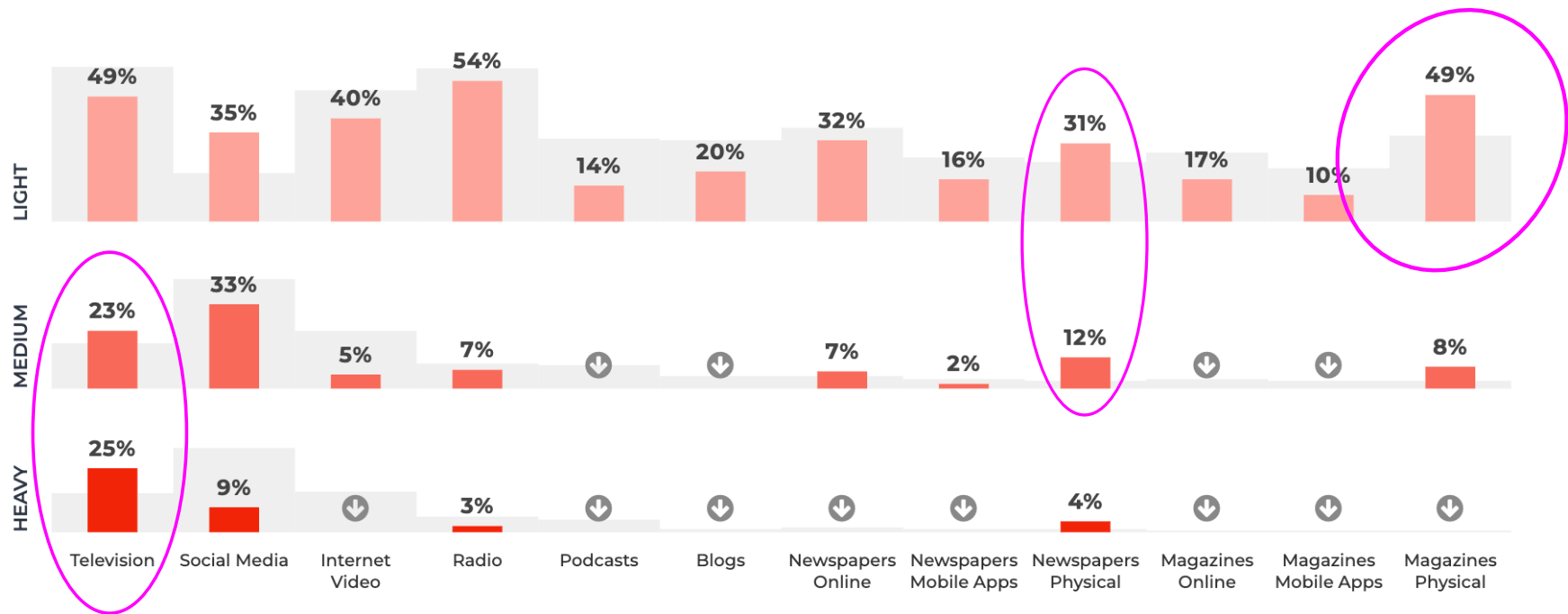
Silent Generation PERSONAL VALUES

Themes to consider:

- ✓ offer a sense of continuity and habit
- ✓ acknowledge the importance of customs and traditions
- ✓ appeal to dependability, stability, trust, and honesty



Silent Generation ENGAGEMENT

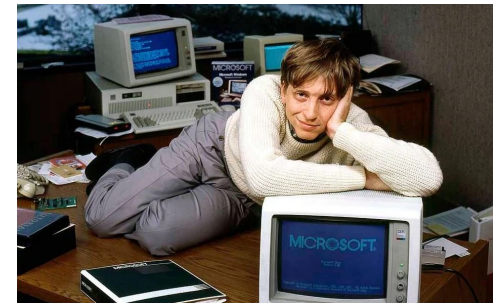
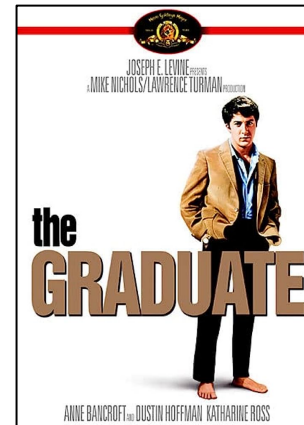


