



**LIPMAN  
HEARNE.**

**Future-Proof Your Mission:**

How to Engage Five Generations of Donors

# UNDERSTANDING-DRIVEN DONOR COMMUNICATIONS

## Get curious about audiences:

How does this person want to feel?

What missing element can YOU provide?

How do they use their time?

Where do their values and needs match the experience you provide?

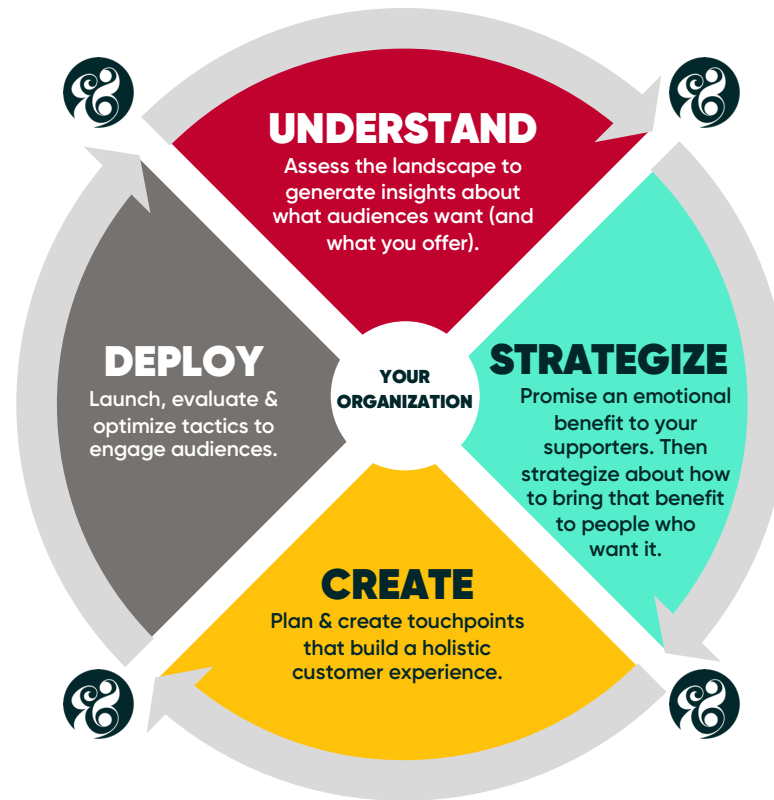
## Go forth!

Trust your understanding—and keep listening

Let your strategy lead

Be clear and visible in your target's world

Deploy, deploy, deploy



## Map touchpoints on the audience journey:

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

## Articulate a promise to your potential supporters—an emotional benefit:

"For [\_\_\_\_], [this organization] is the [\_\_\_\_] that offers [\_\_\_\_] to help you feel [\_\_\_\_]."

This positioning is the foundation of your strategy.

