Guest Speaker Webinar Series

September-October 2017

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#NPOStrength

Strengthening the not-for-profit community
How to Engage Next Generation Donors

- Frey Foundation Chair for Family Philanthropy at the Dorothy A. Johnson Center for Philanthropy at Grand Valley State University

- Co-Author of *Generation Impact: How Next Gen Donors Are Revolutionizing Giving*

- Book release date: October 2, 2017

Michael Moody, Ph.D.
@MichaelPMoody
Gen X and Millennial major donors will be the most significant philanthropists ever.
Next gen donors will revolutionize philanthropy in a Golden Age of Giving.
Next Gen Donors Study

1. Driven by Values, Not Valuables
2. Impact First
3. Time, Talent, Treasure, and Ties
4. Crafting their Philanthropic Identity
Top 3 Reasons NGD’s Give

1. Supporting a mission or cause that fits with my personal values.
2. Fulfilling my duty as a person of privilege, to give back to society.
3. Seeing that my contribution makes a real difference and the organization has real impact.
Who Influences Next Gen Donors?

89% PARENTS

63% GRANDPARENTS

56% CLOSE FRIENDS

47% PEERS
Personal vs. Family Giving To Causes

• Top 2 issues for both next gen and family: Education, Basic Needs

• Somewhat more common among next gen: Civil rights & advocacy, Environment & animals

• Somewhat less common among next gen: Religion, Arts, Health, Youth & family, “Combination organizations”
I would rather be involved with a small organization where I can make a big impact than a big organization where I make a little impact.
“Addressing problems in my local community or hometown” is still a top 5 top 5 reason for giving among NGDs.
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We have too many nonprofits—not only in this region, but in this country—that are well-meaning and well-intentioned, but don’t look closely at results. Good intentions are not enough. We need programs that are producing real results, because results are desperately needed. We cannot continue to do the same thing over and over again and expect different results. It won’t happen.
I traveled [to Central Africa] with a small team to see the situation in person and to come face-to-face with what we have been discussing in a more abstract way while sitting around the board table in a Manhattan office. That appealed to me. It was an incredible experience. Coming face-to-face with what I hoped we would support more in the future.
Most Important Components of Philanthropic Strategy

1. I conduct due diligence and do research before deciding who to support.

2. I first decide my philanthropic goals or ideal solutions, and then search for potential recipients who fit those.

3. I fund efforts that address root causes and attempt systemic solutions.

4. I prefer to have information about an organization’s proven effectiveness or measurable impact before deciding whether to support it.

5. I often recommend a cause or organization to others.
I think it's a very exciting time to be involved in this. People are just thinking differently about philanthropy. They are not just writing checks to established nonprofits, to the United Way or the Red Cross. They’re saying, “Well, there are these Kiva loans and there are these social businesses and there are these double-bottom-line, triple-bottom-line investments.” There are a million different ways to be philanthropic in 2012 that there weren’t in 1985.
A letter to our daughter

MARK ZUCKERBERG  ·  TUESDAY, DECEMBER 1, 2015
Next Gen Donors Study

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Give us a clear call to action. Let’s problem-solve together. Tell us what you are working on, and let’s work on this together. Tell me what you need me to do.
I am more of a mile-wide, hundred-miles-deep guy, where you just get to know everybody very well, you have a very close relationship, you really believe in the organization, and your money just makes a big impact on that organization.
"Damn it—I think I just butt-donated to a charity."
Young people are often relegated to a committee that plans a party for young people. Awesome. That is fun to do for a year or two, but many of my friends [say,] “I spent three years at McKinsey. I have worked for three years at Goldman Sachs. Did you know that I am much smarter than throwing you a damn party? I have more to offer than that.” We want to feel valued for our talent and our time.
I’m probably going to be more of a pain in the ass, [but] I’m also going to give them more money.
Who Influences Next Gen Donors?

- **89%** Parents
- **63%** Grandparents
- **56%** Close Friends
- **47%** Peers
Next Gen Donors Study

1. Driven by Values, Not Valuables
2. Impact First
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4. Crafting their Philanthropic Identity
1. Personal experiences as a donor, volunteer, board member, community leader, etc.

2. Observations of the philanthropic activities of parents, grandparents, or other family members

3. Personal observations or analysis of the significant need for philanthropy

4. What parents, grandparents, or other family members taught directly about philanthropy
Next gen donors are, right now, becoming the type of donors they will be as leaders of the Golden Age of Giving.
Lessons for Engaging NGDs

• Engage them now, embrace their eagerness. “Don’t wait!”

• Embrace generational difference, don’t resist it.

• Engage around values, find shared ones.

• Show them the impact. Don’t just show them the line on the thermometer.

• Make big organizations seem small. Make global causes local.
Lessons for Engaging NGDs

• Be open to new ideas, even new risks.
• Build—or help them build—honest, close relationships, not just write checks.
• Be transparent, even if it is uncomfortable.
• Take them seriously as more than a last name and a bank account. Put their time and talent to use.
• Rethink “donor engagement.” Give them tasks not tokens. Let them roll up their sleeves.
Lessons for Engaging NGDs

• Be a connector. Help them meet, learn from, and give with peers.

• Be a source of learning. Help them gain experiences/skills. Help them learn what is new.

• Facilitate conversations among generations. Help them find their place in the family story.

• Don’t wait!
Coming October 2, 2017!
How to Engage Corporate Partners through Next Gen Insights

Diane Knoepke
@DianeAtAlford

• Vice President, The Alford Group

• Corporate partnership strategist and organizational development expert

• Has counseled more than 90 nonprofits, foundations and corporations on partnership strategy, social innovation, and more

#NPOStrength
Engaging Corporate Partners through Next Gen Insights
71% of Millennials are hopeful business will take the lead to drive social and environmental change moving forward.

Source: 2017 Cone Communications CSR Study
Focus on: why and ROI
48% of board members do not believe that their fellow board members are very engaged in their work.

Source: 2015 Survey on Board of Directors of Nonprofit Organizations by Stanford GSB, Rock Center for Corporate Governance, BoardSource, and GuideStar
Focus on:
elevating service
$416
Average amount spent, per volunteer, by companies with excellent employee volunteer programs

Source: 2010 Points of Light Trends of Excellence in Employee Volunteering
Focus on:

dr. value
exchange
Questions?

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Guest Speaker Webinar Series

Diversity in Philanthropy: How to reach new demographics
Thursday, September 28 – Presented by Brenda B. Asare and Dr. Jackie Copeland-Carson, COO, Catholic Charities of Santa Clara County

How a Nonprofit Employee Embezzled $12 Million over 4 Years: Safeguarding your donors’ dollars and trust
Thursday, October 12 – Presented by Sharon Tiknis and Ivy Walker, CEO, Helios Digital Learning

Best Practices for Donor Recognition in 21st Century Philanthropy
Thursday, October 26 – Presented by Amy Hines and Karen Rotko-Wynn, CFRE