Boomers

Boomers

BORN: 1946 – 1964

AGE NOW: 59 – 77



Boomers

DEMOGRAPHICS AND PSYCHOGRAPHICS

60%

**ARE 65
AND OLDER**

57%

**ARE
RETIRED**

40%

**GIVE TO CHARITY
OR CAUSES**

6%

**HAVE GRANDCHILDREN
IN HOUSEHOLD**

59%

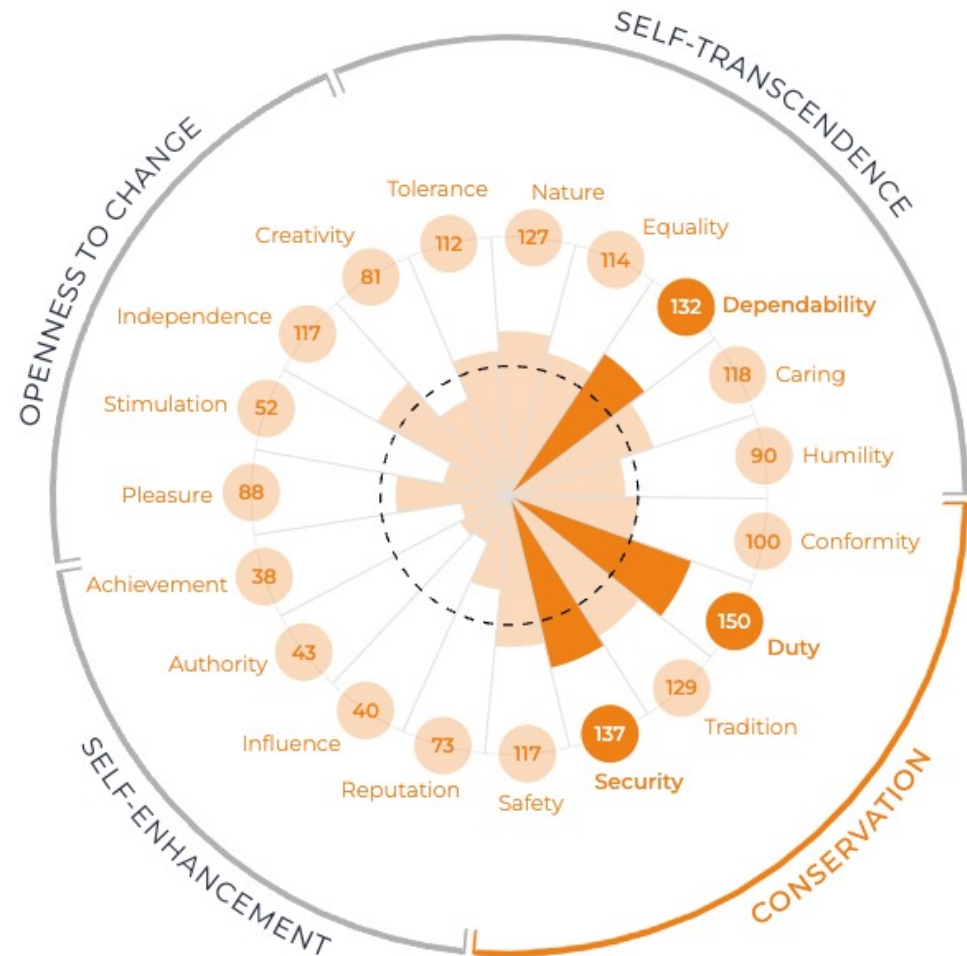
**SAY THEY ARE SAVERS,
NOT SPENDERS**

Boomers

PERSONAL VALUES

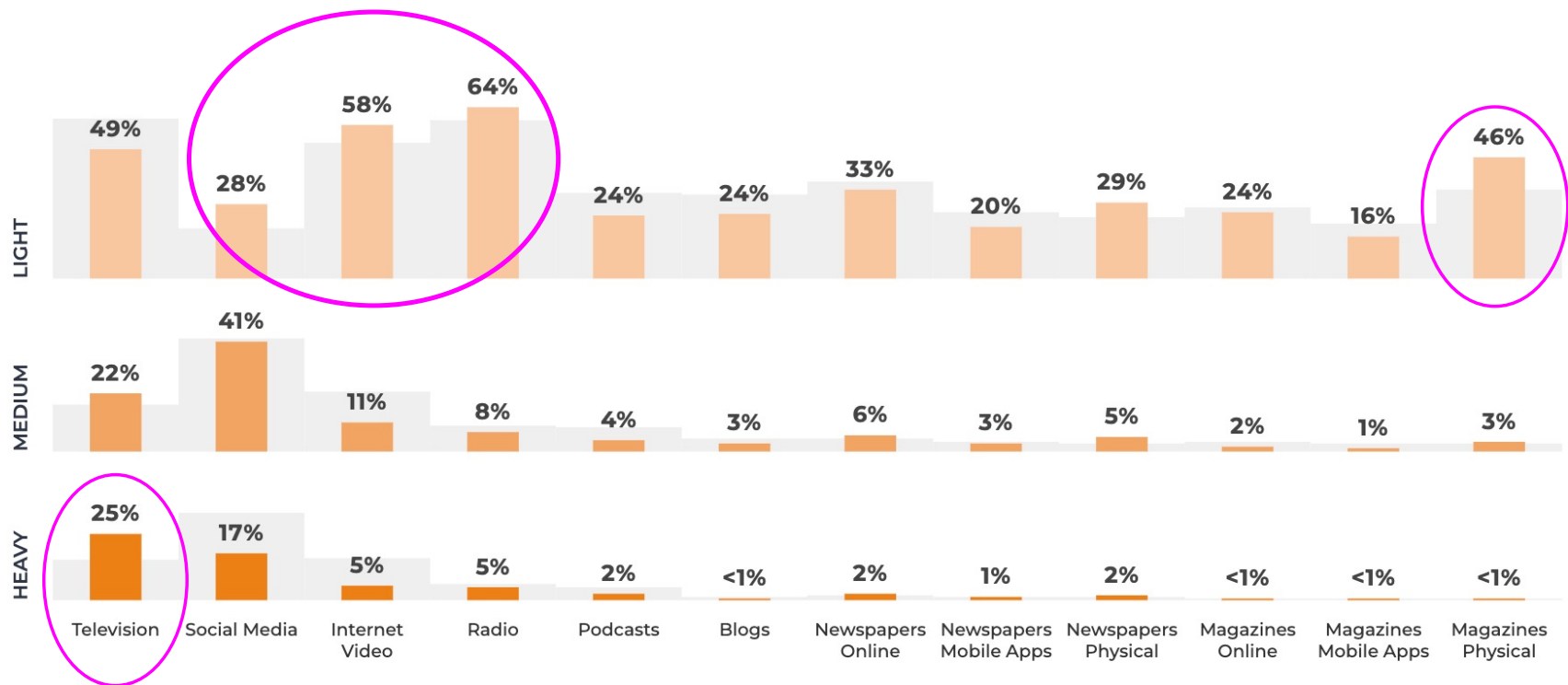
Themes to consider:

- ✓ appeal to dependability and reliability
- ✓ show accountability
- ✓ affirm their desire to be independent, secure, and safe



