

The Next Generation of Supporters



Australian Research Study




More Strategic

More Strategic is Australia's leading fundraising, research and experience management consultancy specialising in insight-driven strategies for not-for-profits.

Together
we can make
an Impact

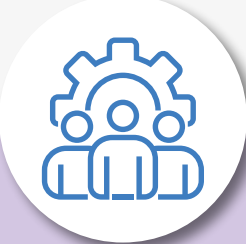


More Strategic has conducted research on behalf of many of Australia's largest and most respected charities. We have a particular passion for collaborative research that is beneficial to the whole charity sector.




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- ▶ Program strategies
- ▶ Practice audits
- ▶ Predictive modelling
- ▶ Benchmarking
- ▶ Analysis



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- ▶ Supporter experience evaluation
- ▶ Fast feedback surveys
- ▶ Journey design



Marketing & Research

- ▶ Brand and proposition development
- ▶ Supporter and public research
- ▶ Collaborative sector research



Money and Meaning



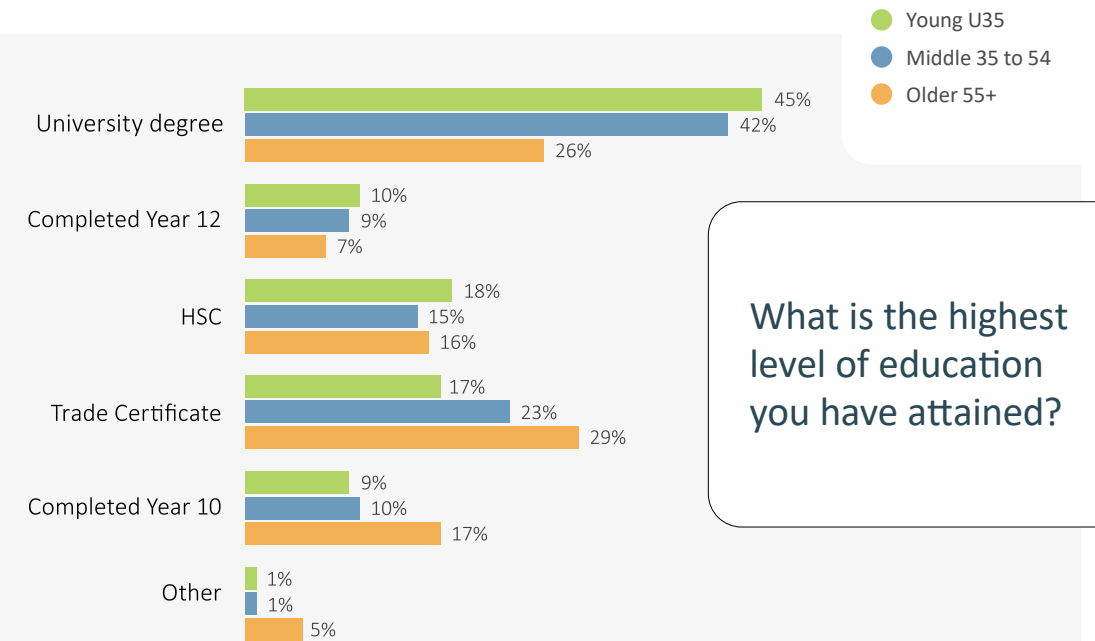
Summary

- ▶ Young people are better educated than their older peers, and we need to ensure altruism is prominent throughout their education.
- ▶ Young people are less likely to say they have adopted their parents' values, but those who have done so give more. We need to help parents share their values through giving to establish good giving habits early.
- ▶ Young people face greater instability in their lives and less capacity to give. We need to engage with them in different ways and measure their contribution to our mission through their lifetime impact rather than just how much they give or raise.
- ▶ Money plays a slightly different role in the lives of young people, with greater emphasis on freedom, fun and achievement. As their social networks change after study, fundraising events can help deliver their need for connection, belonging and meaningful experiences.
- ▶ Younger people are actively saving, living to a budget and less likely to say the purpose of money is to help others. We need to set social norms and realistic goals for giving and tie these to their growing independence.
- ▶ Younger people are more financially optimistic, more willing to give more, and less likely to say they are financially stretched. They have favourable attitudes, limited capacity but giving is a relatively low priority. We need to elevate the importance of giving.
- ▶ Young people matter. They are our future. They are passionate, hopeful and influential. As not-for-profits, we should start our relationships early, on their terms, in their places and engage them with shared purpose.

“ We need a longer term and broader view of how they help change the world.”

Build long term relationships with students

How well-educated people are impacts their propensity to engage with good causes and make donations.



What is the highest level of education you have attained?

Insights

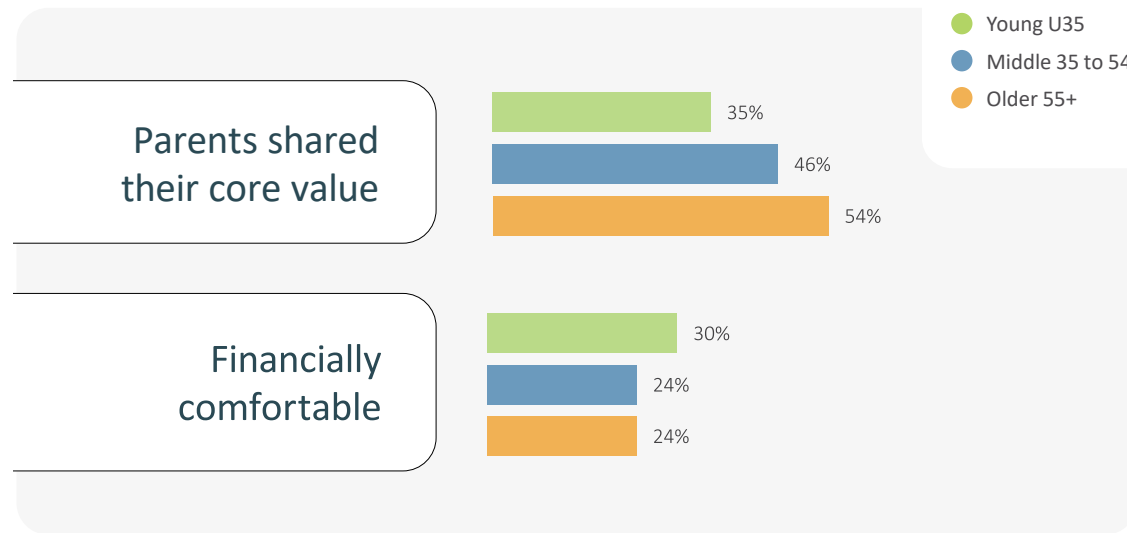
- ▶ Younger people are better educated, being almost twice as likely to hold a University degree when compared to those that are over 55.
- ▶ Of the public under 35 who say they have donated in the past 12 months, 50% have a degree compared to 41% who have not donated.
- ▶ Current charitable donors under 35 are even more likely to have a degree than the public under 35, with two-thirds holding a degree.

Many studies have revealed the strong link between education and giving, but will this continue now that higher education is more prevalent? Maintaining a strong culture of fundraising, giving and altruism through the school years may help encourage subsequent giving. This is especially powerful through experiences that drive empathy, such as World's Greatest Shave, 40 Hour Famine or Ration Challenge. However, the fundraising presence at Australian Universities is far less prominent than in some other countries, where it is a training ground for future fundraisers through "rag" activities.

Upbringing

How people grew up, the values their parents shared and whether they gave shapes giving behaviours.

Help parents share their values through their giving



Insights

- ▶ Compared to the over 55's, young people are more likely to say they grew up in comfort.
- ▶ Young people are less likely to say they live by core values that their parents shared with them.
- ▶ Those that say they grew up in comfort donate more.
- ▶ Across all ages those that say they adopted their parents' values donate more.
- ▶ Young people are less likely to say their parents were good role models.

The research suggests that young people reflect more on their parents' values and role modelling when they become parents themselves. Not-for-profits can help parents to both share their values and be good role models through their donations.

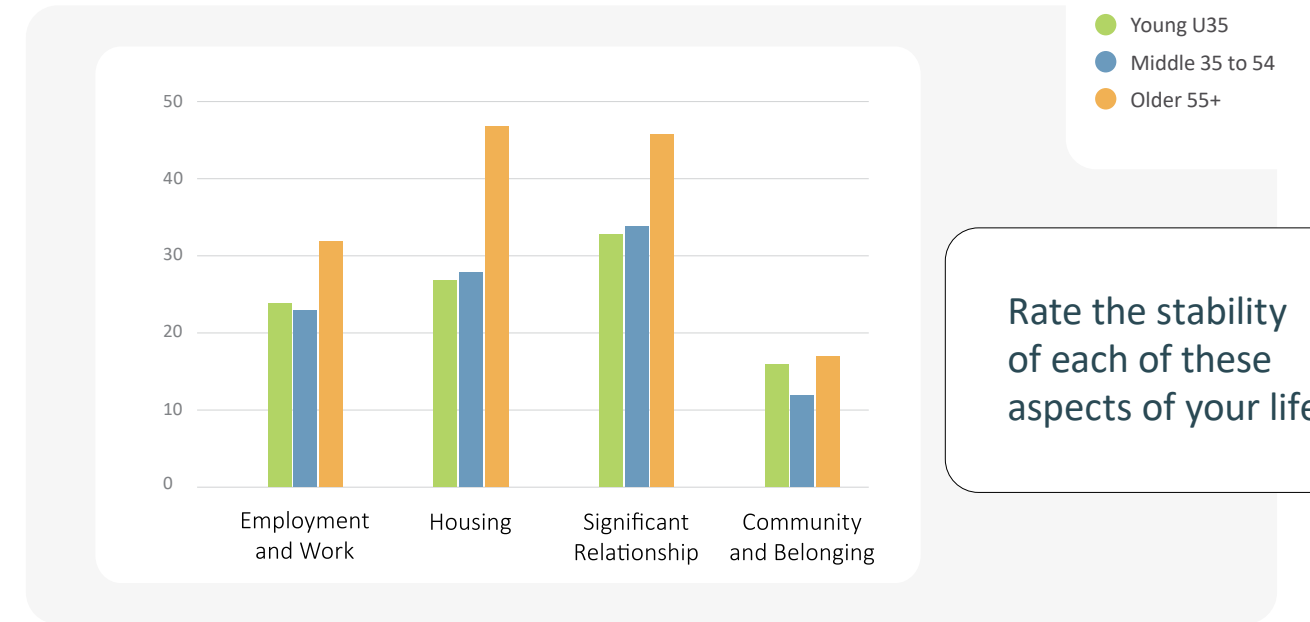
Child sponsorship programs have been a powerful vehicle for sharing values, but we need to find other ways to bring giving into family life, especially with older children in their 20s. With one in three young people still relying on their parents financially, there may be a strong direct role for parents to play in helping develop good giving habits. Perhaps giving is another "adulthood" moment, where young people express their independence by committing to giving.

“Young people who live by core values they adopted from their parents and grew up in financial comfort give more.”

Measure and grow lifetime impact rather than value

Instability

Young people may face greater challenges when contemplating giving if they are not secure in their home, work or relationships.



Rate the stability of each of these aspects of your life

Insights

- ▶ Young people, indeed those under 55, have less stability in their employment, housing, relationships and family life.
- ▶ Young people who report greater stability donate more.
- ▶ Social connection and belonging become less stable for the 30-35's than the 19-24's.

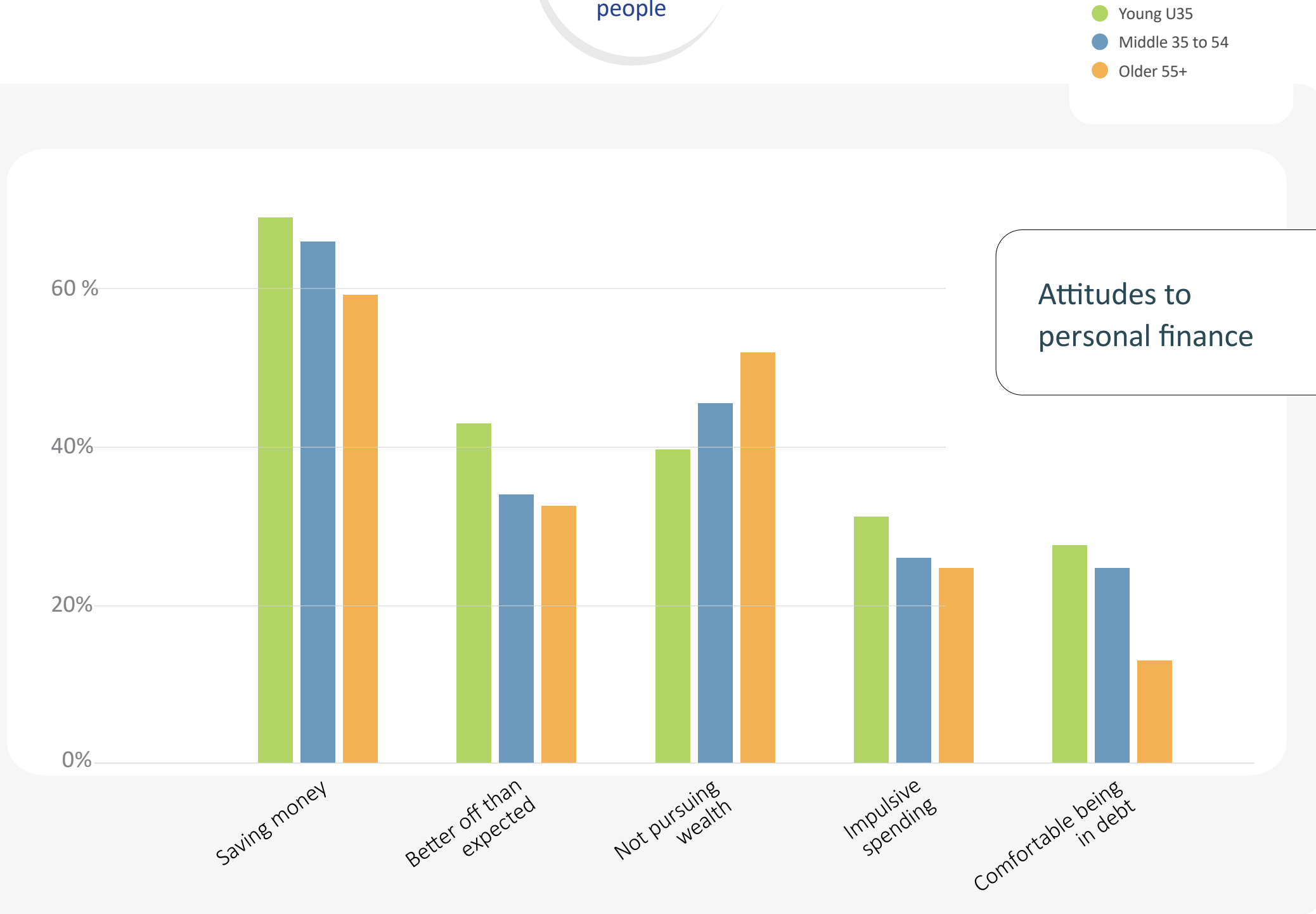
“Stability is a precursor to giving.”

