



School of Stewardship

Developing Holy Generosity in the Modern Church
Stewardship Ministries, Church of the Nazarene

Understanding Generational Giving Trends

Presenter

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VARIATIONS ON PHILANTHROPY

Philanthropy:
Love for mankind

Main Entry: phil•an•throp•ic
Pronunciation: "fi-&n"thra-pik
Variant(s): also phil•an•throp•i•cal
/pi-k&l/
Function: adjective
1: of, relating to, or characterized by philanthropy : HUMANITARIAN
2: dispensing or receiving aid from funds set aside for humanitarian purposes
- phil•an•throp•i•cal•ly /-pi-k(&-)IE/ adverb







GENERATIONAL DISTINCTIONS

- War Generation
- Baby Boomers
- Generation X
- Millennials





Understanding Generational Giving Trends

PEOPLE LIKE ME	PEOPLE NOT LIKE ME
<ul style="list-style-type: none">• Modern• Traditional Media	<ul style="list-style-type: none">• Post Modern• Social Media
	



PEOPLE LIKE ME	PEOPLE NOT LIKE ME
<ul style="list-style-type: none">• Understand words like "chalk board" and "pencil"	<ul style="list-style-type: none">• Understand words like "magic mouse" and "touch-screen"
	
<ul style="list-style-type: none">• Take pride in theological rigidity	<ul style="list-style-type: none">• Theologically flexible

PEOPLE LIKE ME	PEOPLE NOT LIKE ME
<ul style="list-style-type: none">• Respect tradition, but don't "get" liturgy• Understand holiness as purity• Are stepping out of leadership	<ul style="list-style-type: none">• Repel tradition, yet embraces liturgy• Understand holiness as love• Are stepping into leadership
	

Understanding Generational Giving Trends

PEOPLE LIKE ME	PEOPLE NOT LIKE ME
<ul style="list-style-type: none">• Give generously! 	<ul style="list-style-type: none">• Give generously! 
<ul style="list-style-type: none">• Give institutionally• Are motivated to give "distant" rather than "local"	<ul style="list-style-type: none">• Give discretionally• Are motivated by need and connectivity

PEOPLE LIKE ME	PEOPLE NOT LIKE ME
<ul style="list-style-type: none">• Feel complete after giving• Write a check, put it in an envelope, get a stamp, etc.• Want to give so someone else can make a difference in the world 	<ul style="list-style-type: none">• Want to stay involved in a cause• Can't remember whether or not they have checks• Want to make a difference in the world themselves 

PEOPLE LIKE ME	PEOPLE NOT LIKE ME
<ul style="list-style-type: none">• Want to leave a legacy when they're gone. 	<ul style="list-style-type: none">• Want to leave their mark on the world <i>now</i>.  <p><small>Image via occupythegame.com</small></p>

THE NEW GENERATION OF GIVERS

- The new generation is skeptical.
- The new generation needs to see the results of their gift.
- The new generation is generous.
- The new generation cares about integrity like lenders care about credit checks.



THE NEW GENERATION OF VOLUNTEERS

- Volunteerism and giving are connected.
- Now is the time to cultivate *advocates* rather than just *donors*.



WHY GIVERS GO

- 90% of new donors are lost to non-profits within the first 18 months.
- The number one reason donors leave? *Indifference*.
- Young givers ask "Why?" and check-out if they don't get answers

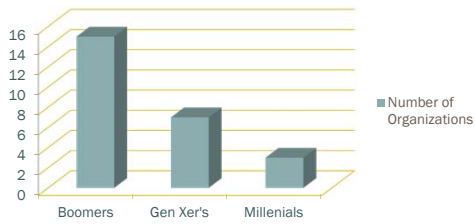


WHY THEY GIVE

- It isn't about money. It's about relationship.
- The mission gets people on the boat. Vision keeps them there.



WHO GIVES WHAT?



THINK LEGACY

- The older a member gets, the less likely they are to include the church in their will.
- Opportunities
 - Estate Gifts
 - Endowments
 - Non-Cash



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