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Age is Just a Number: Using Generational Behaviors to Boost Your Impact

Melissa Derrick Adair, VP Product Management, Fundraising

Who Am I?



Melissa Derrick Adair

VP Product Management, Fundraising
20+ years at RNL
20+ years of Annual Giving



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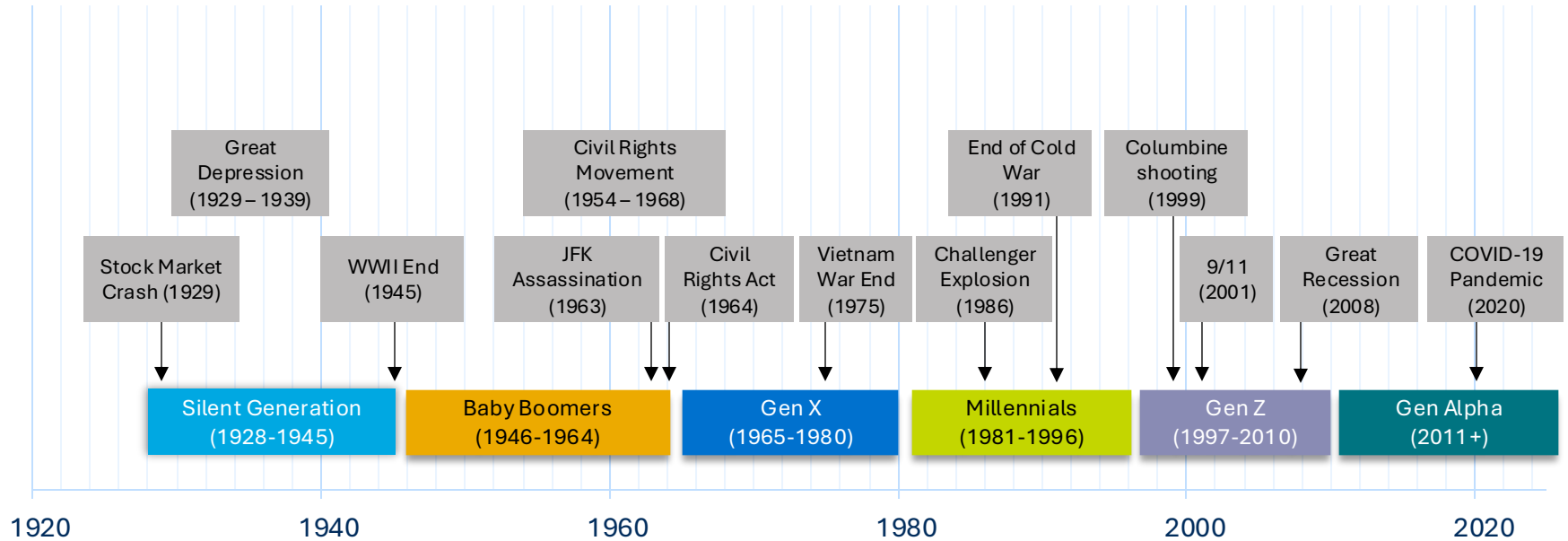


Understanding the Generations



Understanding the Generations

Impact of World Events



Understanding the Generations

Silent Generation (1928 – 1945)

- Came of age during the Great Depression and World War II
- Key Characteristics
 - Hard-working and dependable
 - Respectful of authority
 - Loyal
- Cautious – especially with money
- Excited by Technology, but slow to adopt



Understanding the Generations

Baby Boomers (1946 - 1964)

- Came of age during the civil rights movement and Vietnam War
- Key Characteristics
 - Value professional achievement
 - Self-reliant
 - Question authority
- Internet activity focuses on consuming content
- More likely to “share” on social media



Understanding the Generations

Gen X (1965 - 1980)

- Came of age during times of societal division with impact of Civil Rights, Vietnam War and Watergate scandal.
- Key Characteristics
 - Entrepreneurial
 - Independent
 - Work Hard, Play Hard
- Early users of modern technology (personal computer, cell phone, internet, social media) but still remember life without them.
- Internet activity focuses on connections with smaller groups and information gathering.



Understanding the Generations

Millennials (1981 - 1996)