Housing affordability is the second greatest concern for young people, and the current rental and housing market may negatively impact their perceived ability to give. We need to understand not just their age but their situation, and engage young people in supporting causes in the most appropriate way for them. For younger people, this may be through participation in events, micro-volunteering or social advocacy rather than money. As not-for-profits, we need to set goals and measure lifetime impact, not just lifetime value. Young people can contribute, but not all will be able to afford to.

Financial Situation

The level of discretionary income, personal needs and beliefs about their financial situation influences how people connect with causes.

Normalise giving by young people



Insights

- ▶ Young people think they are better off than they expected to be at this stage of their lives.
- ▶ Young people are more comfortable being in debt.
- ▶ Young people are as likely as others to budget but less likely to have to think about what they spend.
- ▶ Older people are less likely to pursue wealth.
- ▶ Young donors are more likely to say better off than expected, don't have to think too much about what they spend, have a budget they try to stick to, wealth is not their pursuit, expect to be better off than their parents, are comfortable in debt and saving money.

” Not-for-profits need to get in the budget.“

Not-for-profits need to get in the budget and be seen as an essential expense that sits alongside their personal savings plan – what else do they want to save? The world? The mental health of their friends?

Not-for-profits may need to work with 'influencers' to ensure giving is visible, respected and expected. There are few social norms around giving as, for many, especially older people, it is a very private act.

However, younger people are more comfortable sharing their giving. Could the charity sector set some aspirational but realistic goals, for example donate 1% of your annual salary for every decade of your life?

The Purpose of Money

The relationship people have with money – its purpose, influences how they use it.

Bring the joy of giving to life

Attitudes towards having more money



Insights

- ▶ The purpose of money shifts from freedom, fun and achievement to protection, purchases and providing for others as people age.
- ▶ The youngest group (19-24) are even more orientated towards freedom and happiness.
- ▶ The role of money in helping others increases with age (but is still modest).
- ▶ Donors (whether actual or reported) are much more likely to see the purpose of money as helping others.

” Understand people’s attitudes to money, not just how much they have.”

Other studies have shown that higher value donors are much less likely to say they pursued wealth, and that their financial good fortune was the by-product of education, luck or wise choices.

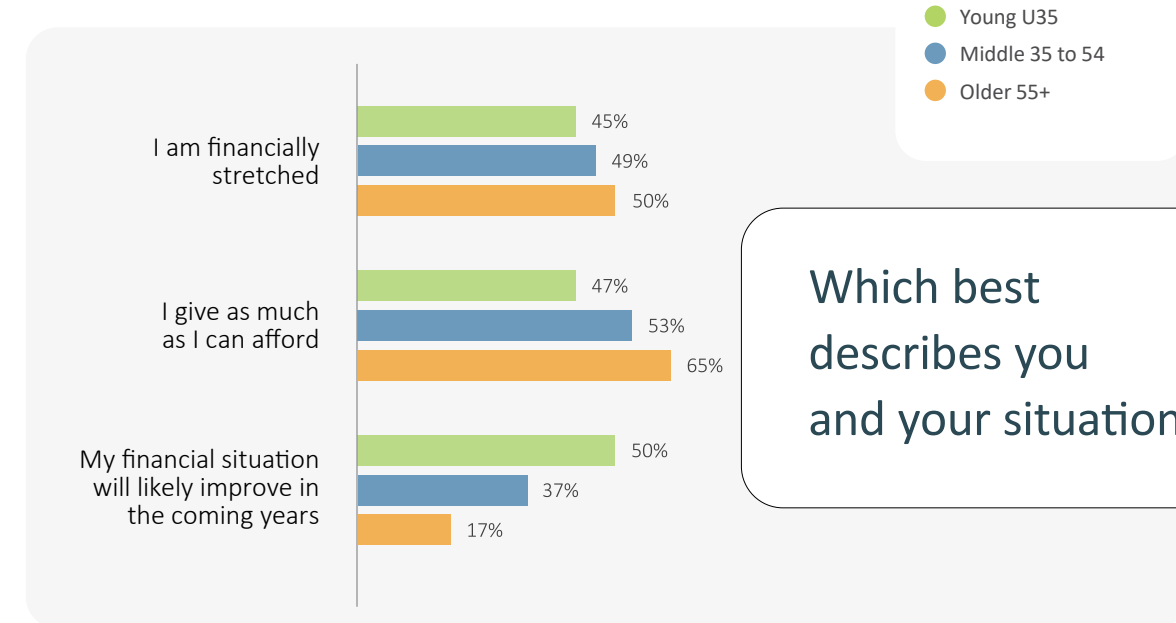
Young people are suitably hedonistic and more likely to be using money for life experiences and enjoyment. Fundraising events and giving can play an important role in fulfilling these needs. Although only 15% of young people see the purpose of more money as helping others, they rate giving directly to an individual as just as effective as donating to a charity, whereas the over 55’s see charity as a much more effective way of helping.

As not-for-profits we need to make a compelling case to younger people for the value we add to the process of helping people: assessing need, equity, expertise, effectiveness, accountability and reporting of impact.

Financial beliefs

How people feel about their financial situation influences giving.

Elevate the importance of giving



Which best describes you and your situation?

Insights

- ▶ Older respondents are much less financially optimistic and least likely to say they could give more (though they are, from other studies, more financially comfortable).
- ▶ Younger donors are more likely to say they are giving as much as they can afford (especially if they make regular gifts).

Younger people have a better disposition to give, but less capacity. In part, this is about competing priorities as we have seen above, but there are ways not-for-profits can tap into the financial optimism and still engage younger people.

Behavioural science has shown the power of temporal discounting – people value money in the future less than money today and precommitment – people are more likely to act on a stated intention. These could be combined to invite young people to pledge to give (or increase gifts) when their financial situation improves (such as a pay rise, tax rebate or even birthday).

Influencing



Summary

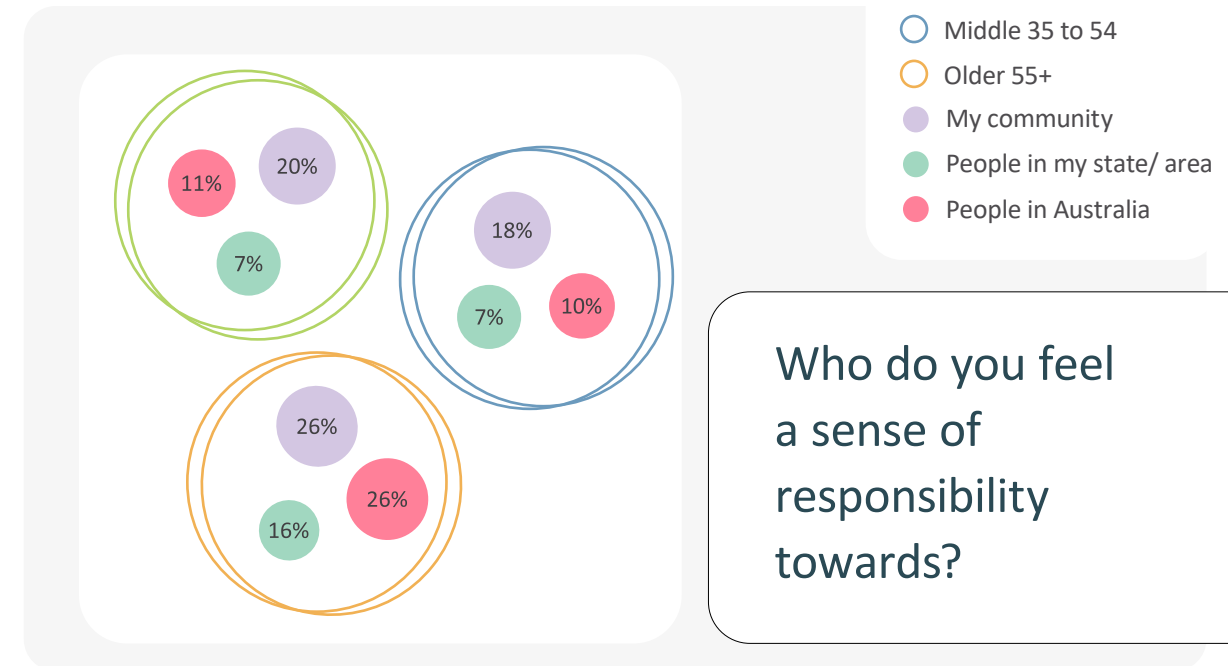
- ▶ State-based identities are not as important to younger people; they are digital, global natives.
- ▶ Build community connections at a local level for younger supporters who crave a sense of belonging and purpose.
- ▶ Younger people believe they are more influential, especially with their social media friends. Not-for-profits should harness this to influence not only giving but to offer support and help people deliver on the mission.
- ▶ Older supporters are more skeptical about their own influence, including through giving. Not-for-profits must provide reassurance that their donations really are helping solve the issues they care about. Other research has shown that older donors feel overwhelmed by the number of requests and feel impotent – that they can never satisfy the charities and their ‘rapacious requests’. We must rebalance the ask–impact equation for many.
- ▶ People think they can influence not-for-profits to the same extent they can influence government – not that much! We need to listen more, let donors contribute in different ways and show how we are responsive to their needs. We are not in the type of relationship with our supporters we like to think we are.
- ▶ Most people believe supporting an organisation helps address the issues they are concerned about; however, the majority say they do so “a little” rather than a “great deal”. Older supporters, who make up the core of most charity databases, score almost all issues lower than their younger counterparts.
- ▶ As a sector, we need to be more inclusive of donors, demonstrate impact and engage younger people to use their influence for good.

“ We must engage younger people to use their influence for good.”

Strengthen community connections

Responsibility

Who people feel a sense of responsibility towards influences the causes and not-for-profits they support.



Who do you feel a sense of responsibility towards?

Insights

- ▶ Older respondents were twice as likely to say they feel a responsibility towards people in their State.
- ▶ Older respondents scored highest for responsibility towards their Community.
- ▶ Older respondents also have the highest sense of responsibility towards Australians.
- ▶ Younger donors had a higher sense of responsibility than younger non-donors towards their community, State and Australians.
- ▶ Younger charity supporters had a higher sense of responsibility to others than the younger public respondents.

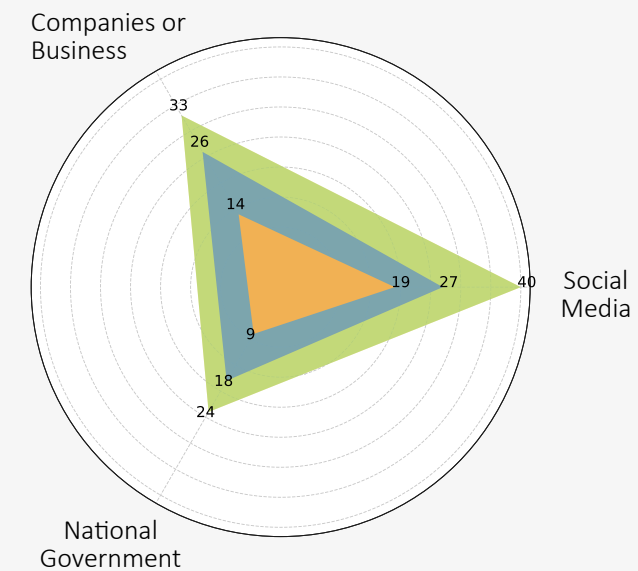
Our definition of a fundraising proposition is to address “I must give now”. The first element, “I”, is about having a sense of responsibility for the issue or audience impacted. The results support the notion that there is a correlation between a sense of responsibility for others and being a donor. Whilst most people feel responsible for their family networks, we see significant differences between age groups around their sense of geographic responsibility, especially between the over 55’s and younger respondents. Younger respondents appear more itinerant, with fewer roots, a greater “digital self,” and a more global outlook than their older peers. Given the importance of feeling a sense of belonging to this audience there is a role for not-for-profits to play in strengthening community relationships above State identity.

Influencing others

How people think they can influence others, their sense of agency, impacts giving.

Balance need and impact

- Young U35
- Middle 35 to 54
- Older 55+



To what extent do you feel you can influence the behavior, opinions, choices and decisions of the following groups?

Insights

- ▶ Younger respondents felt more influential in every category: family; social media; business; government, and not-for-profit.
- ▶ 40% of younger respondents think they can influence their social media friends.
- ▶ Younger respondents were twice as likely to say they can influence their social media (and real) friends than the over 55's.
- ▶ Younger respondents were more than twice as likely to say they can influence business and government than older respondents.
- ▶ Younger donors felt significantly more influential than their non-donating peers.