# SILENT GENERATION

Born: 1928 – 1945

Age Now: 78 – 95

**30%**

Are widows or widowers

**35%**

Live alone

**51%**

Give to charity or causes

**76%**

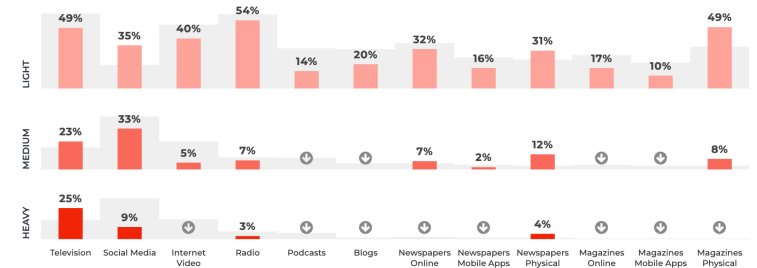
Have a Christian faith background



PERSONAL VALUES

Overall Engagement

% COMPOSITION



# BOOMERS

Born: 1946 – 1964

Age Now: 59 – 77

**60%**

Are 65 and older

**57%**

Are retired

**40%**

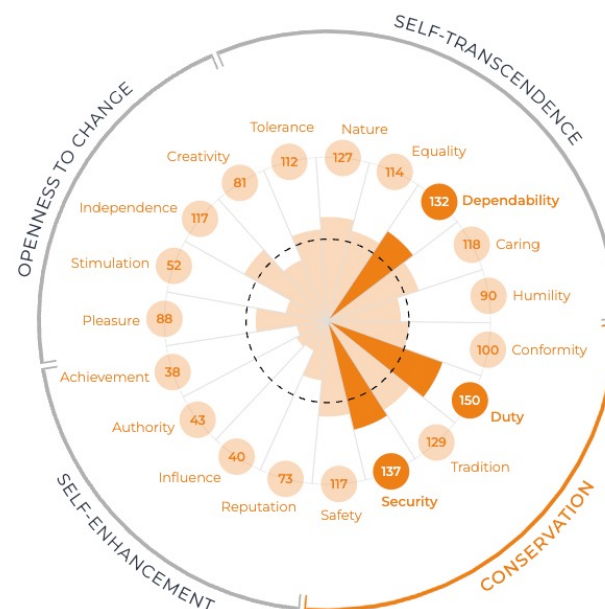
Give to charity or causes

**06%**

Have grandchildren in household

**59%**

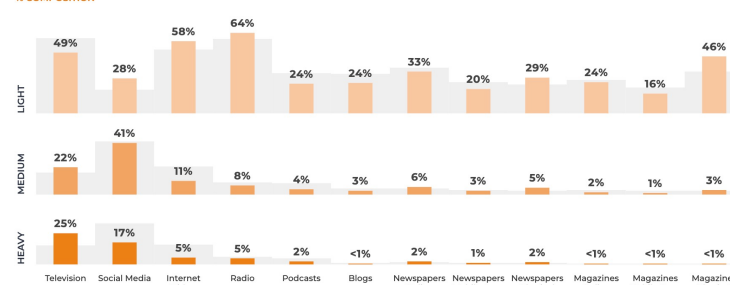
Say they are savers, not spenders



PERSONAL VALUES

Overall Engagement

% COMPOSITION



# GENERATION X

Born: 1965 – 1980

Age Now: 43 – 58

**75%**

Have children (some who are over 18)