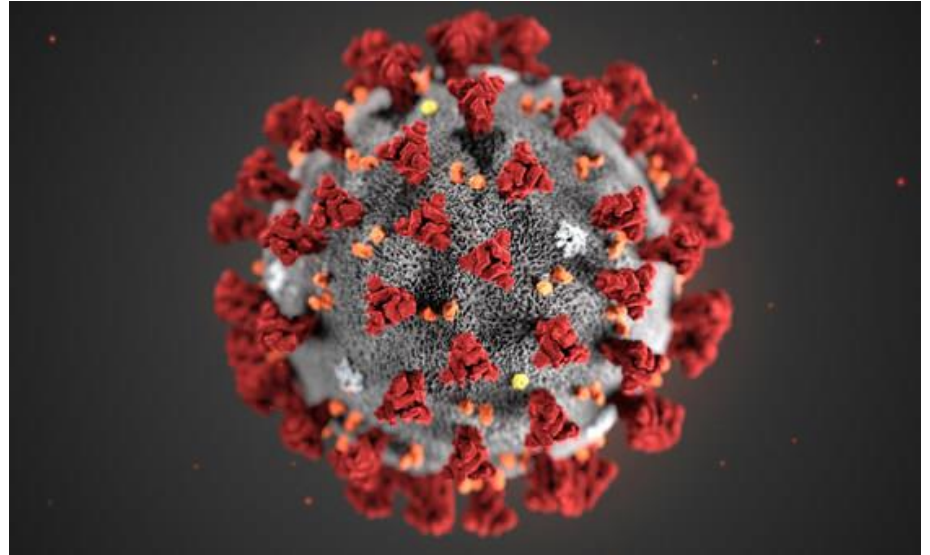
- Came of age during rise in gun violence and terrorism events like school shootings and 9/11.
- Key Characteristics
 - Confident
 - Seek recognition and approval
 - Transparent
- Entry to workforce impacted by Recession of 2008.
- Early adopters of social media and sharing services like Airbnb & Uber.



Understanding the Generations

Gen Z (1997 - 2010)

- Shaped by 9/11 and Great Recession of 2008. Defined by COVID Pandemic.
- Key Characteristics
 - Self-Reliant
 - Pragmatic and financially-minded
 - Values flexibility and authenticity
- Prefers in-person interactions.
- Digital natives, never experienced life without smartphones, tablets and social media.
- Driver in trends like short-form video and widespread use of instant messaging.



Generational Trends



Generational Trends

How Generations Donate

Silent

- Very loyal to specific organizations who align with their values
- Appreciate personal interactions and connections

Baby Boomers

- Feel a sense of responsibility to give back
- Likely to attend in-person events
- Embrace content like e-newsletters

Gen X

- Loyal to the organizations they support
- Be careful not to overcommunicate or over solicitate

Millennials

- Appreciate transparency
- 40% of donors do so through a sustaining gift
- More likely to engage through social media and online platforms

Gen Z

- Value authenticity, diversity and inclusivity
- Appreciate personal interactions and connections
- Active volunteers in their communities