“ Younger people feel more influential.”

Supporters can be agents of change, not just providers of funding. Younger respondents felt much more influential than their older peers in every category. This could be described as either naïve idealism of the young or pragmatic cynicism amongst the older audiences.

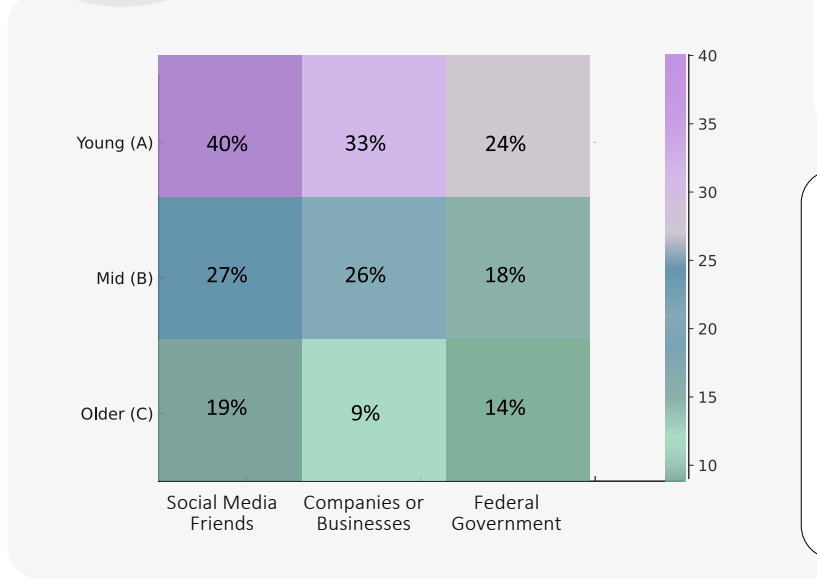
Not-for-profits need to harness the optimism of the young and provide reassurance to the older audiences that they have and should exercise the influence they still hold. Given their strong powers of influence, not-for-profits should be encouraging younger supporters to share content (especially around mental health issues) and engage their networks (beyond social fundraising / peer-to-peer), especially given the importance of extrinsic identity to this audience.

Being Influenced

How people feel they are influenced may shape how they engage.

Frame messages for receptive young people

- More
- Medium
- Less



To what extent do you feel the following groups influence your behaviour / opinions / choices / decisions?

Insights

- ▶ Less than 9% of older respondents feel strongly influenced by government, business or social media friends.
- ▶ Younger respondents are, in most cases, twice as likely to say they are influenced by others.
- ▶ The 19-24 age group were the most influenced in all categories except for by their children and local government.
- ▶ Younger donors felt more influenced in every category than their non-donating peers.
- ▶ 40% of young people believe they are influenced by their social media friends.

“ As people age the degree to which they think they are influenced by others decreases.”

Younger respondents not only feel more influential, they also feel they are being influenced more by others. This could be described as ‘open mindedness’ for the young or ‘set in their ways’ for the older group. The younger respondents see a greater exchange of influence in both directions – perhaps indicating they are more engaged, vulnerable or less dismissive. In our interviews, younger people assigned social progress to the influence of their generation, armed by social media and a broadly more tolerant attitude. Whilst family is still the greatest influence, younger people still assign great influence to social media. Few believe they are influenced by distant entities such as business or government.

Influence Balance

The net influence effect may decrease the sense of agency that people have and this may impact long-term giving.

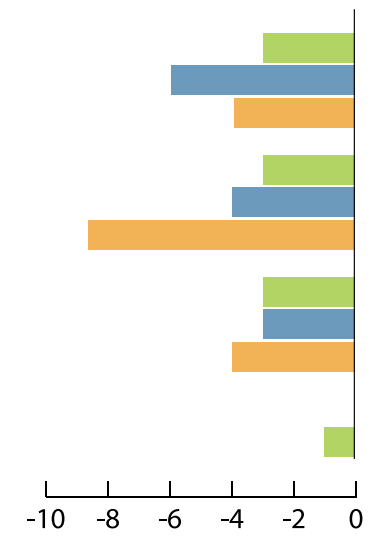
Show how you influence government

- Young U35
- Middle 35 to 54
- Older 55+



More influenced than influential

State Government
Federal Government
Local Government

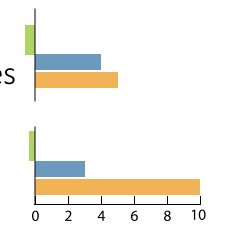


- Young U35
- Middle 35 to 54
- Older 55+



More influential than influence

Companies or Businesses
Social Media Friends



Insights

- ▶ As people age, the net ability to influence all levels of government becomes worse.
- ▶ Younger respondents had no net positive influences where their influence is greater than the influence exerted upon them.
- ▶ Younger donors greatest influence deficit was with all levels of government.
- ▶ Younger public donors had a net positive influence on their social media friends.

“ Younger people feel more influential.”

In most cases, we see there is an influence deficit – where people feel they are more influenced by others than they are influential upon others. This could be seen as encouragingly humble or somewhat powerless. The results show parents’ strength in shaping everyone’s lives, and emphasise the importance of role modelling in giving. Younger people who donate can be ambassadors as they feel they have a net positive impact on their social media friends. Not-for-profits need to play a stronger role in helping young people, and especially young donors, feel they are able to influence government. However, this may be shaped by a lack of progress in areas of highest concern to young people: climate and housing affordability.

Not-for-Profit Influence

The degree to which people feel they influence and are influenced by not-for-profits shapes their relationships and long-term support.

Listen more



“ Give donors a greater say and help young people shape your agenda.”

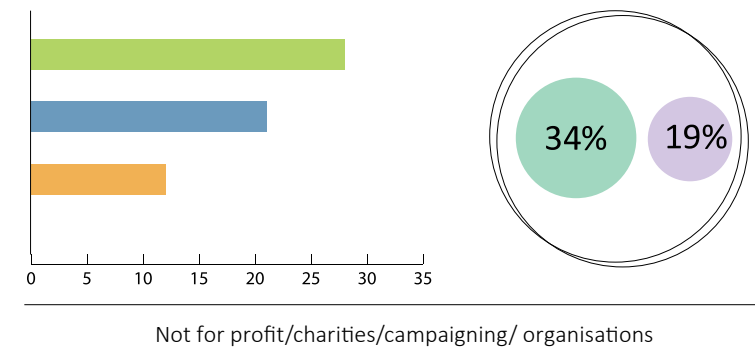
Insights

- ▶ 28% of young people think they can influence a not-for-profit, more than double the rate for older respondents.
- ▶ 27% of young people think they are influenced by not-for-profits, almost double the rate of older respondents.
- ▶ Young people believe they can have more influence on business than on not-for-profits.
- ▶ Younger respondents and younger donors have a marginal positive net influence upon not-for-profits.

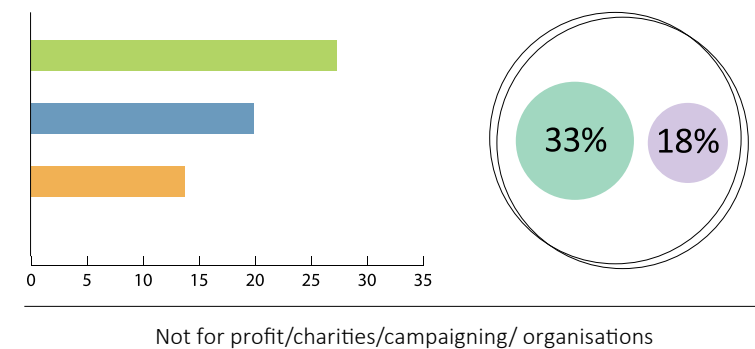
Respondents across all age groups rate their influence on not-for-profits as similar to that of influencing government. Younger people are perhaps exercising their buying power to influence business but don't have the same perceived influence on not-for-profits. Not-for-profits like to characterise their supporters as 'like family', in a strong, honest, two-way relationship. However, this data suggests their relationship with their supporters is distant and not dissimilar to a relationship with government: functional and imbalanced.

- Young U35
- Middle 35 to 54
- Older 55+
- Giver (U35)
- Non-Giver (U35)

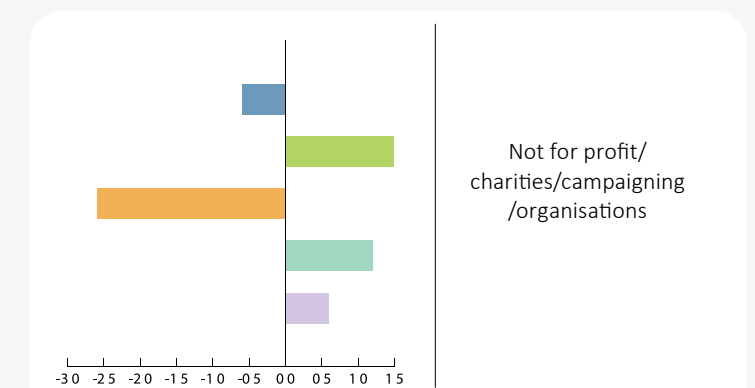
Influential



Influenced By



Net influence



Influencing outcomes

The perceived impact of giving diminishes with age.



Insights

- ▶ The average influence score across all 23 social issues surveyed is higher for younger people (68), then mid-aged (63) and older (53).
- ▶ Younger public donors have a much higher average impact score (73) than young non-donors (58).
- ▶ The lowest level of confidence where giving makes a difference is in housing affordability (and this was the second most important issue to young people), the highest is among the small number who chose LGBTQI+ rights as their most important issue.

The ultimate purpose of not-for-profits is impact. Respondents were asked the extent to which they can influence the issues of highest concern by supporting organisations addressing the issue. Overall, respondents have relatively high confidence that giving makes a difference, with scores ranging from 45 to 77 for young people. The level of confidence was much higher for young people who were more likely to say "a great deal" compared to the older respondents. Are the older donors less likely to say supporting a not-for-profit addresses the problem because as they have been subjected to more appeals with needs based messaging? Will the switch that many not-for-profits are currently undertaking towards strengths-based messaging help older donors to see the impact – or will it mean they are not confronted by the problem and see no reason to give?

Motivations and Needs

Summary

- ▶ Young people are more public in their support. Use them to amplify your message and normalise giving.
- ▶ Young people are still forming their identities and are more likely to be looking to protect those they love, have a sense of belonging and want to gain knowledge. Help them learn, protect and connect.
- ▶ Young people are more likely to support higher ideals of equity, rights and joy. Show how your practical actions and immediate results support these notions.
- ▶ In keeping with other donors, most young people see themselves as caring, helpful and hopeful. Capture and affirm their identity.
- ▶ Young donors are more emotional and say they want greater immersion in the charity's work. Offer them engaging, emotional, empathy-driving experiences.
- ▶ They want action now. They buy into the vision but are impatient for change. Show how your immediate actions make long-lasting change, and be clear on your emotional offer.



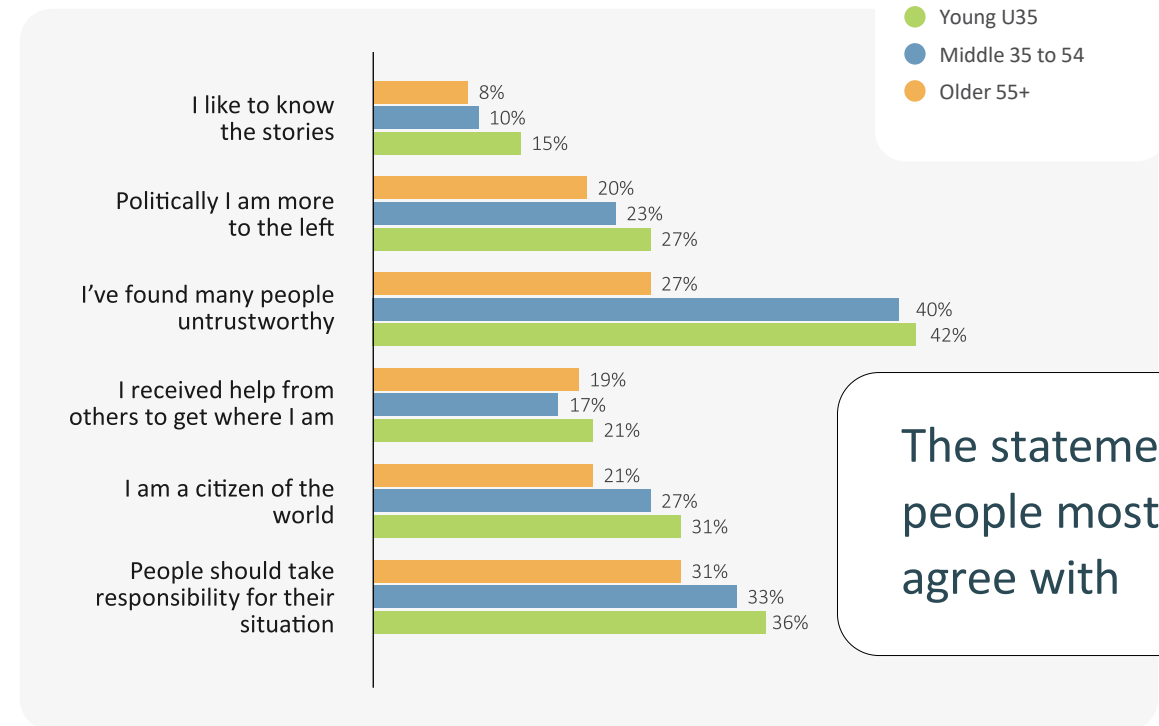
” Young people want action on root causes, now.”



Show how you are helping others to help themselves

Values and Beliefs

How people see the world and what is important to them determines whether and to whom they donate.