Boomers

ENGAGEMENT

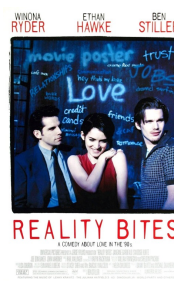
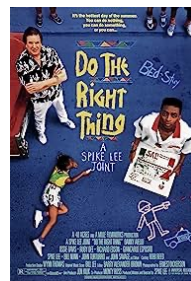


Generation X

Generation X

BORN: 1965 – 1980

AGE NOW: 43 – 58





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Generation X

DEMOGRAPHICS AND PSYCHOGRAPHICS

75%

**HAVE CHILDREN
(SOME OVER 18)**

29%

**GIVE TO CHARITY
OR CAUSES**

15%

**EARN
\$150K+**

36%

**HAVE KIDS IN H.S.
AND/OR COLLEGE**

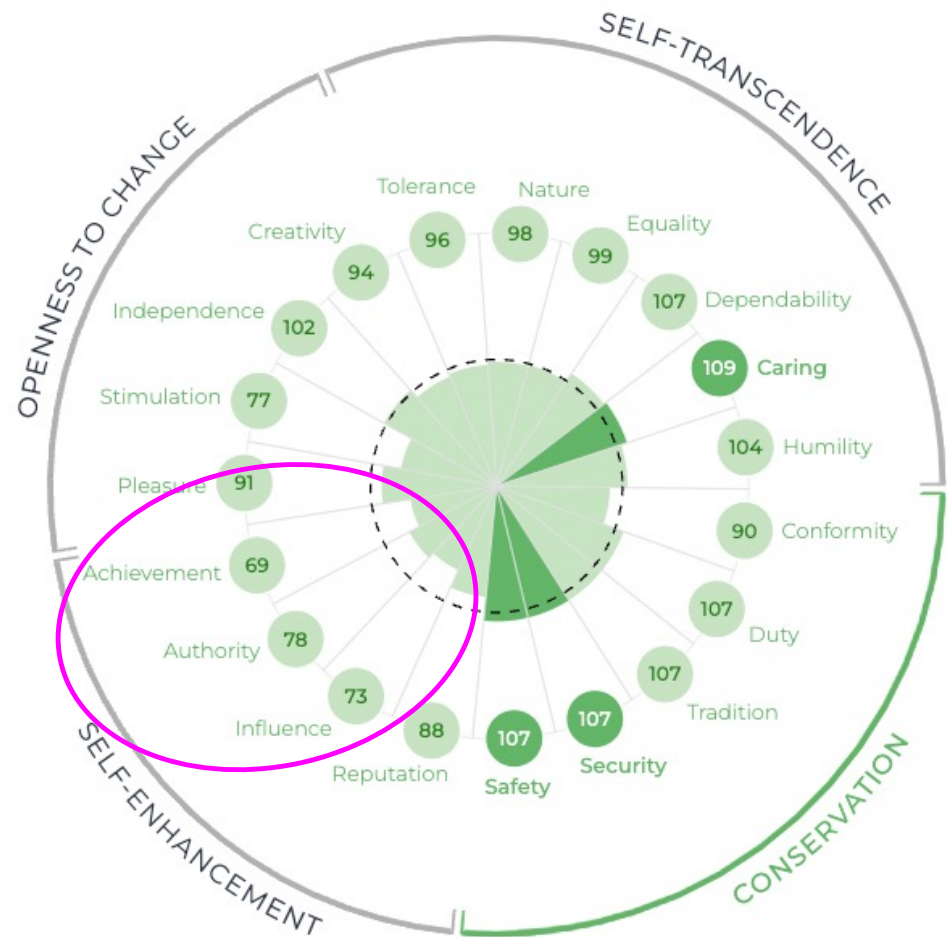
Generation X PERSONAL VALUES

Themes to consider:

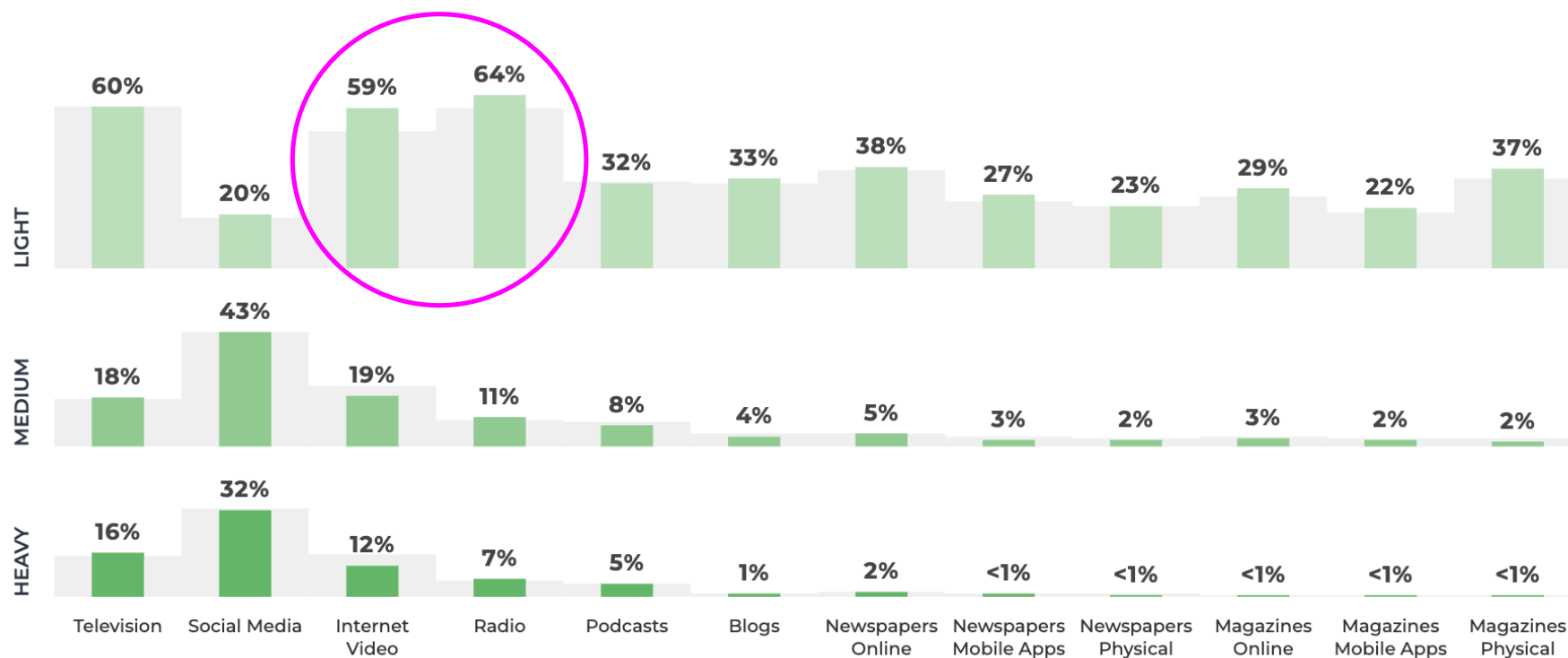
- ✓ acknowledge individuality
- ✓ respect desire for balance
- ✓ empower connectedness to their own maturing children