Generational Trends

Encourage Gen Z Involvement through Crowdfunding

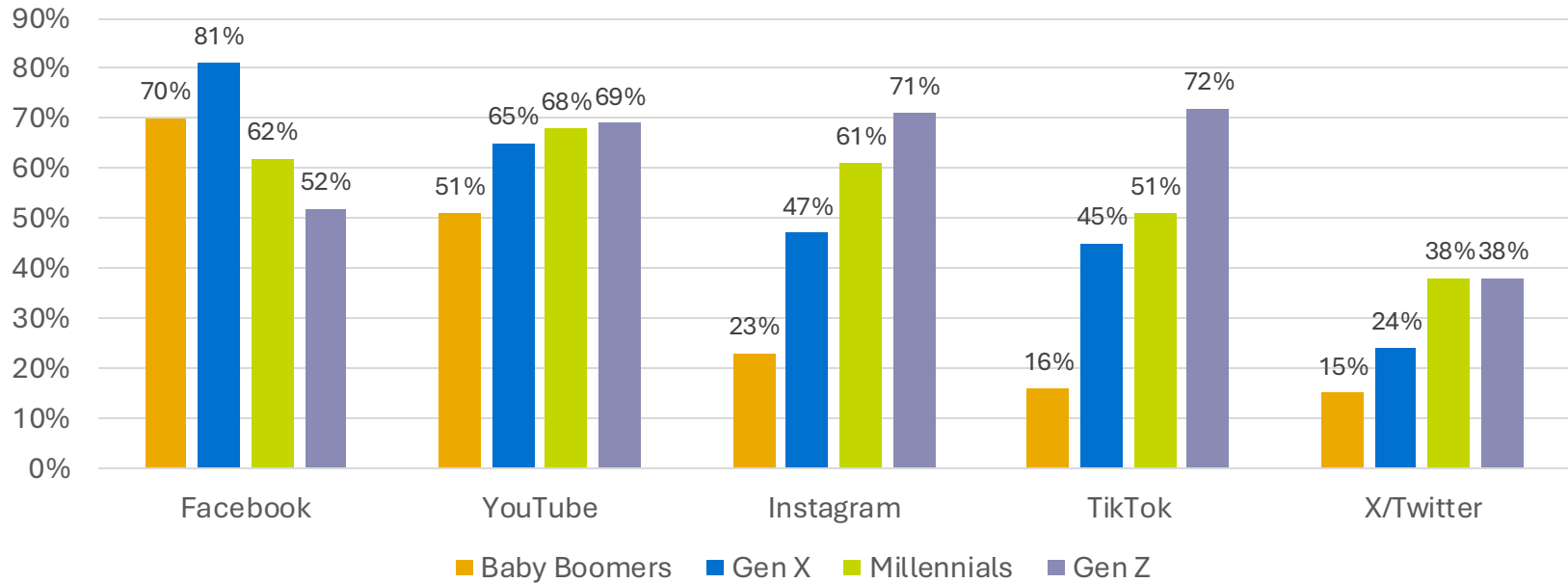


\$2,962

68

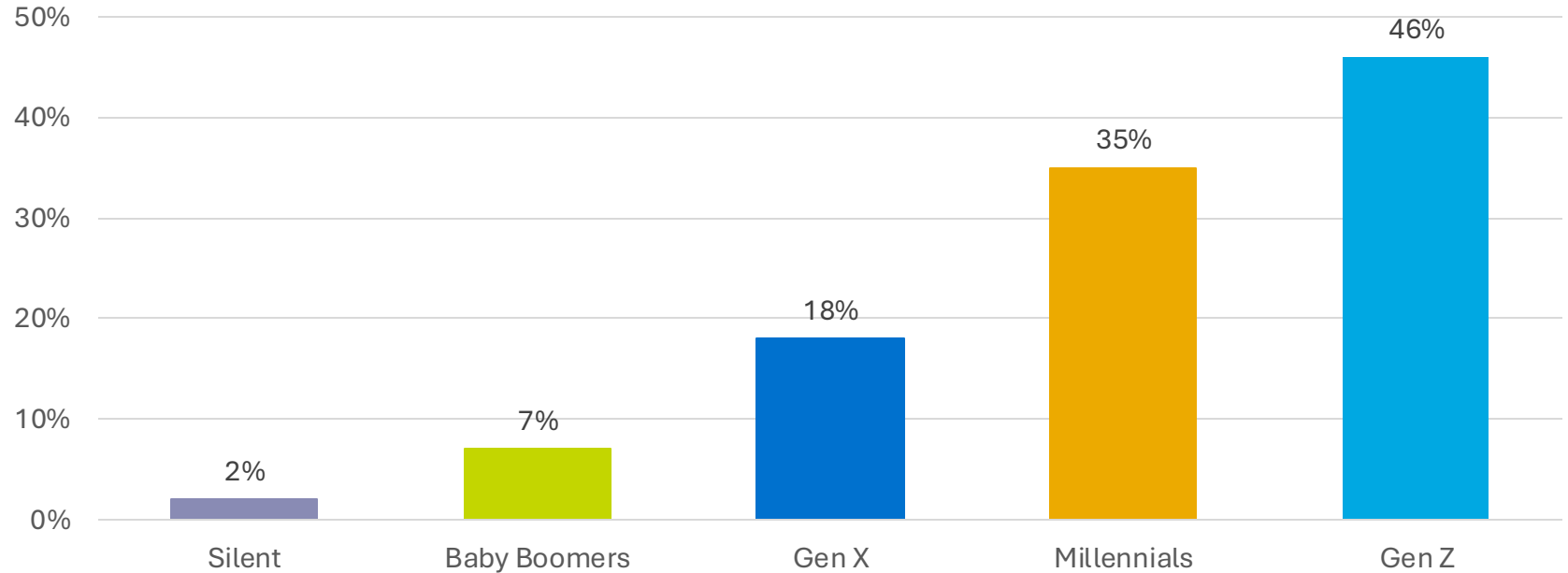
Generational Trends

Social Media Platform Use by Generation



Generational Trends

Use of Social Media as a Search Engine



Generational Trends in Future Donors



Myth or Fact:

Gen Z doesn't talk on the phone

Case Study: Future Donors

Engagement Center Outreach by Generation



274,542

Alumni Future Donors
attempted

4 Large, Public Research
institutions



5,199

Hours of outreach through
the engagement center

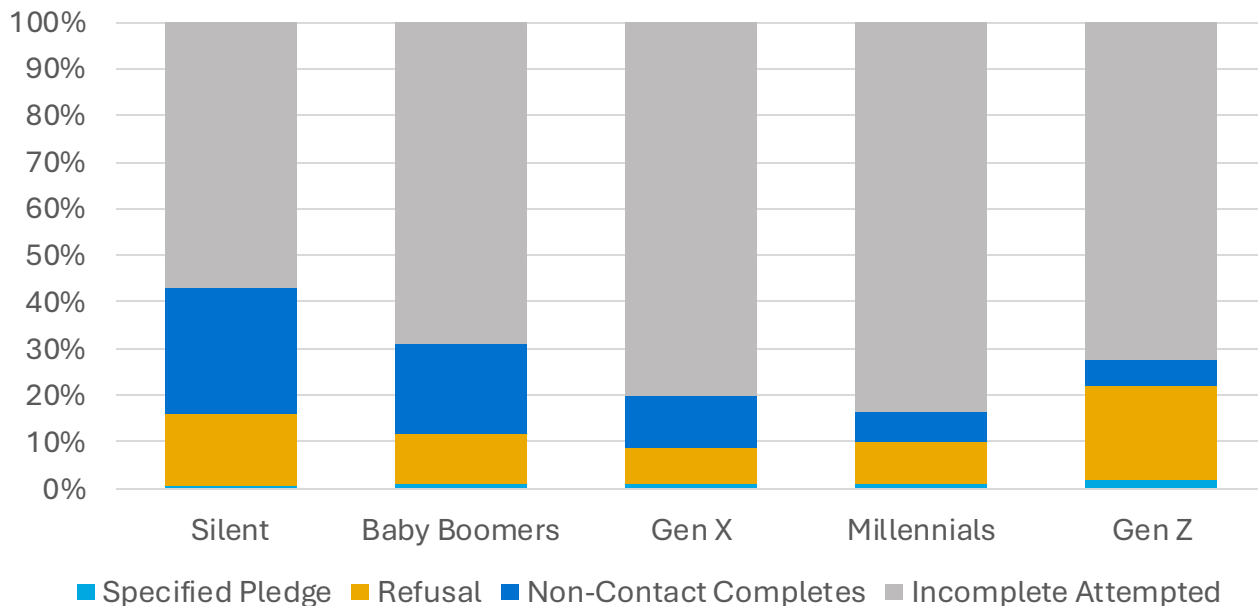


668,697

RNL Engage attempts
(2.44 average per record)

Case Study: Future Donors

Truth: Gen Z does answer the phone

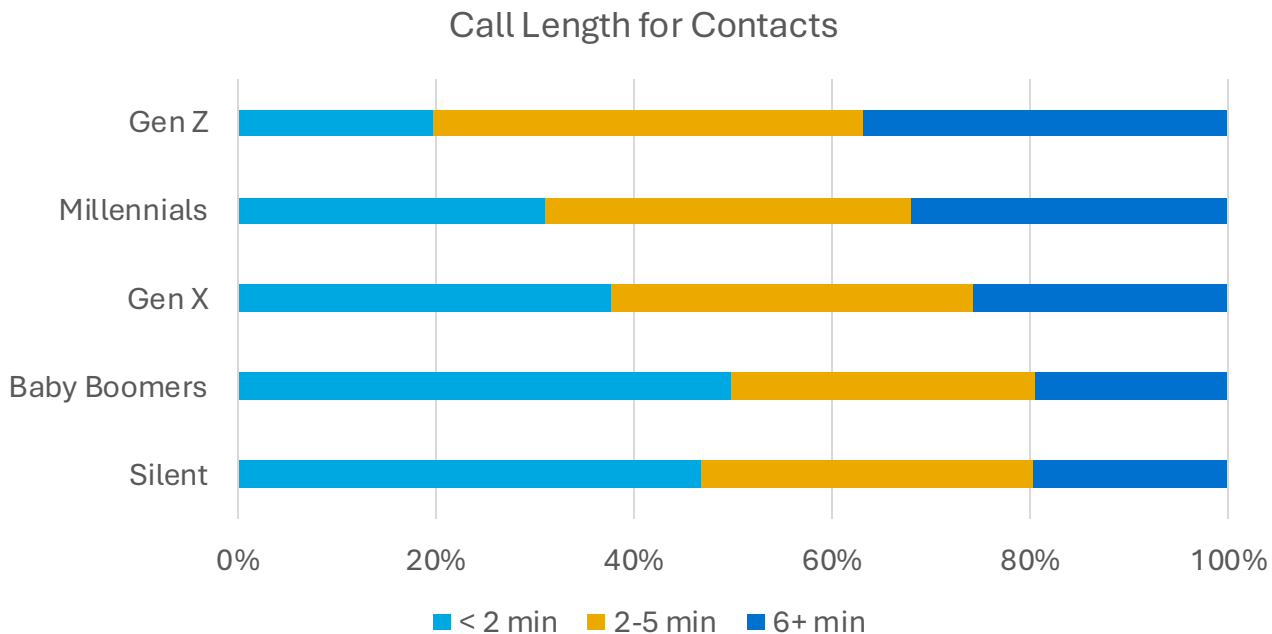


Gen Z was the most likely to have a phone conversation.

22% of Gen Z attempted records resulted in a conversation about giving.