The statements people most agree with

Insights

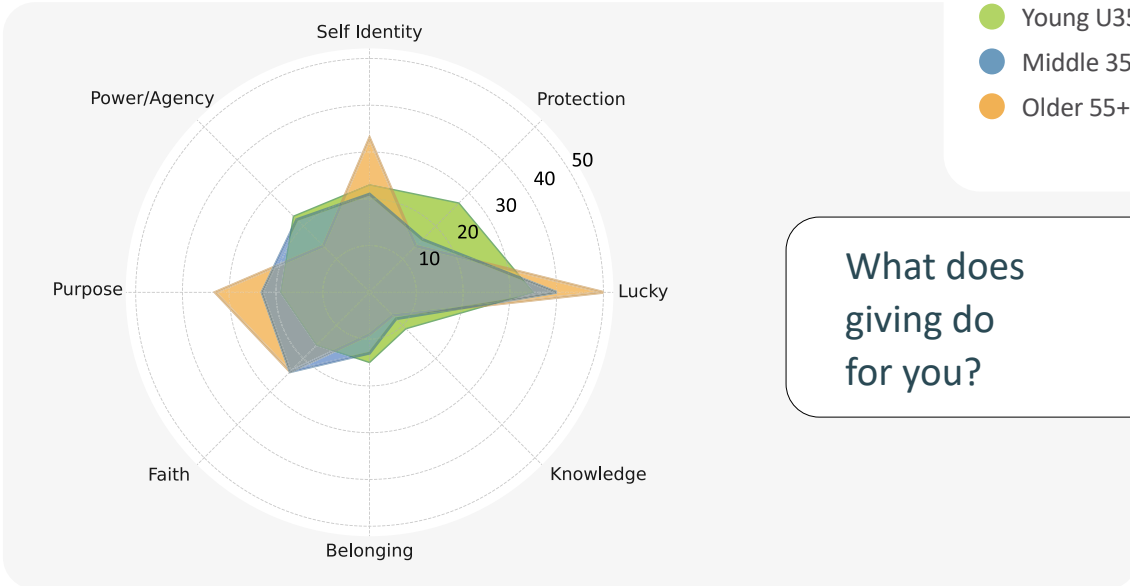
- ▶ Young people are more: global; less trusting; left-leaning and believe in people taking personal responsibility.
- ▶ Young people are more public in their support and more inspired by stories than facts compared to older people.
- ▶ Younger donors are more left-leaning than their non donating peers, and believe in looking after community.

Judgements about who is “deserving” can influence the way charities frame messages to potential donors. Younger supporters appear to have a slight preference for people looking out for themselves and striving to improve their lot in life. They are a little less likely to believe we all have a responsibility to help people in need, though this is markedly different for those who donate. It is possible that younger people have been somewhat less exposed to those in need as they grew up in greater comfort and have had better opportunities. Charities need to connect with empathetic young people and use their willingness to share to amplify messages.

Job to be Done

Understanding the benefits the donor receives from giving helps charities form stronger connections.

Help young people learn and connect



What does giving do for you?

” Supporting causes is one way younger people may be experimenting with their identity development.”

Insights

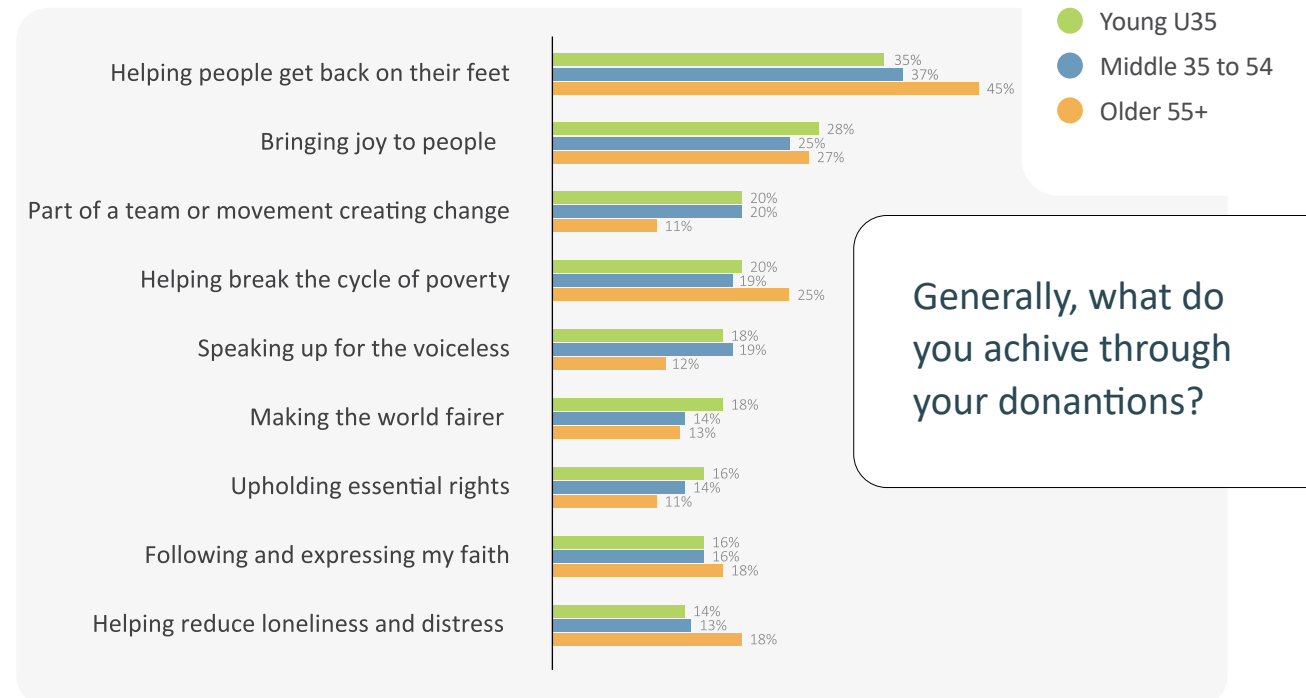
- ▶ Younger people are more likely to see giving as helping to protect those they love than older people.
- ▶ Although not the primary motivators, young people also see greater benefits in belonging, recognition and gaining knowledge.
- ▶ Half of older supporters feel lucky, giving reminds them of their own good fortune, whereas this applies to only one in three younger donors.
- ▶ One in three older supporters have also achieved a greater sense of self identity and purpose through their giving; this is less than one in four for younger supporters.
- ▶ Those who were expressing faith or had a sense of belonging tended to donate more.

Based on the work of Clayton Christensen of Harvard, who theorised that every purchase does a job for a buyer that is not necessarily a functional one, we identified 13 personal benefits of giving. Older supporters appear to be more intrinsically orientated, with giving supporting their own view of themselves, whereas the younger supporters are perhaps still forming their identities. The younger age group were also less likely to be expressing their faith through their giving. We have observed a trend of faith in action where donors express their beliefs more through giving than observance, but this appears to be less true for younger donors. From our interviews, young people spoke of the need to gain skills through volunteering to get the jobs they seek. Charities need to help young people belong and recognise their contribution-in whatever form it may take. Young people may appreciate the thanks. Older supporters want to do the thanking.

Moral Outcomes

Show how practical actions support higher ideals

What people want to achieve through their giving impacts who and how they support.



Generally, what do you achieve through your donations?

” Young people are more idealistic and less practically orientated than the older group.”

Insights

- ▶ Younger people are more orientated towards rights, equity and joy than their older counterparts.
- ▶ The youngest group (19-24) were strongest on feeling like they were part of a movement creating change.
- ▶ There were only small differences across the age groups for expressing their faith and again faith donors are higher value.

The older supporters appear to be somewhat more practical in their outlook, seeking to get people back on their feet, break the cycle of poverty or reduce distress. The younger respondents supported more idealistic notions of fairness, rights and joy. From our research, we have often seen differences in attitudes between the provision of practical support and showing dignity, for example, when addressing homelessness. In most cases, we find donors less able to separate the two, and this may still be the case for the younger audience. Again, we also see that belonging is more important, especially for the under 25's – we need to let them in. An issue could be framed as 'rights and equity' or 'recover and break the cycle' but will appeal to different audiences.

Self Identity

Reinforcing or changing how people view themselves has been shown to instill greater loyalty and connection to a charity.

Understand how giving makes them feel

Describe Yourself as a Supporter of Charities or Not-for-Profits

- Young U35
- Middle 35 to 54
- Older 55+



Helpful



Caring



Hopeful

Insights

- ▶ Younger people tended to choose fewer words than the older respondents.
- ▶ The top three words (caring, helpful and hopeful) were consistent across the generations, though lower in each case for younger people.
- ▶ The older respondents were least likely to consider themselves generous.
- ▶ Younger supporters were more likely to describe themselves as loyal, visionary and supporting success.
- ▶ The youngest group, under 25, were the most passionate, committed and nurturing.

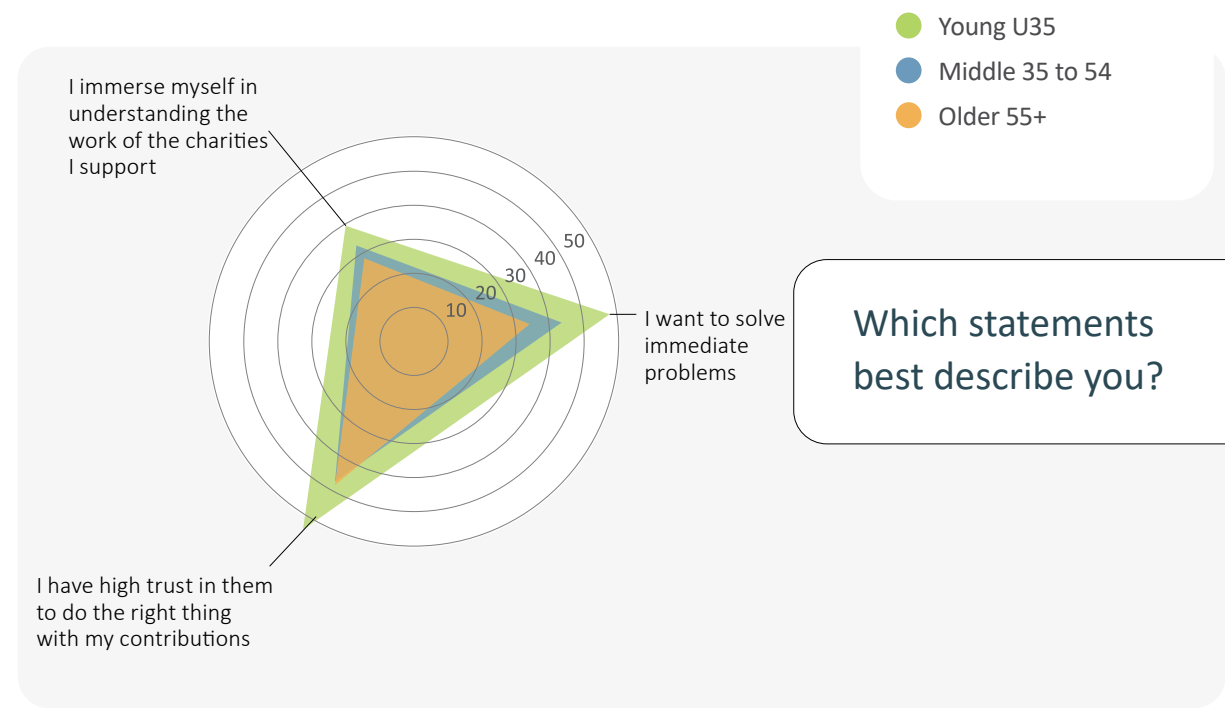
” Don’t thank people for their generous donation. Thank them for being a caring person.”

The pioneering work of Adrian Sargeant and Jen Shang has shown that identity is important for strong relationships with supporters. Although this can change from cause to cause, life stage and tenure of relationship, we find, across many studies, that Australian donors generally see themselves as caring, helpful, supportive and compassionate. When people have to decide not to give (because they feel overwhelmed by the number of requests), this is at odds with their self-image and therefore causes discomfort. This is a major challenge for the sector. Understanding and then playing back an expressed identity that is personal to that donor has been shown to impact lifetime value. Charities need to find out how giving to them makes the donor feel, and the identity it affirms.

Needs

Donors make decisions about giving in different ways and have different needs from the charities they support.

Offer young people immersive experiences



“ Show how your authentic stories deliver impact, today and against your vision.”

Insights

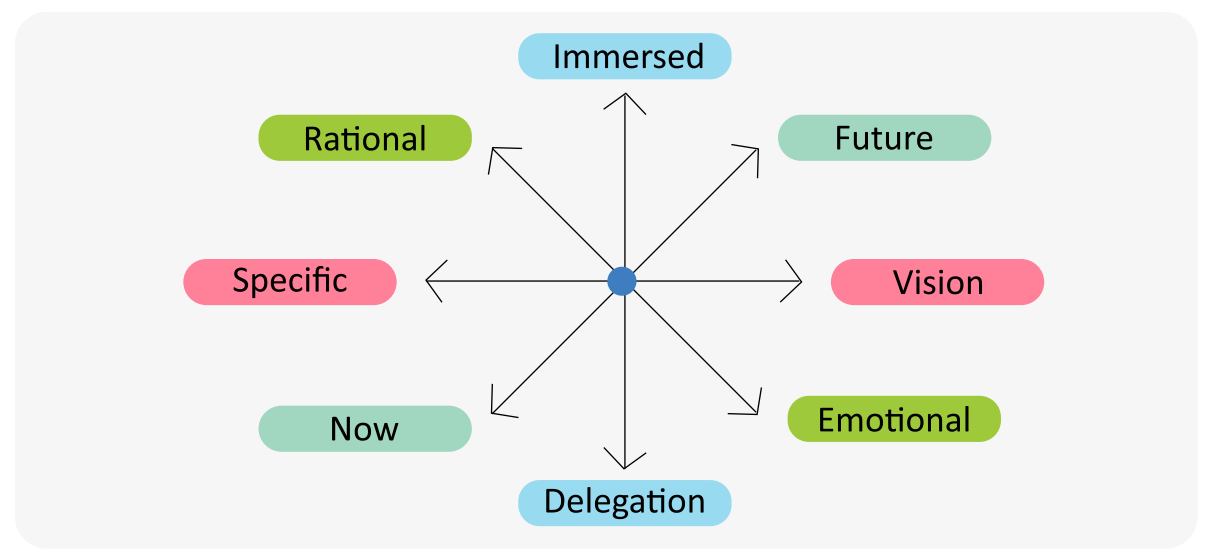
- ▶ Young people are more trusting, want to solve immediate problems and want to be more immersed in the work of the charity.
- ▶ Younger self-declared donors tend to be more trusting, delegational and make decisions with their hearts than young non donors.
- ▶ Younger charity respondents were more likely to see their donation as an investment, want long term impact, to plan their giving, and be more delegational and visionary in their giving (this may reflect one of the charity partners propositions).