**29%**

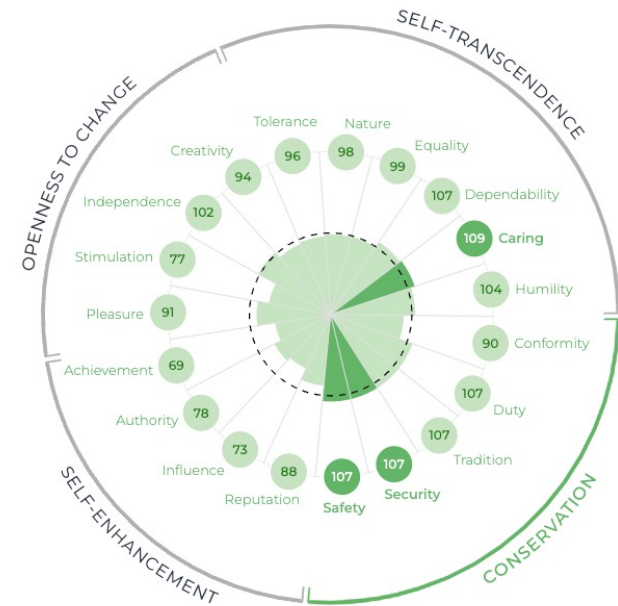
Give to charity or causes

**15%**

Earn \$150K+

**36%**

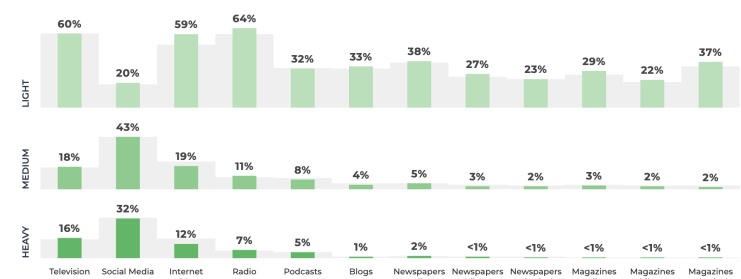
Kids are in H.S. and/or college



PERSONAL VALUES

Overall Engagement

% COMPOSITION



# MILLENNIALS

Born: 1981 – 1996

Age Now: 27 – 42

**33%**

Have no children

**29%**

Give to charity  
or causes

**65%**

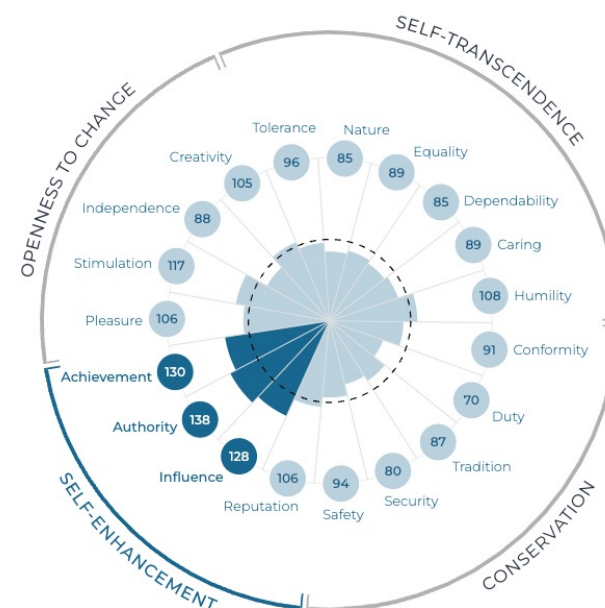
Have children  
under 18

**09%**

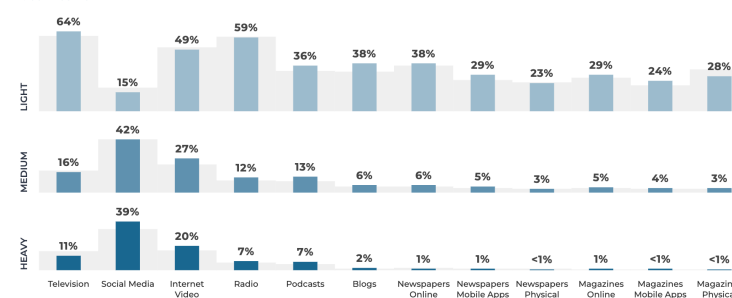
Are divorced or  
plan to divorce

**43%**

Are renters



Overall Engagement  
% COMPOSITION



# GENERATION Z

Born: 1997 – 2012

Age Now: 11\* – 26

**13%**

Moved back in with parents

**31%**

Give to charity or causes

**32%**

Are students

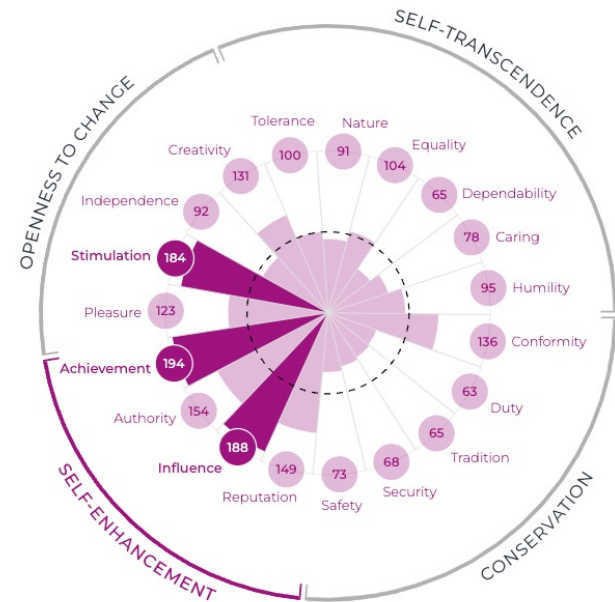
**05%**

Have grandparents in household

**32%**

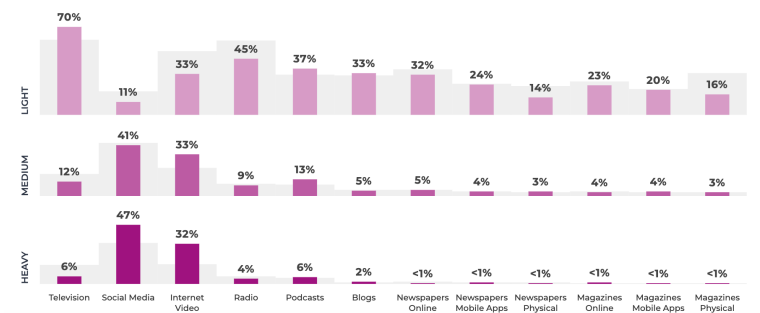
Are agnostic, atheist, or not religious

We've limited our analysis to \*adults 18+



Overall Engagement

% COMPOSITION



# 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 [\_\_\_\_\_].”



# Target Audience JOURNEY MAPS

Become  
Aware

Pause/  
Research

Contact

Evaluate

Decide

Transact

Experience  
Benefits

Evangelize

Renew

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?

# TRACKING PERFORMANCE IN REAL TIME

## Digital Metrics and KPIs Will Include:

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

## Other Measurement May Include:

- Email Acquisition
- Brand Lift
- Others TBD



**Integrate Data from  
Multiple Sources**

**Gather Real Time Metrics in  
Custom Dashboards**

**Enable Constant  
Optimization**



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***QUESTIONS? LET'S TALK!***

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