Case Study: Future Donors

Truth: Gen Z does talk on the phone



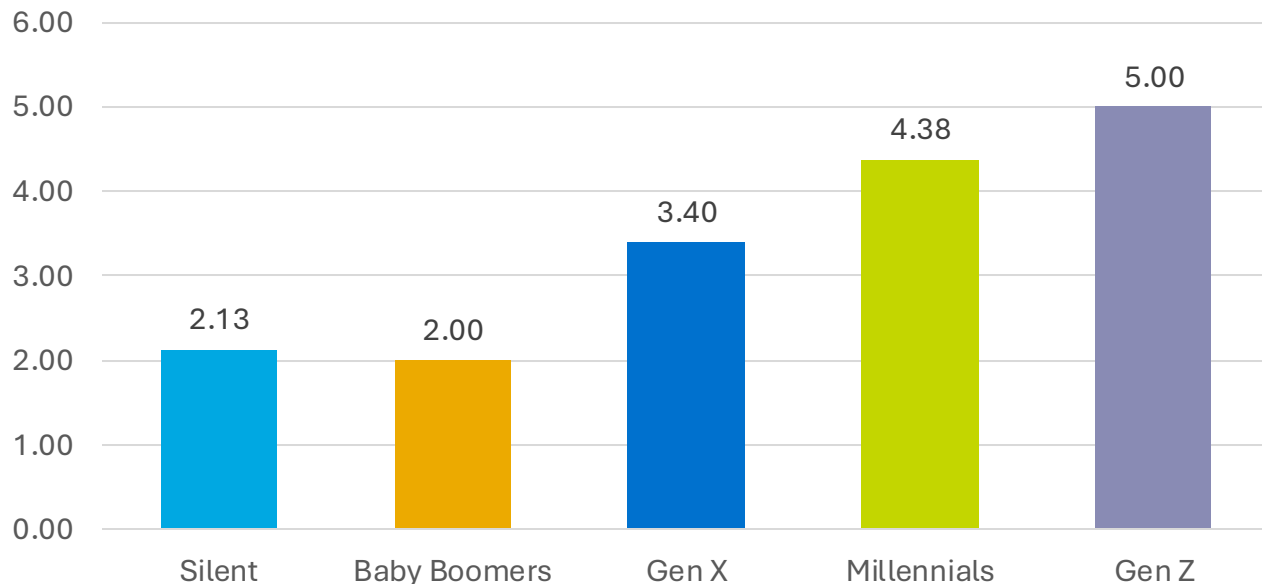
Younger Generations have longer talk time.

Gen Z had 80% of its conversations about giving lasting more than 2 minutes.

Case Study: Future Donors

Truth: Gen Z does talk on the phone

Median Call Length for Contacts



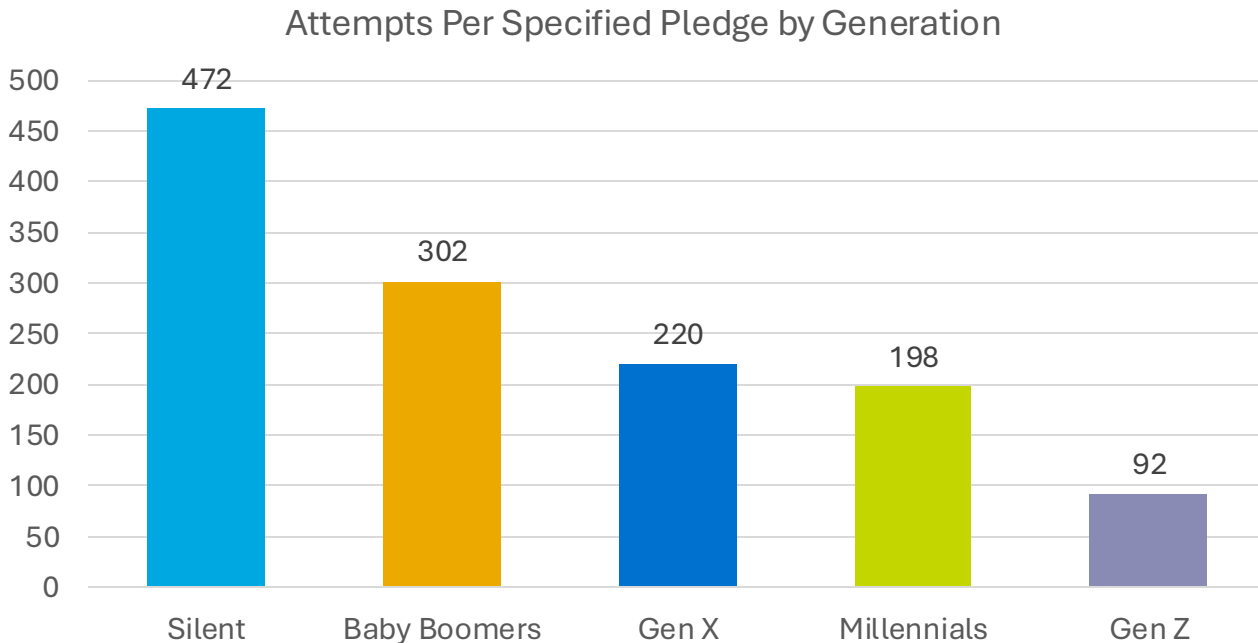
Younger Generations have longer talk time.

Millennial and Gen Z median talk times were more than double the Silent and Baby Boomers.

Longer conversations are a sign of an engaged call, allowing for more rapport building and case for support.