Across all our studies we see that younger respondents say they want to be more immersed. This is coming from a place of seeking knowledge more than questioning the organisation as their trust scores are high (though they are yet to be convinced charities have the impact they could). Whilst there is no evidence to say they will consume what you provide, we need to find the right way to engage with this vital audience. They are seeking emotional, authentic stories that deliver against the vision of the organisation.

NEED Segments

Be clear on your emotional positioning

People cluster around combinations of needs. Recognising the unique combinations for each supporter builds stronger connections.



Insights

- ▶ Young people are much more likely to be Immersed Visionaries, though the majority are still Delegational Visionaries.
- ▶ Young people are more likely to be Rational Visionaries though the largest segment is Emotional Visionary.
- ▶ Most young people are Emotional Delegators; this is lower than for other age groups, and young people are more likely than others to be Emotionally Immersed.
- ▶ Young people are equally split between Emotional Immediate and Future; this is similar to others. They are higher than others on Rational Immediate.
- ▶ Young people are equally split between Delegate Immediate and Future; this is lower than others. They are higher than others on Immersed Immediate.
- ▶ Young people are the highest on Vision Immediate and lower on Specific Future.

These unique combinations of needs reinforce the desires of young people to act now, to be immersed, and to support the vision of the organisation. When we look at the differences between the public donors and non-donors within the under 35 group, those that are Emotional Delegators, Emotional Visionaries, Emotional Future and Delegate Now were more likely to be donors.

Trust and Impact



Summary

- ▶ Build trust in the sector by clearly demonstrating our competency, effectiveness and impact.
- ▶ Improve trust from existing younger donors with more impactful, authentic stories.
- ▶ Elevate the role of giving in people's lives (at whatever level) through social norming, identity affirmation, and ease.
- ▶ Stimulate more dialogue with (younger) donors, so they feel more influential than influenced.
- ▶ Build a sense of community and belonging for younger people through their engagement with your organisation. Illuminate how you work to solve root causes in collaboration with others.
- ▶ Create opportunities for young people to get an experience with your organisation through events and volunteering to enhance trust.

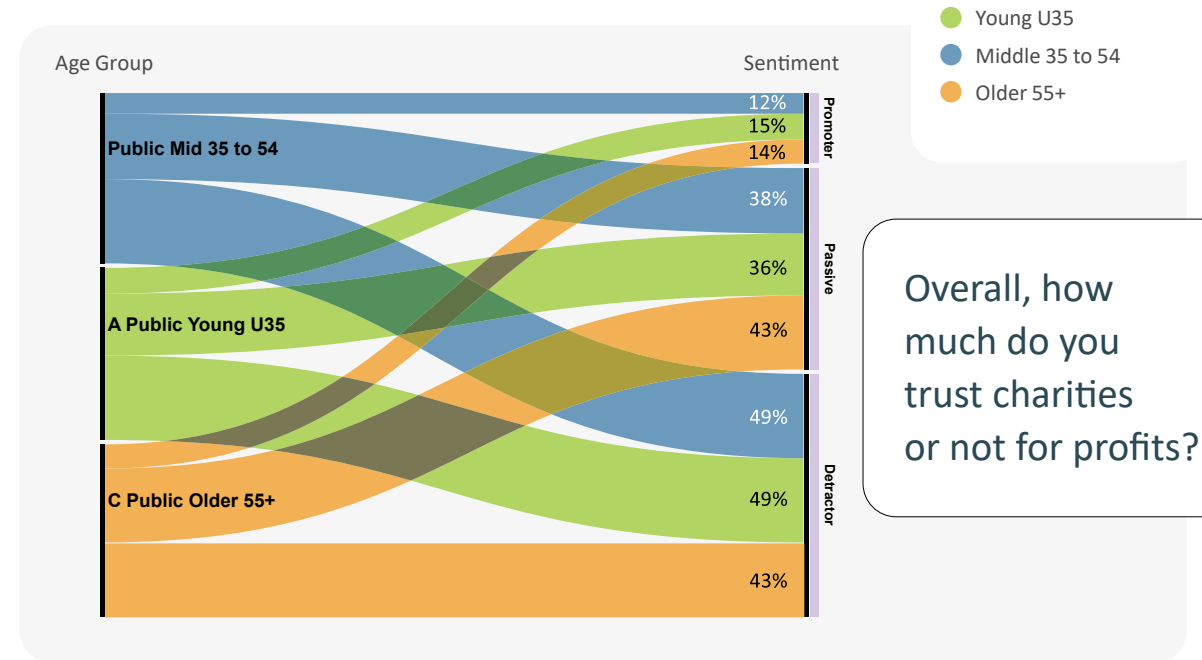
“ People generally trust charities – until they hear something bad about one, and that impacts their perception of the whole sector.



Trust

Trust is considered a pre-requisite for giving, and, its absence hinders giving.

Build sector-wide trust



Overall, how much do you trust charities or not for profits?

Insights

- ▶ Across all generations, trust in charities or not-for-profits is consistently between 6.2 and 6.5 (on an 11-point scale).
- ▶ Applying an Net Promoter style score (subtracting the people who gave a score of 6 or under from those who scored 9 or 10) gives us a negative score of between -29 and -34.
- ▶ Older supporters are less distrusting, and younger supporters are slightly more polarised, marginally higher or lower.
- ▶ Charity supporters have higher trust scores
- ▶ Younger known charity donors score less on trust than their older counterparts.

Research conducted by the eminent fundraising social researcher Dr Cassandra Chapman in 2021 affirmed the relationship between trust and giving. Her earlier work also established there was no global crisis in confidence for not-for-profits. We have seen in other research a significant gap between trust in a favourite charity and trust in charities in general. Trust is not something to be claimed but is bestowed based on actions, not intentions.

Trust Dimensions

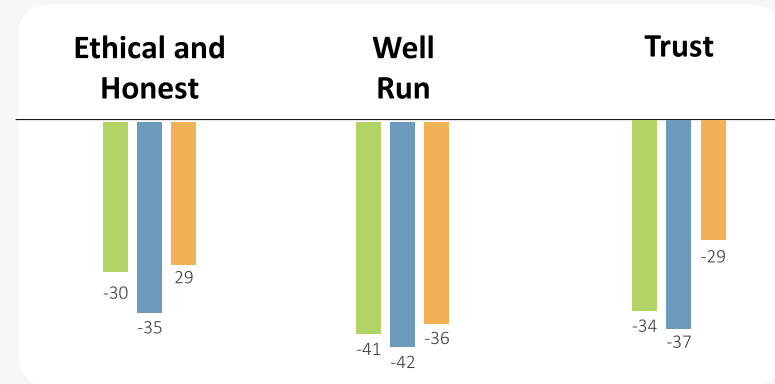
Trust is determined by your intentions, ability and outcomes.

Promote competency; we are already ethical

To what extent do you believe charities or not-for-profits are ethical and honest?

To what extent do you believe charities or not-for-profits are well run and effective?

Overall, how much do you trust charities or not-for-profits?



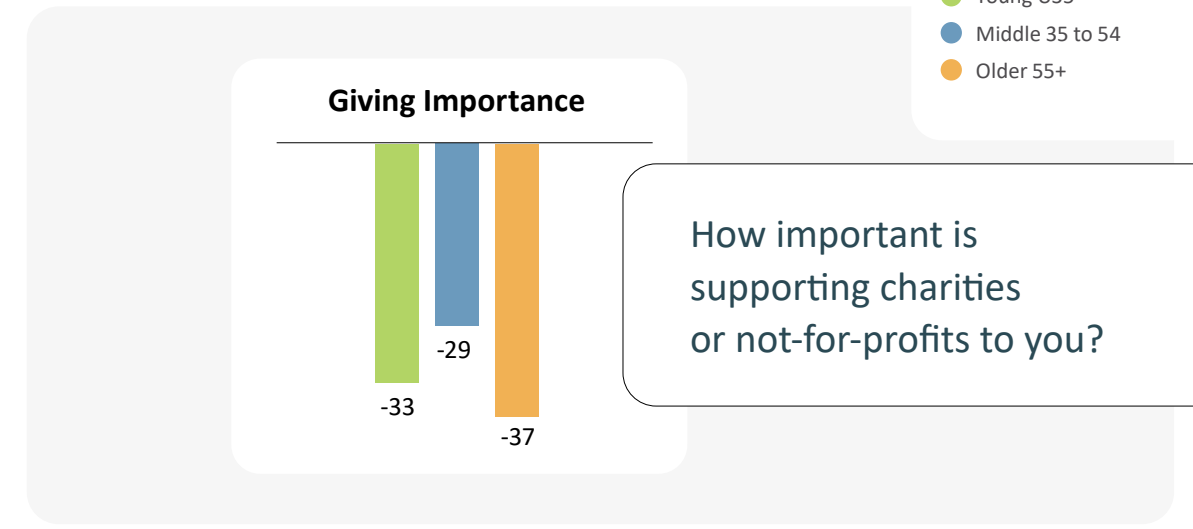
Performance assessment (Net Promoter Scored)

● Young U35
● Middle 35 to 54
● Older 55+

Giving Importance

How important giving is to someone determines how much they give

Elevate the significance of giving



How important is supporting charities or not-for-profits to you?

● Young U35
● Middle 35 to 54
● Older 55+

Insights

- ▶ Not-for-profits score more highly for being honest and ethical (their intention) than for being well-run and effective (their ability).
- ▶ Younger people have a very slightly higher score for integrity and being well run.
- ▶ Known donors generally have higher scores across both dimensions compared to the public.
- ▶ The younger known donors, however, score not-for-profits lower on both measures.
- ▶ Higher scores are associated with higher self-declared annual giving amounts.
- ▶ The middle-aged group have the lowest scores for each performance category but see giving as more important. Older respondents see charities as the “best” but have lower giving importance.

” Prove impact.”

Dr Chapman has further hypothesised that trust is a combination of: **Ability** – their skills and competence; **Benevolence** – a motivation beyond self interest and **Integrity** – adherence to appropriate principles. This is aligned to the work of Edelman in their trust barometer which explored competency and ethics, with business seen as competent but unethical; charities as ethical but incompetent and government as neither ethical nor competent. People see not-for-profits as well meaning but are less convinced we are effectively delivering. Of concern is that the engaged, existing younger donors are scoring us poorly – even though we have the greatest opportunity to convince them of our impact.

Insights

- ▶ Giving importance was marginally higher for young people at 6.4 (on an 11 point scale).
- ▶ Giving is much more important for known and self-declared donors.
- ▶ Younger known donors had much lower scores for giving importance than their older counterparts.
- ▶ Using an NPS style score, known donors score positively whereas every other category is negative for importance (meaning more people score it low than do high).
- ▶ There is a strong correlation between giving importance and gift value, with younger people who score highly giving twice as much.

” Giving is important to young people.”

Giving is conceptually attractive to young people – but they are constrained by capacity and, for some, doubts about impact. Making giving more important will move it up the hierarchy of how to spend discretionary income. The position was seen to be highly influential in people’s priorities during the pandemic with those who gave more and saw it as important much less likely to say they would reduce the amount they give. As we enter uncertain economic times we need to make giving by the young important enough to still initiate and not stop giving. This is best done by emphasising need, impact and the personal benefits of giving.

Trust drivers

Trust can be supported by different personal, organisational and sectoral attributes.

Stimulate
dialogue with
younger
donors



Insights

The strongest correlations with trust, for younger people are:

- ▶ Being ethical and honest.
- ▶ Being well run and effective.
- ▶ Giving being important.
- ▶ Believing giving makes a difference to the causes you care about (different scores for different causes).
- ▶ Describing charities as safe, reliable, innovative and essential.
- ▶ Describing not-for-profits as effective, solving root causes, reliable, essential and ambitious.
- ▶ Having supported a charity (organised event, made a regular gift, volunteered, donated online, made workplace gifts – in order).
- ▶ Trust in other people.
- ▶ Believing not-for-profits influence your behaviour.
- ▶ Believing you can influence not-for-profits.
- ▶ Believing the purpose of more money is to help others, earn me respect and make me happier.
- ▶ Having a stable sense of community and belonging.
- ▶ Wanting companies to do more round ups.
- ▶ Wanting charities to work together.

” Trust is built and lost together.”

Across all these dimensions of trust, intention, ability and importance, the direction correlation is high but the direction of causation is less clear. Do those who trust not-for-profits give more or do those who give more have higher trust? When we run statistical analysis across 140 factors that may influence trust, it again affirms the primary drivers but also suggests that a combination of reliability and aspiration also play a role. Feeling a sense of ownership and connection by believing you are both influenced and influential with not-for-profits again opens up the opportunity for greater dialogue and engagement. Volunteering supports trust so developing micro volunteering may be a precursor to giving.