Tread carefully:

- ✓ avoid appealing to power, prestige, status, power, and control



Generation X ENGAGEMENT

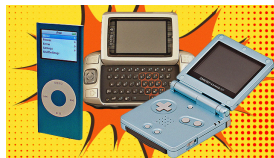
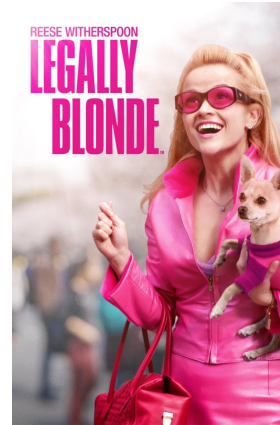


Millennials

Millennials

BORN: 1981 – 1996

AGE NOW: 27 – 42



[thefacebook]

Millennials

DEMOGRAPHICS AND PSYCHOGRAPHICS

33%

**HAVE NO
CHILDREN**

65%

**HAVE CHILDREN
UNDER 18**

29%

**GIVE TO CHARITY
OR CAUSES**

9%

**ARE DIVORCED OR
PLAN TO DIVORCE**

43%

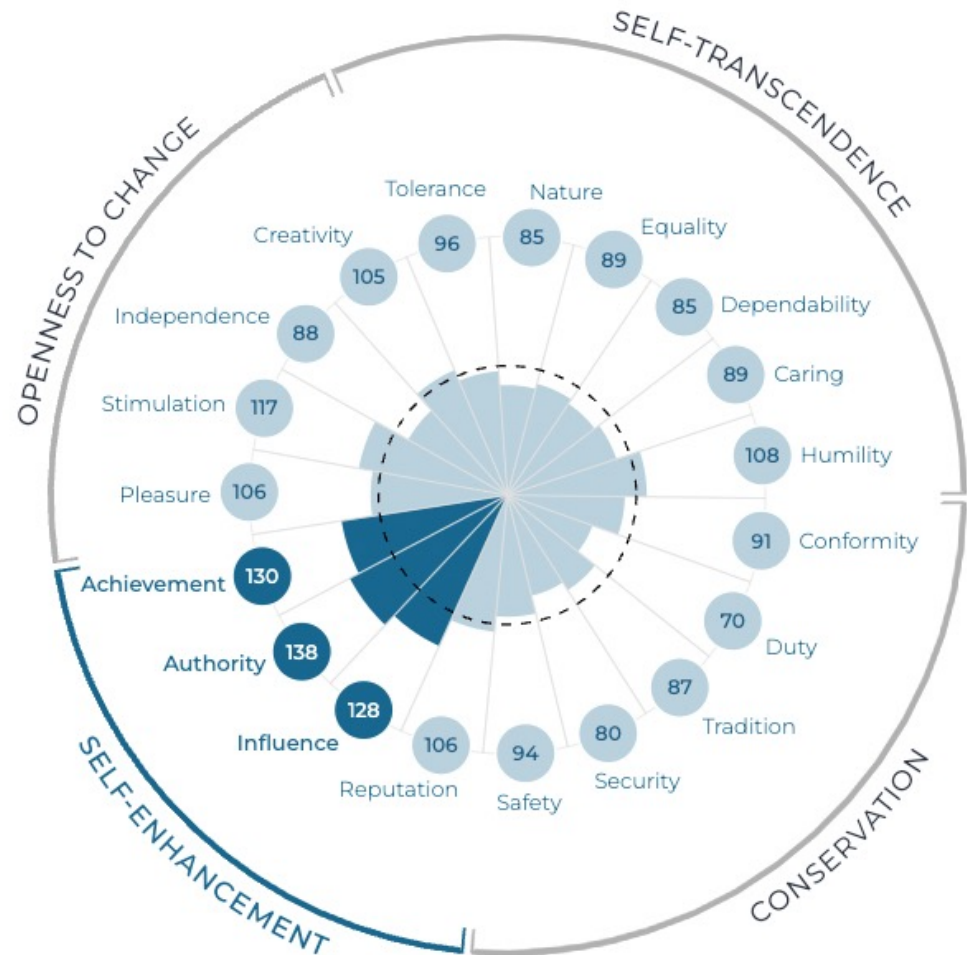
**ARE
RENTERS**

Millennials

PERSONAL VALUES

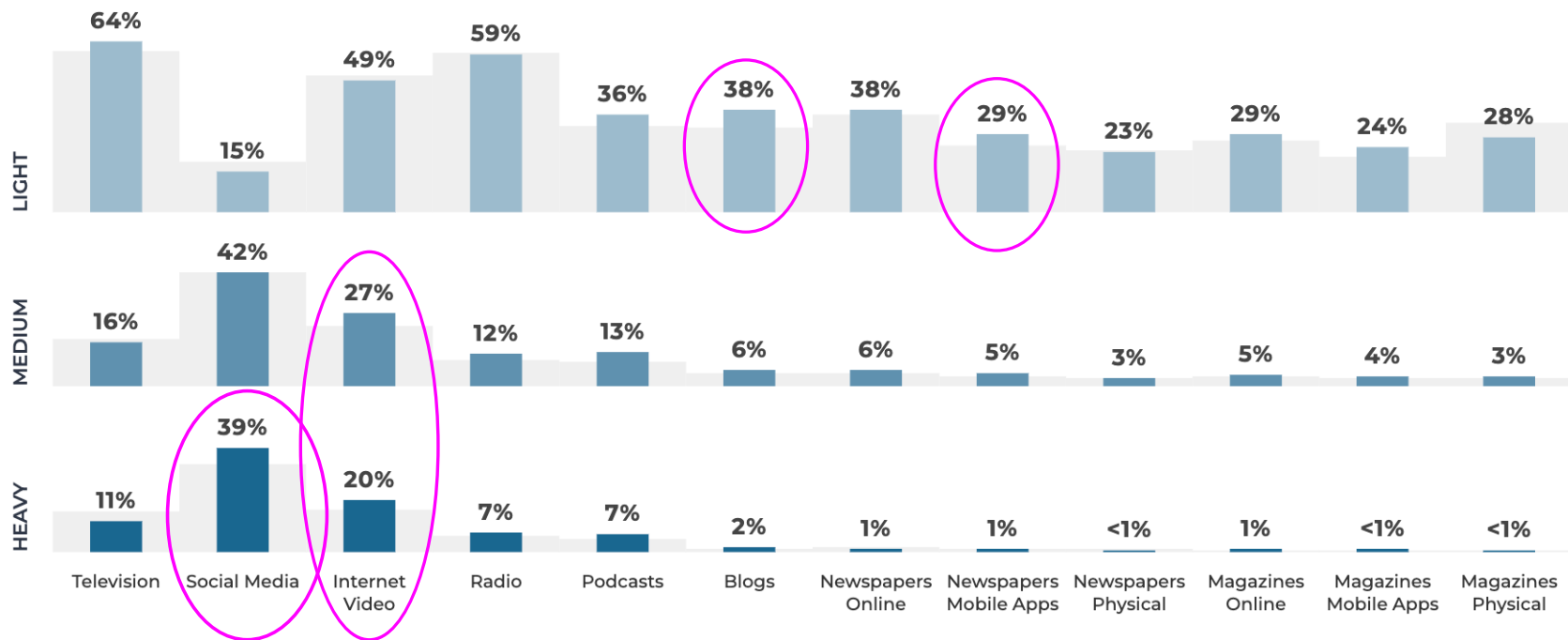
Themes to consider:

- ✓ offer appreciation, acknowledgement, recognition
- ✓ demonstrate comfort taking risks and leveraging power to solve problems
- ✓ invite assertive, confident, and decisive action