Case Study: Future Donors

Truth: Gen Z does pick-up the phone

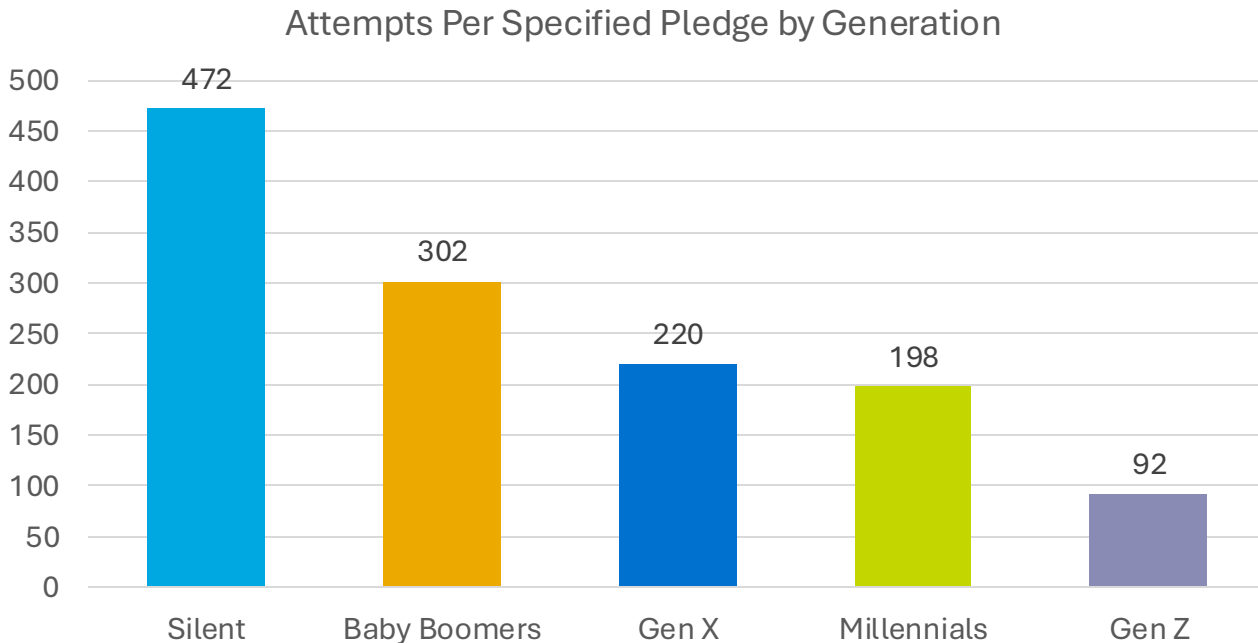


Gen Z required the least dials to capture a specified pledge.

Gen Z had the highest pick-up rate on the first attempt (63%).

Case Study: Future Donors

Truth: Gen Z does pick-up the phone



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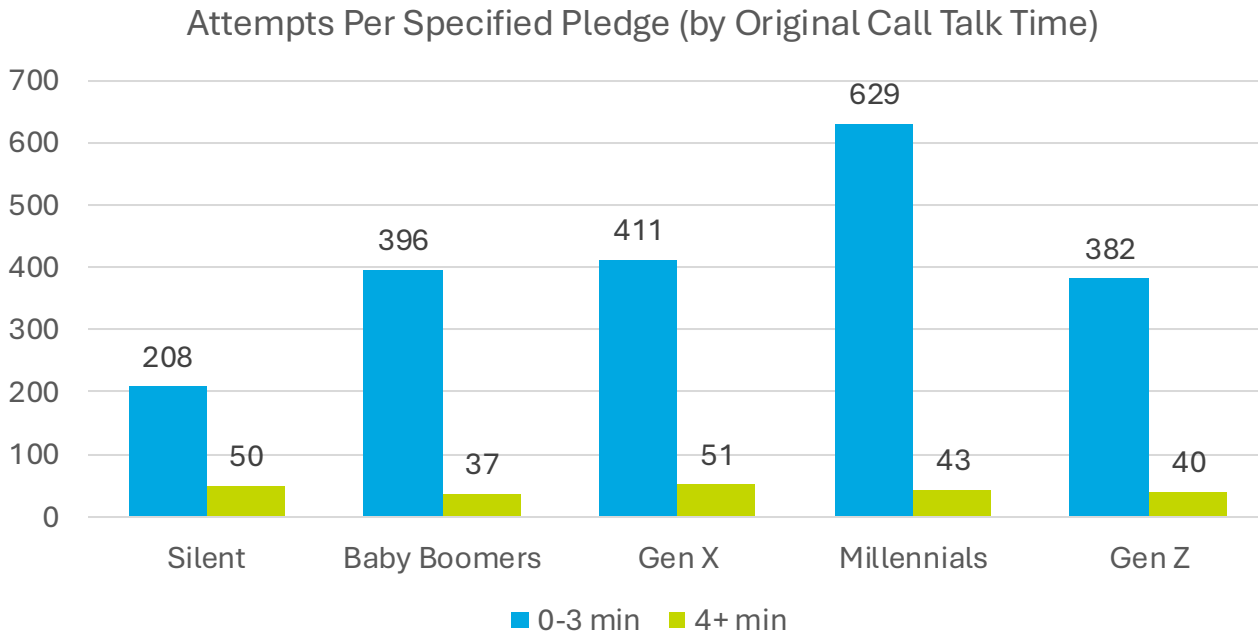


Myth or Fact:

A Refusal Is Forever

Case Study: Future Donors

False: A “no” today may be a future “yes”



No Pledges with longer talk times are more likely to result in a future specified pledge.