Who and How to Help



Summary

- ▶ Young people see giving directly and through a charity as almost equally effective in helping people in need. Young people are three times more likely than the over 55's to say giving directly is the most effective way to help.
- ▶ Younger people were more orientated towards children's health and safety than their older counterparts, who were more concerned about illnesses and diseases.
- ▶ Young people assign the attributes of being caring and essential to both charity and not-for-profit.
- ▶ Charity is more associated with being big and money-focused by young people. Not-for profit is more associated with being ambitious, solving root causes and reliability, though also a little self-serving.
- ▶ There was a linear relationship among known charity donors between the number of charities supported, the total amount donated and age. The average gift per year charity for the young public panel was \$37, and for young charity supporters \$208.
- ▶ Young people are more engaged with social fundraising activities such taking part in events, organising events, having taken part in schools fundraising (ever) and by sponsoring friends.
- ▶ Young people think they are much more responsive to nearly all channels they are exposed to, with roughly half saying they have given through all channels. The highest exposure and claimed conversion rate is peer-to-peer – which we advocate for rebranding as social fundraising.

” Young people found all the proposed changes to be more appealing, suggesting they want to see big, broad changes in how not-for-profits engage with them.“

Giving Answers

Let young people in

There are eleven key actions we can take to inspire more giving by young people.



Desired changes in order of importance to young people:

1. Make it clear how donations are used
2. Share more authentic stories of lived experience
3. Give supporters control of the communications they receive
4. Get organisations to work together to solve issues
5. Offer more ways to give (especially social media platforms)
6. Encourage more companies to offer “round-ups” when shopping (online)
7. Make requests more specific and tangible
8. Improve your social media presence
9. Use language more suited to their generation
10. Provide micro-volunteering opportunities
11. Create working groups of young people to help shape messages

Young people found all the proposed changes to be more appealing, suggesting they want to see big, broad changes in how not-for-profits engage with them.

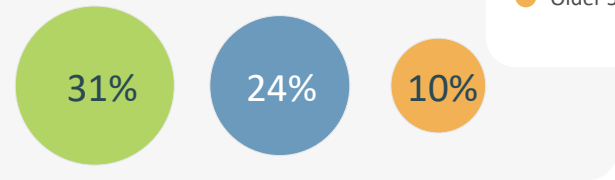
Social Giving

The availability of direct giving impacts the way young people choose to help.

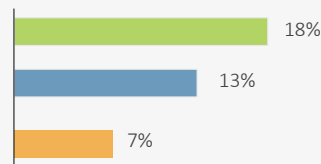
Make giving feel more direct

- Young U35
- Middle 35 to 54
- Older 55+

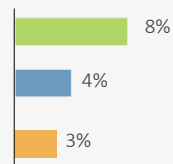
Giving directly to the person is the most effective way of helping people in need



Yes to an individual (%)



Yes to an organisation (%)



In the past 12 months, have you donated via GoFundMe or a similar campaign?

Insights

- ▶ Young people see giving directly and through a charity as almost equally effective in helping people in need.
- ▶ Young people are three times more likely than the over 55's to say giving directly is the most effective way to help.
- ▶ 24% of young people have donated through a Go Fund Me page or similar compared to just 10% of the over 55's.
- ▶ The youngest public group, those aged 19 to 24, were the most likely to have given directly (35%).
- ▶ Younger self-declared donors were more likely to say giving to charity is more effective compared to the non-donors, but were also more likely to have given directly through a crowdfunding platform.
- ▶ Younger known donors were more likely to say the two ways of giving were equally effective, and also more likely to have used a crowdfunding platform.

” Crowdfunding is popular amongst younger donors and seen to be an effective way of helping those in need.”

Whilst not-for-profits have high goodwill and trust, we cannot rely on this in the face of lower scores on effectiveness.

For a tech-savvy, well-connected generation, giving directly may be seen to cut out the “middle-man”.

Other research suggests high trust, especially amongst the young in the most popular crowdfunding platforms (though Facebook is lower).

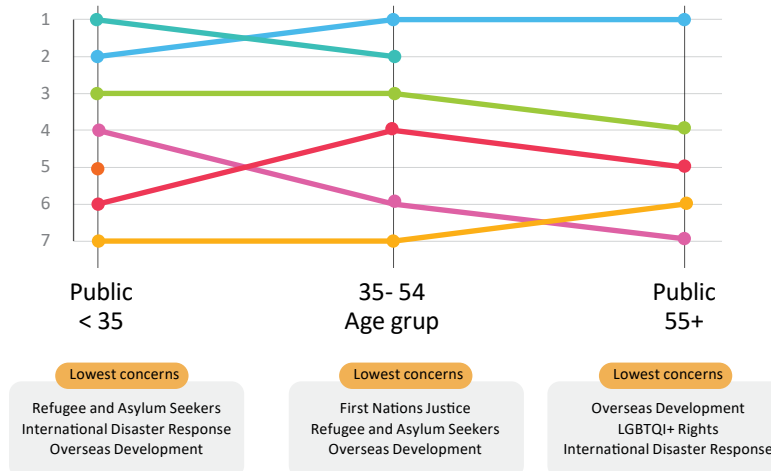
Not-for-profits need to overcome concerns around inefficiency, bureaucracy and timeliness, whilst emphasising the benefits of their expertise; equity, accountability and demonstrable impact.

Cause Concerns

People want to change the world in different ways depending on their age.

Use authentic stories and proof of impact to elevate concern and action

Ranking



- Illness and Disease
- Children's Health and Safety
- Homelessness
- Domestic Violence
- Housing Affordability
- Mental Health
- Climate Change
- Poverty in Australia
- Lowest concerns

Top social concerns by age group

Insights

Five social issues appeared in the top seven for every generation.

- ▶ Younger people were more orientated towards children's health and safety than their older counterparts, who were more concerned about illnesses and diseases.
- ▶ Younger people were more likely to give a higher rating to racial discrimination, LGBTQI rights and First Nations justice than older people, but they still ranked 11th, 18th and 20th in the list of 23 issues.
- ▶ The under-35's and under-55's appeared more similar to each other and different from the over-55's.

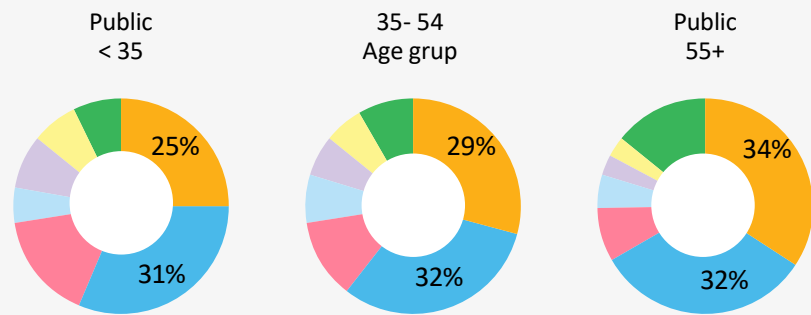
It was striking how consistent the priorities were across the generations, with Housing Affordability, Climate Change, Homelessness, Poverty in Australia and Domestic Violence featuring in every age group. It could be argued that COVID has made Australians more insular, with Overseas Development and Emergency Relief consistently near the bottom of the rankings for each generation. This also suggests that whilst there is a more global view held by the young, they are currently still adhering to “charity starts at home” in their preferences. To activate concerns for other issues make it human, authentic, story-based, and connected to a personal value.

Organisational Terminology

People use different words to describe organisations that seek to help others through donations.

We are social impact organisations

- Charity
- Not-for-profit
- Non-profit
- Non-Government Organisation
- Social Impact Organisation
- For Purpose Organisation
- Voluntary Organisations



Which term do you prefer to describe organisations relying on donations for a social purpose?

Insights

- ▶ Young people are less likely to use the term “charity” with only one in four favouring this term.
- ▶ Young people used a greater variety of terms to describe the organisations, with not-for-profit the highest ranking.
- ▶ Young people assign the attributes of being caring and essential to both charity and not-for-profit.
- ▶ Charity is more associated with being big and money-focused by young people.
- ▶ Not-for-profit is more associated with being ambitious, solving root causes and reliability, though also a little self-serving.

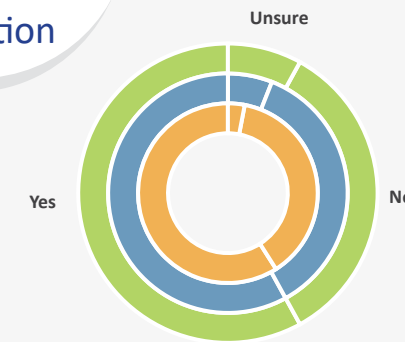
“Social impact organisation’ is perhaps the best way to describe the outcomes from the work we do.”

‘Social impact organisation’ is perhaps the best way to describe the outcomes from the work we do, rather than based on our profit status or history. Whilst this term is more popular amongst the young, it is still rarely used. Referencing the selflessness and independence of being a not-for-profit resonates better with younger people (and younger donors). Charities need to show they are solving problems not just providing immediate relief, and not-for-profits must remain “other” focussed. Ultimately we all need to shift the dial to a distinctive positive territory that defines us by what we achieve, not how we are managed.

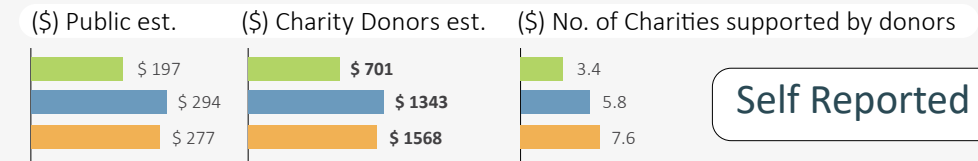
Giving Value

People choose to give different amounts to not-for-profits based on capacity and importance.

Use authentic stories and proof of impact to elevate concern and action



Have you made any donations to charities, not-for-profits or other good causes in the past 12 months?



Self Reported Giving

Insights

- ▶ The proportion of respondents who said they had made donations in the past 12 months (58%) was similar across all age groups.
- ▶ Younger and mid-aged respondents claimed to support a similar number of different organisations per year (5.4).
- ▶ Self-reported annual giving was highest amongst the mid-aged donor group and lowest at \$198 for the younger public respondents.
- ▶ Amongst known charity donors there was a linear relationship between the number of charities supported, the total amount donated and age.
- ▶ Younger charity supporters had an average total donated value of \$700, more than three times that of the young public panel respondents.
- ▶ The average gift per charity for the young public panel was \$37, and for young charity supporters \$208.

Across all our research, we find relatively few sacrificial donors who are giving up something in order to donate. With over 40% of young people saying they can spend \$50 without thinking about it, many have the capacity. Despite the fact 58% of young people say they made a donation, there are very few of these people in the databases of the not-for-profits we work with. Indeed, across more than 30,000 charity survey respondents in 2022, less than 6% were under 35. Whilst it is possible they are less responsive to (online) surveys, it is far more likely that we just haven’t engaged or captured this audience. But they are out there. Face-to-face regular giving has certainly helped bring down our average age, but this still tends to be the over 35’s. We need to find better non-financial ways to build relationships with younger people whilst also connecting with those that have the capacity and inclination to give.

Giving Engagement

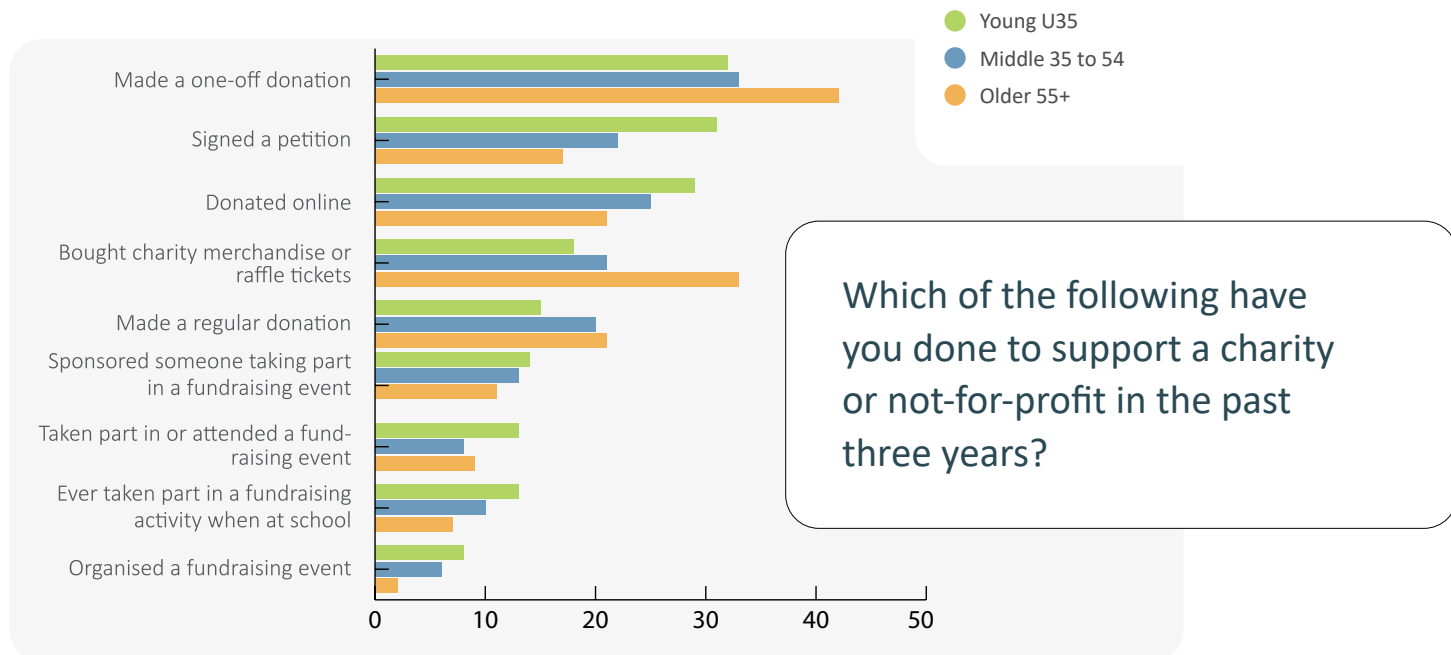
People choose to support not-for-profits in different ways at different times in their life.