Millennials

ENGAGEMENT

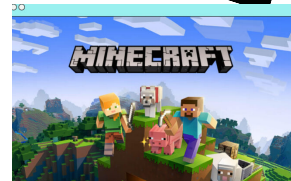


Generation Z

Generation Z

BORN: 1997 – 2012

AGE NOW: 11* – 26



We've limited our analysis to *adults 18+

Generation Z

DEMOGRAPHICS AND PSYCHOGRAPHICS

13%

**MOVED BACK IN
WITH PARENTS**

5%

**HAVE GRANDPARENTS
IN HOUSEHOLD**

31%

**GIVE TO CHARITY
OR CAUSES**

32%

**ARE
STUDENTS**

32%

**ARE AGNOSTIC,
ATHEIST, OR NOT
RELIGIOUS**

We've limited our analysis to *adults 18+

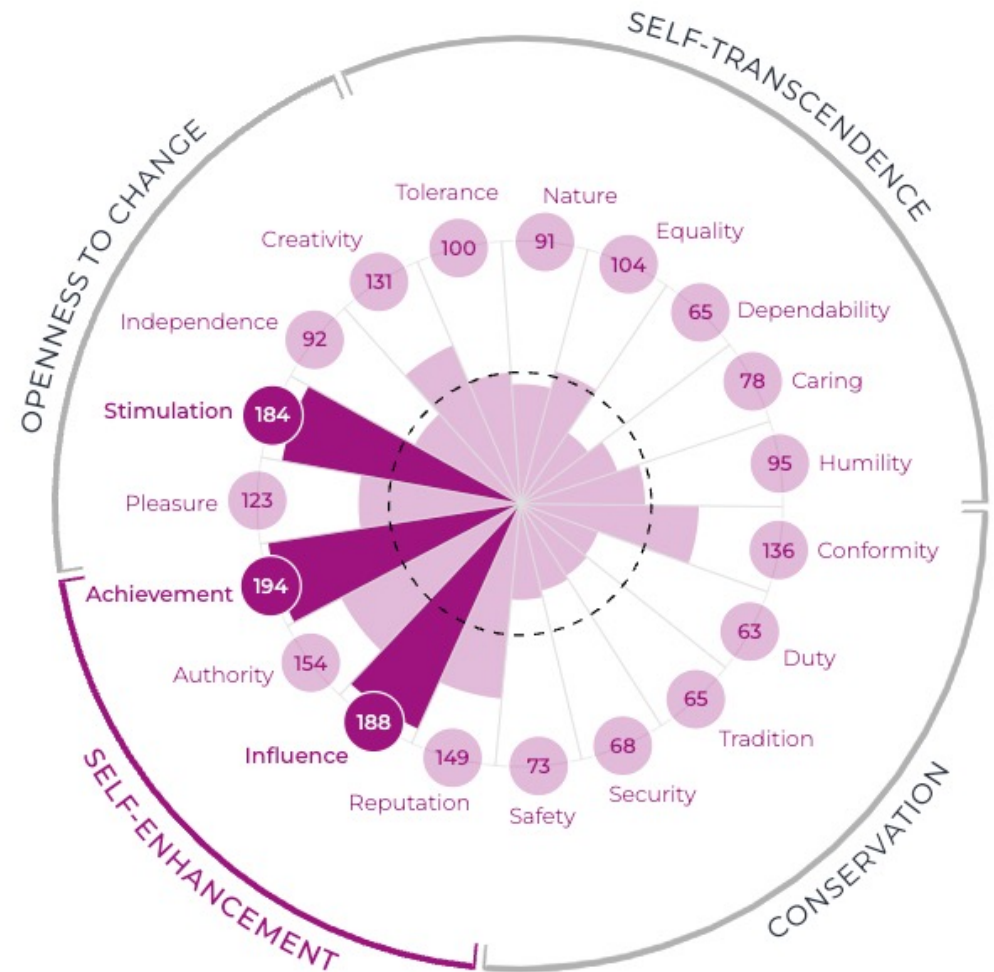
YES& LIPMAN HEARNE