Refusal calls were **10X more likely** to result in a specified pledge when the *original* call (in Future Donors) lasted 4 or more minutes.

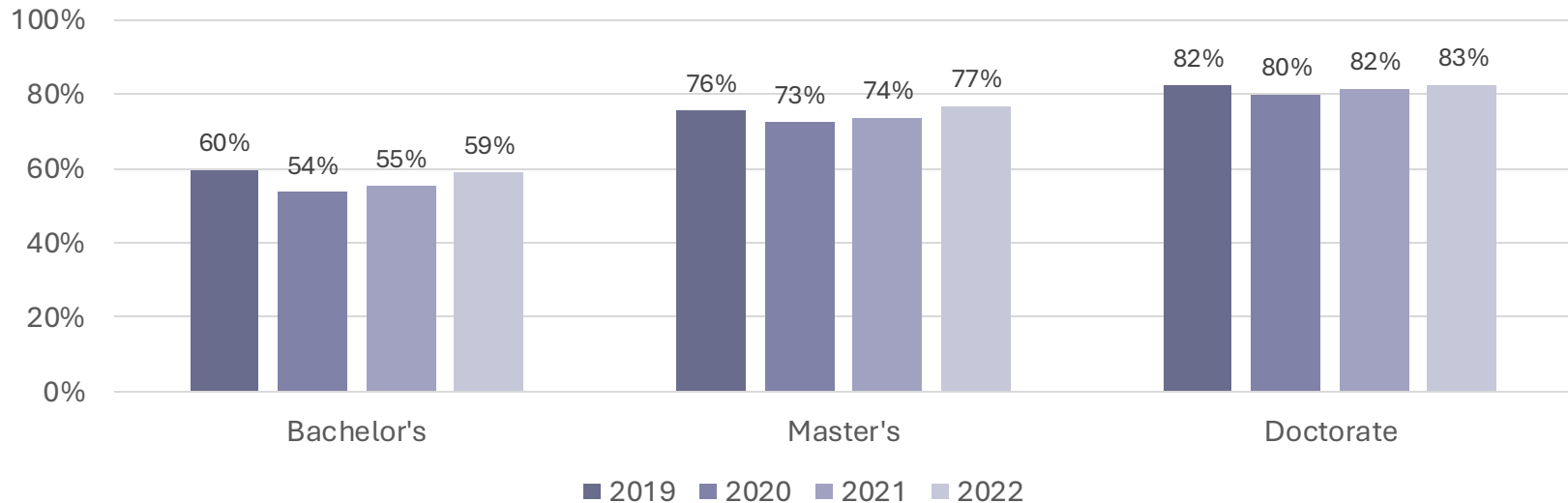
The COVID Graduates



The COVID Graduates

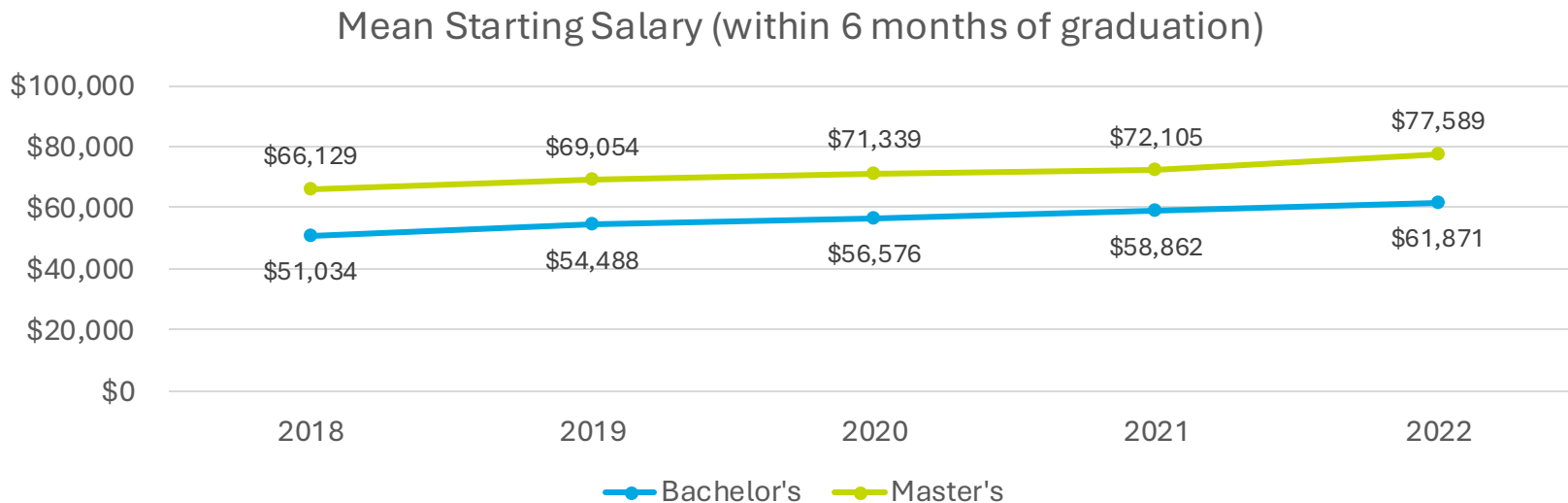
NACE First-Destination Insights: Employment