Make giving social

Reposition peer-to-peer as social fundraising

Ask Exposure and Action

Whether people give is a combination of capacity, inclination and opportunity – have they been asked?.



Which of the following have you done to support a charity or not-for-profit in the past three years?

Insights

- ▶ Young people were less likely to have made a one-off donation, purchased raffle tickets or donated second-hand clothes.
- ▶ Young people are more engaged with social fundraising activities such taking part in events, organising events, having taken part in schools fundraising (ever) and by sponsoring friends.
- ▶ Young people are much more likely to have signed petitions and are more likely to have made online donations.
- ▶ They are much more likely (but only 12%) to have donated through their employer.

Establishing good giving habits starts young, but despite the plethora of school campaigns, only 15% of young people said they had ever participated in a school fundraiser. These events and campaigns are generally not as profitable for the not-for-profit, but could be playing a vital role in normalising fundraising. The uptake of workplace giving is higher than for other generations, which should be encouraged once better relationship management is in place. But there still appears to be a gap between school and employment that is better filled by “rag” student fundraising activities in countries like the UK – and forms a breeding ground for future professional fundraisers. Uptake by regular giving is low for this audience as they are often excluded from sign-ups due to their high attrition rates. Is there a better model that will build a lifetime relationship?



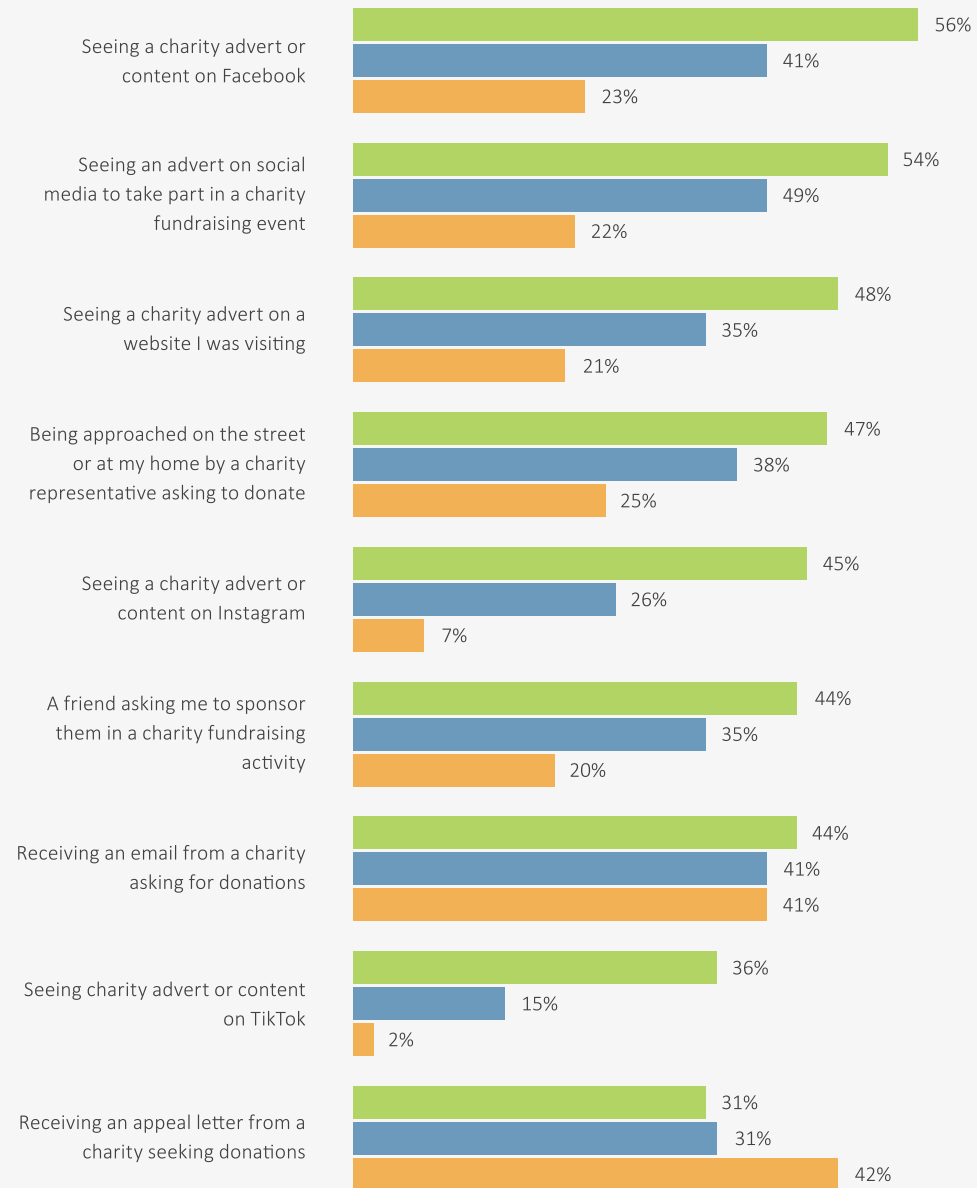
Insights

- ▶ Young people are much less likely to recall mail requests or telemarketing calls from not-for-profits.
- ▶ Young people have a much higher recall of social media advertising, with twice as many recalling a Facebook ad and more than six times more likely to recall an Instagram ad.
- ▶ Young people are more exposed to event adverts and requests for sponsorship by friends.
- ▶ Young people are also more likely to say they have been approached on the street or at home to become a regular giver – yet uptake was lower.
- ▶ Those that gave had a far higher recall of all fundraising requests – this could be a factor of influence or confirmation bias
- ▶ Known younger charity supporters had far higher exposure to mail, email and telemarketing than the younger public.
- ▶ Young people think they are much more responsive to nearly all channels they are exposed to, with roughly half saying they have given through all channels
- ▶ The highest exposure and claimed conversion rate is peer-to-peer – which we advocate for rebranding as social fundraising.

There may be a catch-22 for young people and charities. Young people have the same overall gift rate as others, be it at a lower value, yet claim to have given through almost every channel. They may want the social conformity of giving. They want to make change. Yet we have so few young people in our databases, which means they are not exposed to our traditional asks and are therefore deemed unresponsive. They are having conversations on the street but not signing up – perhaps at our behest. How can we make these conversations valuable without the risk of a poor regular gift sign-up? Given the emphasis on social fundraising, we need to build better products to convert peer-to-peer donors to networked supporters using their established relationships, tech-savvy skills and desire for constructed identities.

- Young U35
- Middle 35 to 54
- Older 55+

In the past 12 months do you recall any of the following?



Digital Lives

Social Media Power

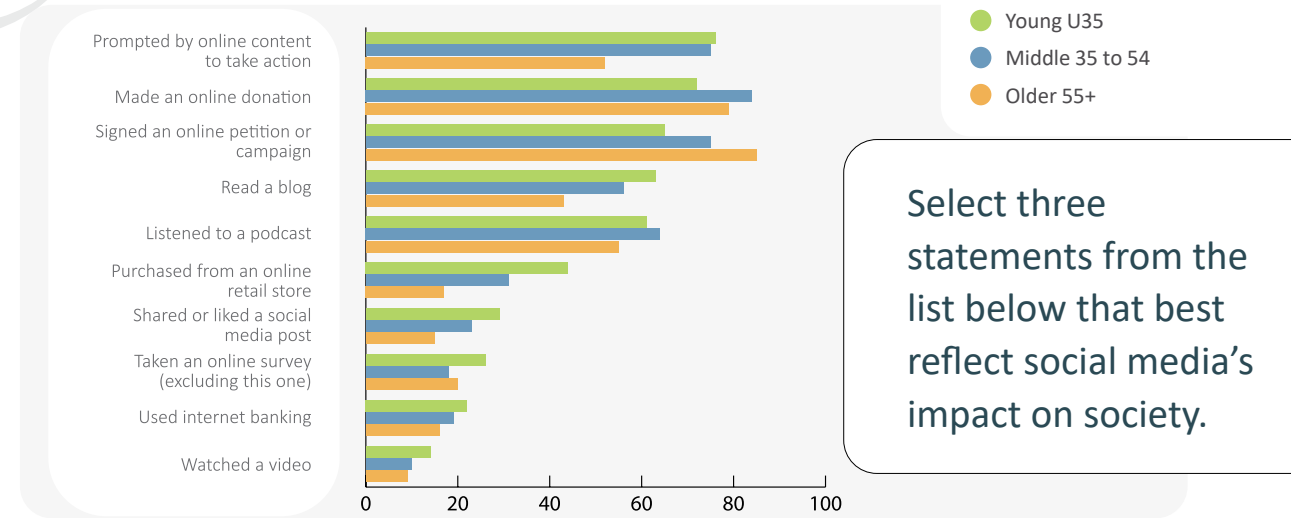
Take risks
– be novel

Younger people have grown up as digital natives and use online channels more.



Summary

- ▶ Offer a variety of ways for young people to engage online (podcasts; blogs; socials), especially in their lead conversion journeys.
- ▶ Give your younger staff free rein to create engaging content that resonates with the younger audience.
- ▶ Connect with social media news channels, especially in an emergency – that is where young people get their news (not the TV news).
- ▶ Continually monitor the emergence of new platforms but use them with care; young people can spot old people trying to be trendy!
- ▶ Make the case for why sharing helps your cause: young people have the highest willingness to share.
- ▶ Reassure older, sceptical supporters that social media can, and does, do good in the hands of the young.
- ▶ Convert social networks to social movements by providing purpose and direction.



Select three statements from the list below that best reflect social media's impact on society.

Insights

- ▶ Young people are more likely than older respondents to have shared social media posts, read a blog, listened to a podcast and been prompted to take an action.
- ▶ Younger people are less likely to use internet banking or complete online surveys. The likelihood to use these increases with age within the under-35 group.
- ▶ 22% of young people claim to have made online donations compared to 16% of over 55's.
- ▶ Older people were the least likely to watch videos online.
- ▶ One in five young people has signed an online petition.
- ▶ Young self-declared donors were more likely to have signed a petition, been prompted to act, read a blog and listened to a podcast compared to non-donors.
- ▶ Known younger donors were more active in all online activities than young public respondents.
- ▶ Younger known donors were more likely than older known donors to watch videos, listen to podcasts, share posts and use internet banking.

“The challenge is cutting through the vast amount of content.”

It's not surprising that younger people are more engaged across most online activities. There are, however, indications that the younger donors are different from others in their curiosity – listening to podcasts and reading blogs and perhaps their financial literacy in online banking. These findings may be associated with their level of education, which, as we saw in “their lives”, is associated with giving. There appears to be a much greater comfort with a wider range of online activities amongst the young, but it should be noted that still, over half the over 55's have watched a video online, and 43% have shared or liked a social media post. The challenge for not-for-profits may be cutting through the sheer volume of content and channels offered to younger people. Consider offering different content options during a “2-step” lead conversion journey.

Embrace new channels with authenticity.

Be omnipotent online.

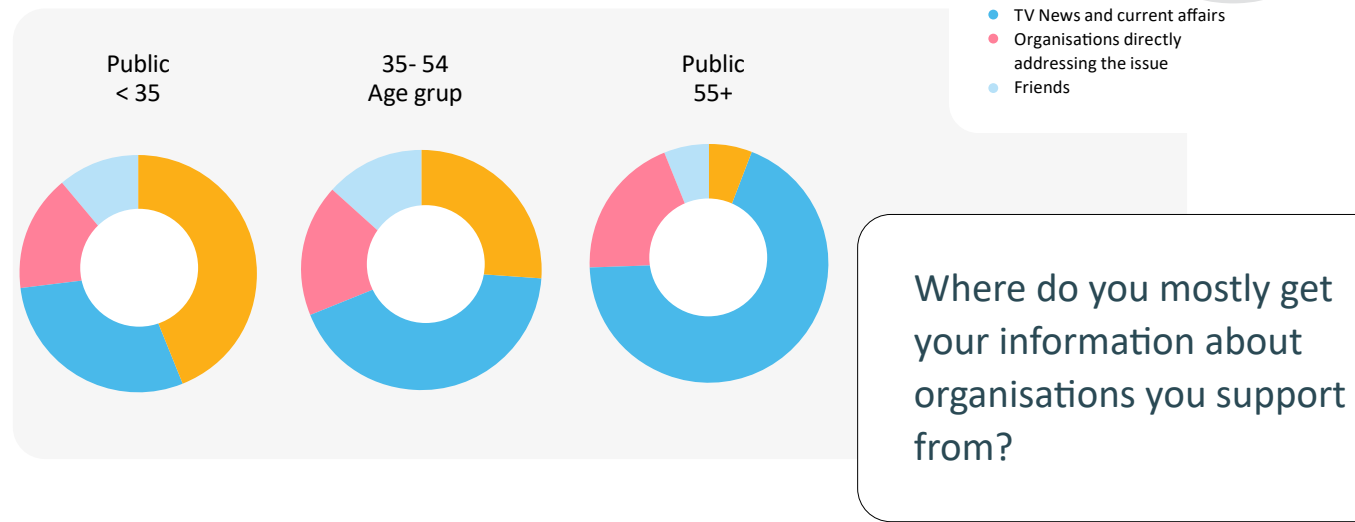
Young people believe they can distinguish between fake and fact online.

Choreograph social (media) movements.

Platform Use

People use different platforms in different ways.