32

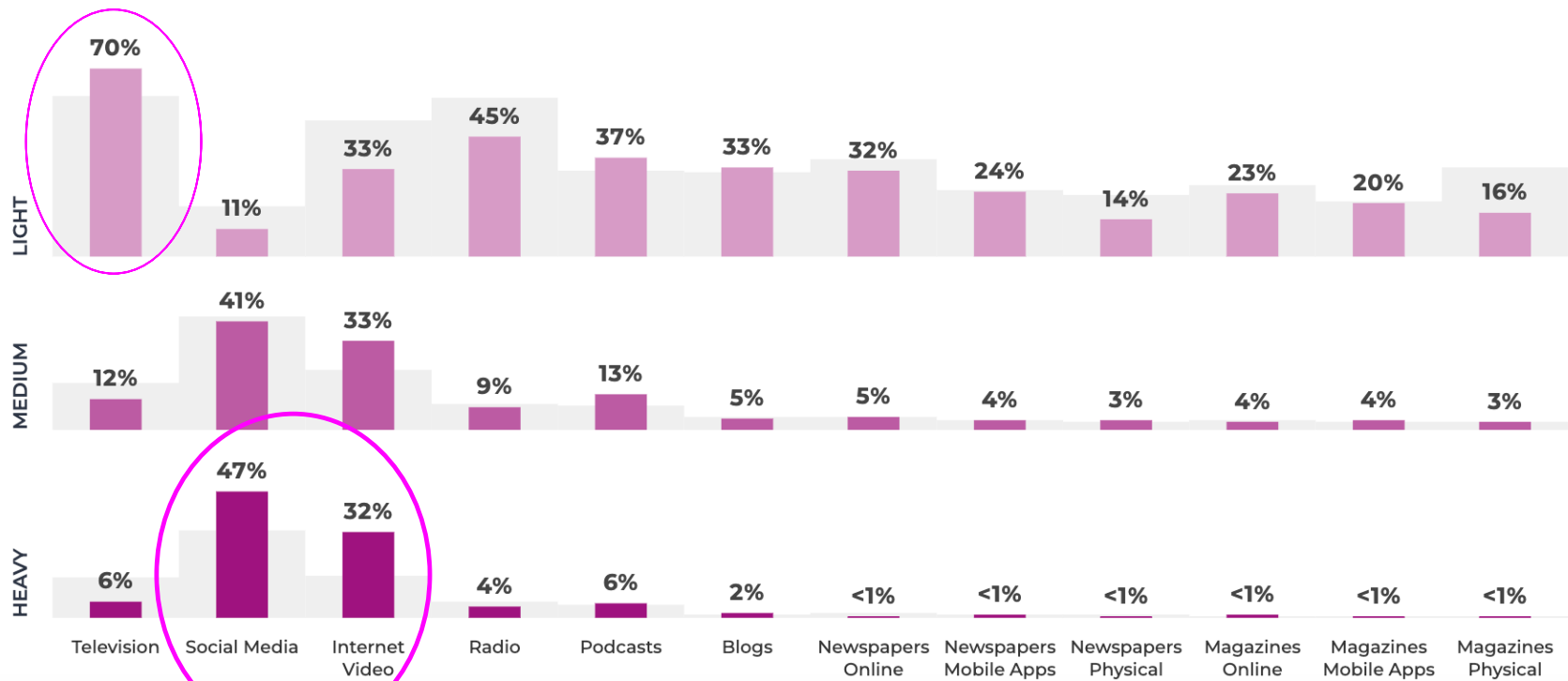
Generation Z PERSONAL VALUES

Themes to consider:

- ✓ offer social proof; visibility equates to worth/quality
- ✓ promise adventure, inventiveness, excitement and variety



Generation Z ENGAGEMENT



2: STRATEGIZE

your positioning—a promise
to supporters

STRATEGIC POSITIONING STATEMENT EXAMPLES

“For [description of target and their situation], [your organization] is the [category of organization] that offers [differentiators] to help you feel [emotional benefit].”