Standard Full-Time Employment within 6 months of graduation



The COVID Graduates

NACE First-Destination Insights: Starting Salary



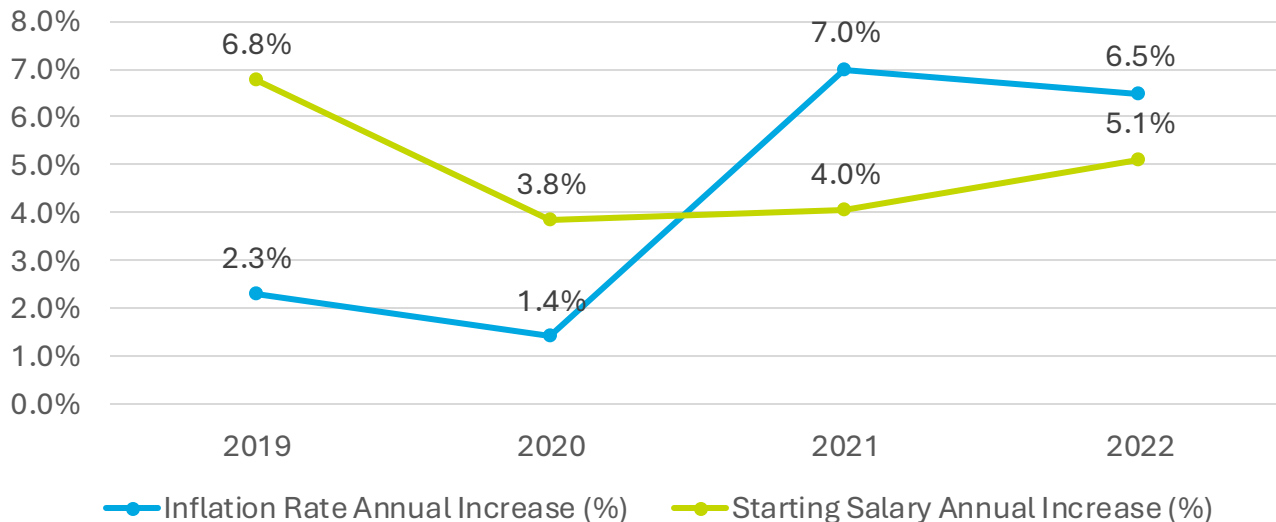
Source: NACE First Destinations for the College Class of 2018 - 2022 (December 2023)

Starting Salary for New Graduates Increasing Annually

The COVID Graduates

NACE First-Destination Insights: Salaries & Inflation

Annual Inflation vs Mean Starting Salary Increase
(Bachelor's Degree)



Source: NACE First Destinations for the College Class of 2018 - 2022 (December 2023)

Starting Salary for New Graduates Not Pacing with Inflation

Adjusted for Inflation, Mean Starting Salary (Bachelor's) *decreased* for each of the past 2 graduating years.

The 2022 new graduate salary is 1.8% less than the adjusted 2019 salary.

**What does this mean for
you?**



Cultivate

Develop Your Relationship with Younger Donors



EDUCATE

SHOW THE IMPACT OF GIVING WHILE STUDENTS ARE STILL ON CAMPUS.
USE AN OMNICHANNEL APPROACH TO PROVIDE THE “WHY” IN CHANNELS THE PROSPECTS USE.



INVOLVE

INVITE GEN Z TO BE CROWDFUNDING AMBASSADORS
HAVE MENTEE/MENTOR OPPORTUNITIES FOR ALUMNI

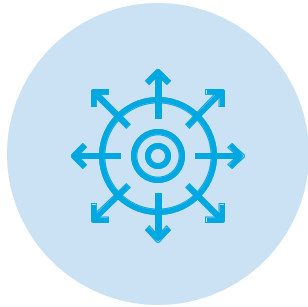


ENGAGE

DO MORE THAN JUST ASK FOR MONEY
TRULY BUILD RAPPORT AND RELATIONSHIPS WITH PROSPECTS

Strategy

Be Smart About Your Outreach



SHARE

ENSURE THE IMPACT GIVING HAS ON YOUR ORGANIZATION IS AVAILABLE WHEREVER THEY MAY LOOK FOR IT



TIMING

MAXIMIZE THE IMPACT OF EARLY PHONE ATTEMPTS WITH SMART TIMING AND CALL TO ACTION



BEST ASK

INCLUDE SUSTAINING ASKS
CONSIDER LOWER ASK LADDERS TO ENCOURAGE PARTICIPATION WITH THE YOUNGER GENERATIONS

Questions?



Thank You!



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