“For [highly connected, fast-paced people who are frustrated by the annoying complexities of technology], [Apple] is the [consumer electronics brand] that offers [simplified technology] to help you feel [smarter, so you can do more with every device].”

“For [people who feel disheartened by slow progress in the fight to preserve species and habitats], [REDACTED] is the [environmental nonprofit] that offers [evidence of what works and plans of action informed by indigenous knowledge and western science] to help you feel [optimistic and energized about containing climate change].”

YOUR STRATEGIC POSITIONING STATEMENT

“For [description of target and their situation], [your organization] is the [category of organization] that offers [differentiators] to help you feel [emotional benefit].”

“For _____,

_____ is the _____

that offers _____

to help you feel _____.”

3: CREATE

touchpoints across your
target's journey

Target Audience JOURNEY MAPS



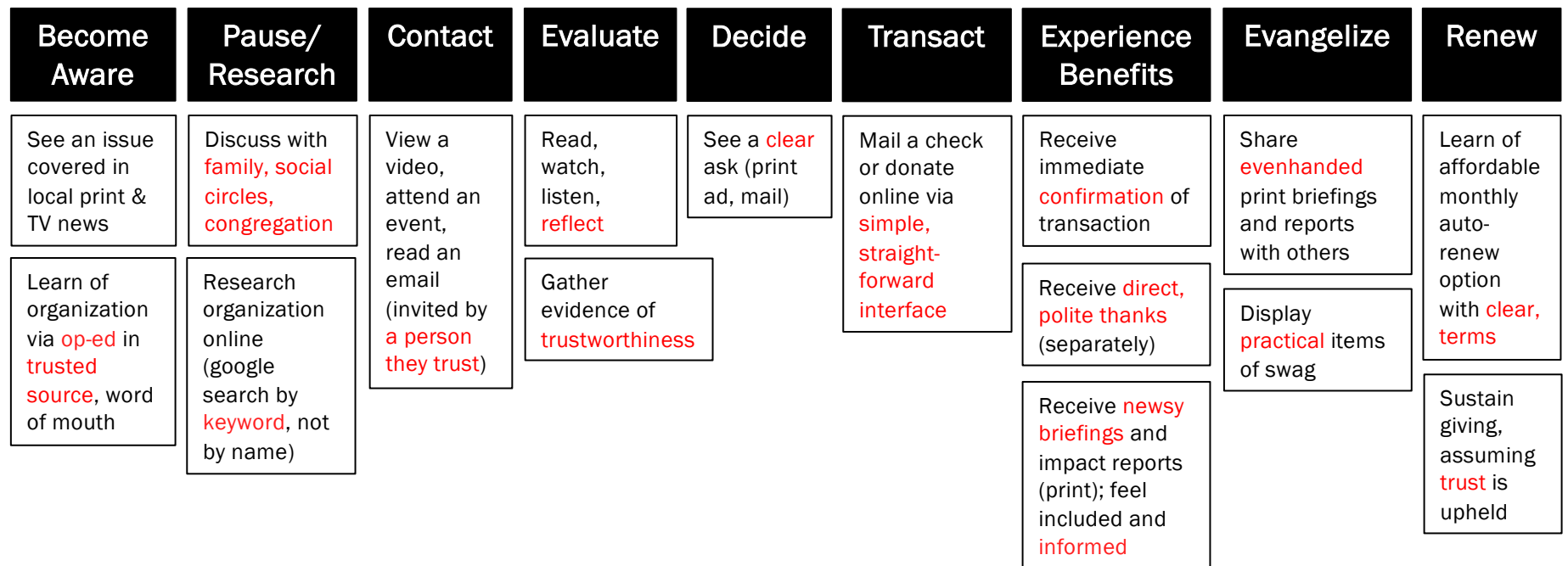
What is this individual doing — and what are they thinking about — during moments when they might encounter your messaging?

What tactic can you use to make sure this person sees what you have to offer in these moments?

How will you frame what you have to offer so it best resonate with this person's values and motivators?

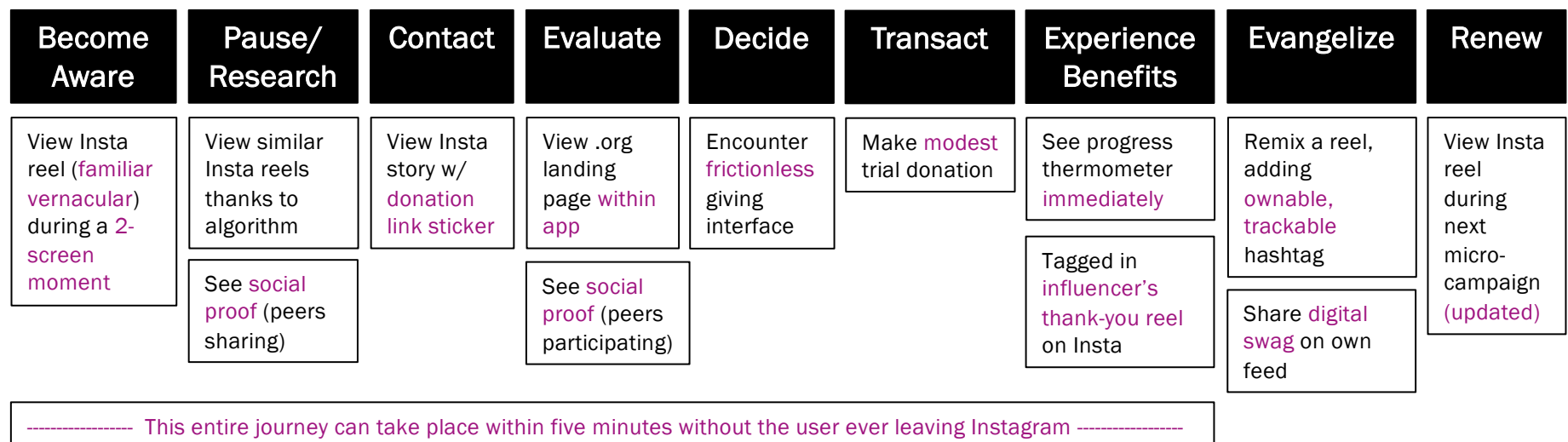
Silent Generation

JOURNEY MAP



Generation Z

JOURNEY MAP



4: DEPLOY

launch, evaluate, optimize

TRACKING PERFORMANCE IN REAL TIME

Digital Metrics and KPIs to track include:

- Reach, Impressions, Clicks
- Click-through-Rate
- Cost-per-Click
- Users & Sessions
- Avg. time on page
- Conversions
- Cost-per-Conversion
- Cost-per-Lead
- Email Acquisition
- Brand Lift





Thank you!

QUESTIONS? LET'S TALK!

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14K+

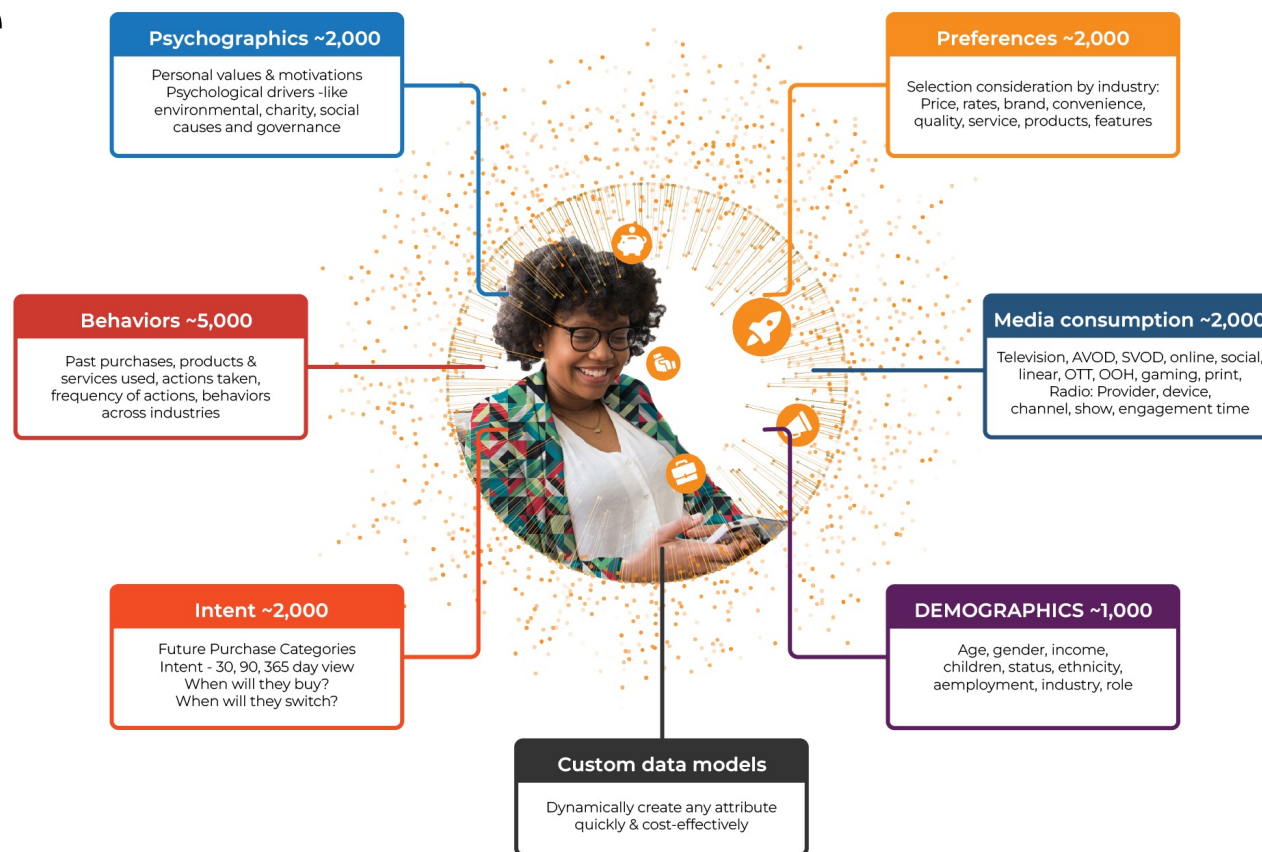
AI-powered data points

AI-powered data that describes a consumer's who, what, when, where, how & why.

230M

Scaled to the US population

Millions of robust consumer profiles allow you to directly connect insight to action.





Some notes

Index: Index scores report how more or less likely a specific audience is to possess a trait or attribute relative to the baseline audience, with 100 representing average. Any attribute indexing at higher than 100 is unique to the specific audience; if it is below 100, that attribute is less present among the specific audience than the average adult online. (Ex: Maintaining traditions, index= 161, means that audience is 61% more likely than the average individual to value maintaining traditions).

“Personal Values” Attributes: The Personal Value attributes in this report are derived from the survey data are based on the Schwartz Theory of Basic Values, with the following personal values in each quadrant:

1. Self-transcendence: Tolerance, Nature, Caring, Dependability, Equality, Humility
2. Conservation: Conformity, Duty, Tradition, Security, Safety
3. Self-enhancement: Reputation, Influence, Authority, Achievement
4. Openness to Change: Pleasure, Stimulation, Independence, Creativity