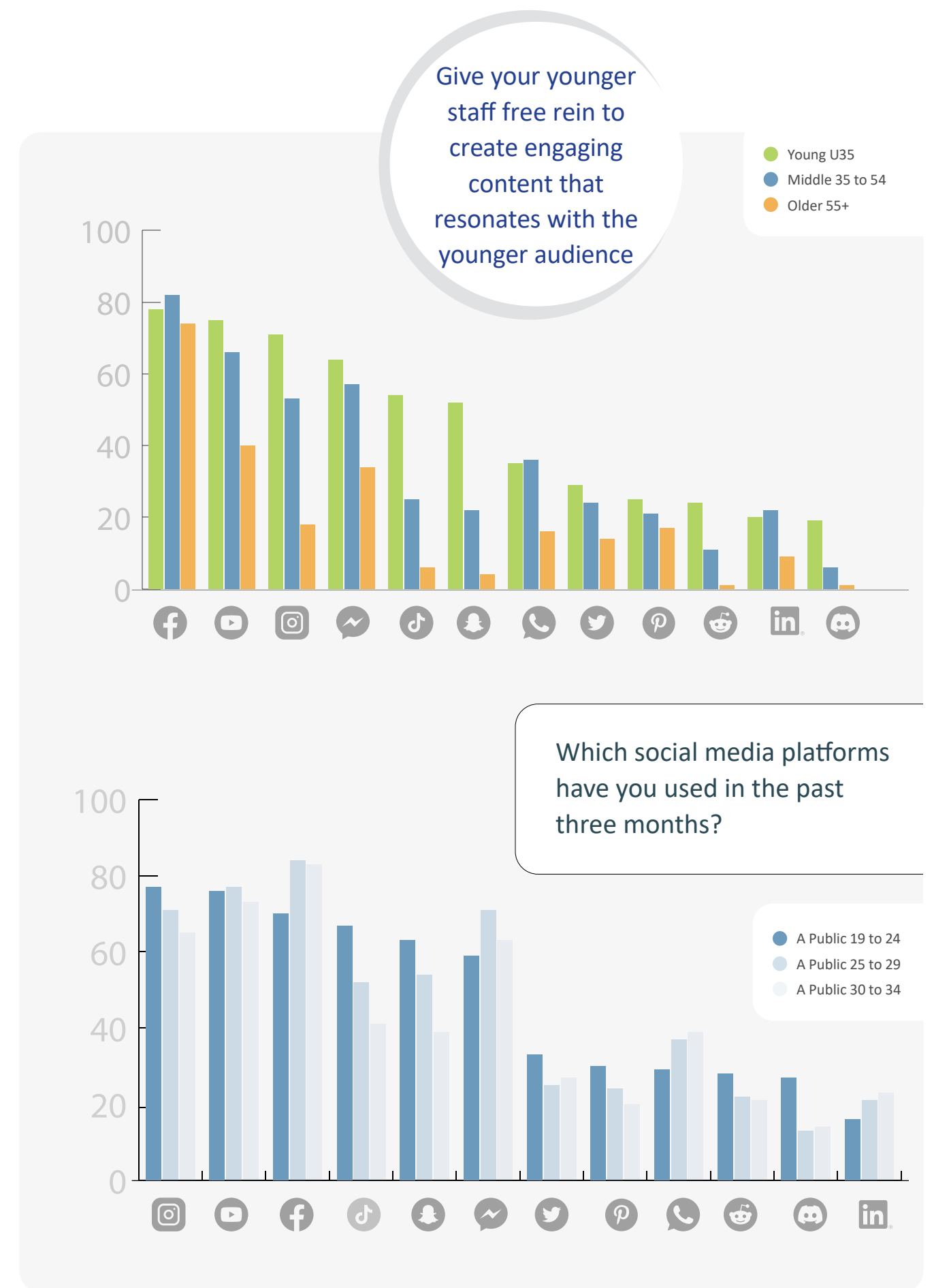
Don't be too earnest



Insights

- ▶ Younger people use more social media channels than their older counterparts: they are slightly lower on Facebook, WhatsApp and LinkedIn.
- ▶ For younger people, the most commonly used are, in order: Facebook, YouTube, Instagram and Messenger
- ▶ There are significant differences within the under-35 age group, with higher uptake of TikTok, Discord, Snapchat and even Instagram amongst the 19 to 24-year-olds
- ▶ Self-declared young donors were more active on every platform than their non-donating young peers
- ▶ Young known charity supporters were more active on most platforms, apart from Snapchat and Tiktok, suggesting they are at the older age of the under 35 spectrum.
- ▶ Younger known supporters were more active than older known supporters on every platform except Twitter and LinkedIn
- ▶ Social media is the primary source of information on the social issues young people care about, with 35% saying they get most of their information from social media – this is just 5% for the over 55's.

The world of social media has some stalwart platforms which have high usage, such as Facebook. But we must be aware that how people use Facebook also varies by age. As one young interviewee commented, “Facebook is just for organising events and checking people are real”. It is also an everchanging world, as we have seen with dramatic changes to Twitter (now X) and also the rise of Be Real since this research was undertaken. Keeping up is difficult. Keeping up with authenticity is even more difficult. Young people are very clued into organisations that are trying (too hard) to use new channels and missing the mark. Yet, many will follow the NSW Police, who have nailed their memes. This is probably the most important area to let your younger staff have free reign over what you put out – and don't be too earnest all the time.



Confidence and Sharing

How much people engage online is shaped by their confidence using the platforms and openness to sharing.

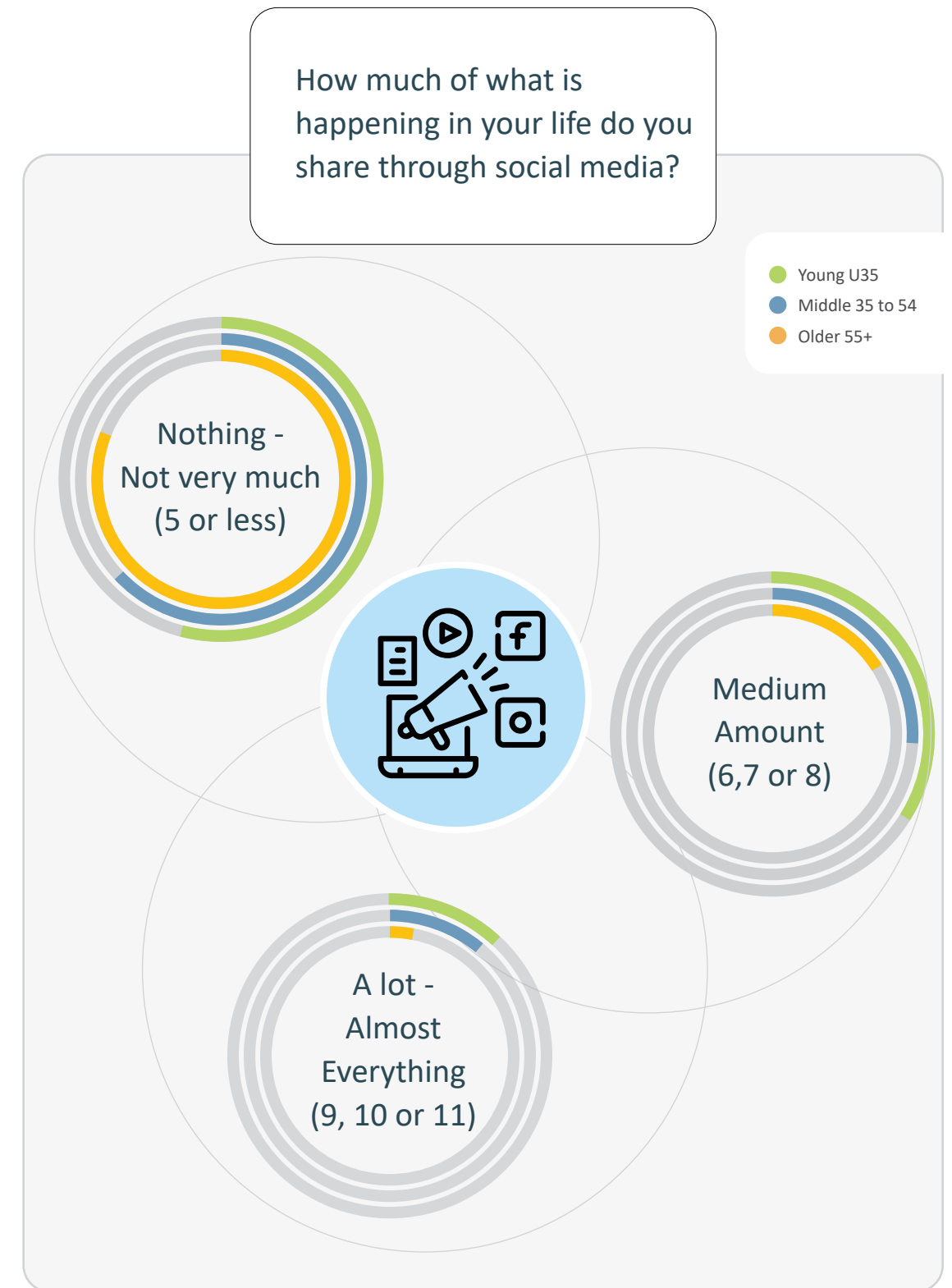
Curate more sharing



Insights

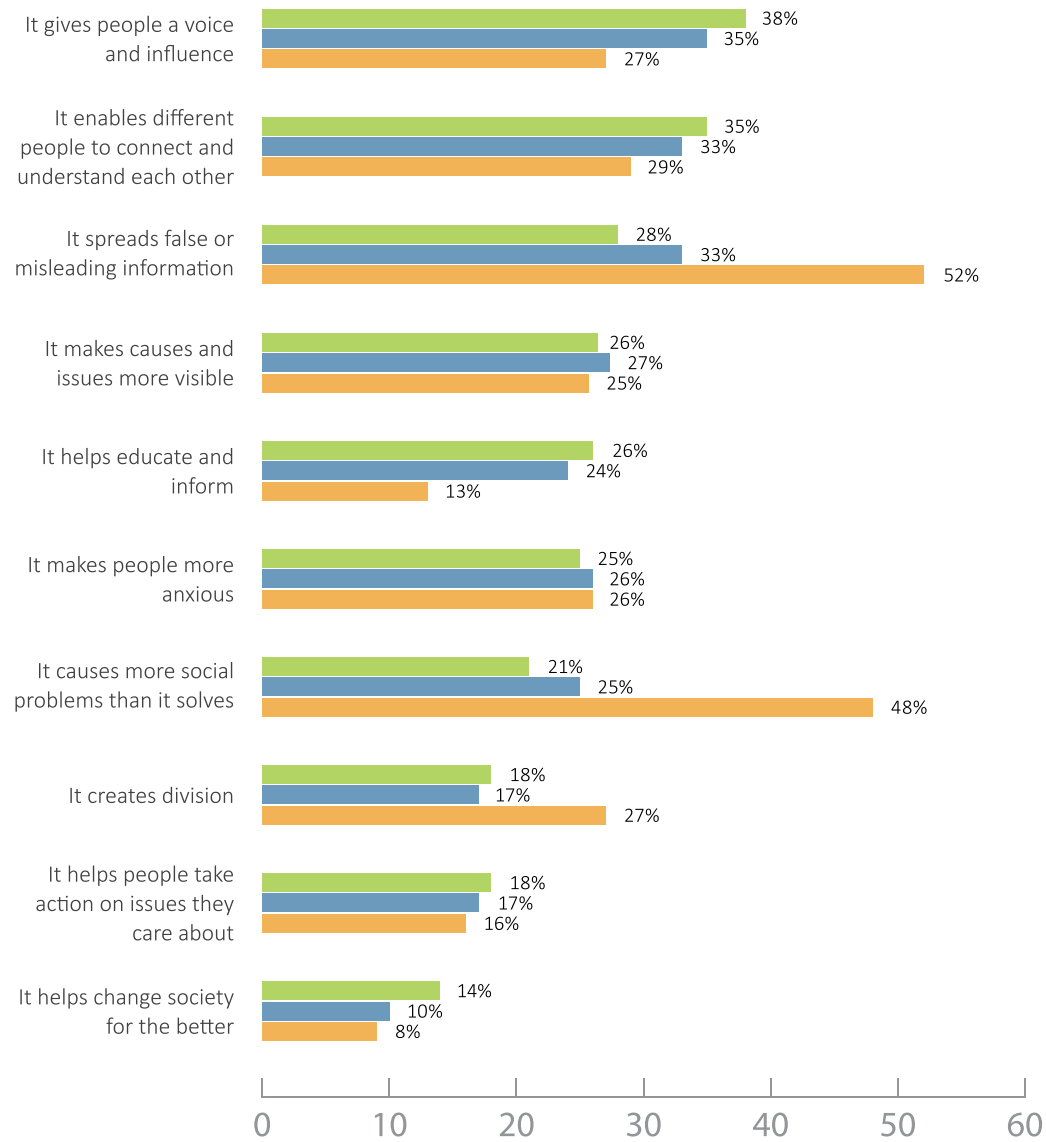
- ▶ Young people have a much higher confidence score at 8.4, compared to 7.9 for the 35-55's and then 6.5 for the over 55's.
- ▶ Willingness to share is much lower than confidence for every audience.
- ▶ Young people have a much higher willingness to share score at 5.3 compared to 4.6 for 35-55's and just 3 for those over 55.
- ▶ Younger known donors and self-declared givers were very slightly more confident and willing to share than their similar-aged peers.
- ▶ 30 to 34-year-olds were slightly more confident and willing to share than their younger counterparts.
- ▶ Younger known donors were somewhat less likely to share than the younger public respondents.

Respondents were asked to rate how confident they feel using social media and online platforms and how much of what is happening in their lives they share through social media. Both were rated on an 11 point scale. The higher scores for confidence than willingness to share suggest a degree of discernment and distrust, especially amongst the older respondents. There is a correlation between the degree to which people trust others and their willingness to share information on social media however, this is not true for younger people and their confidence using social media. There is a correlation between confidence using social media and wanting to know the facts for young people. From our interviews it was clear that the young people believed they could readily distinguish between fake and fact. Older supporters may need greater confidence before they will share more.



- Young U35
- Middle 35 to 54
- Older 55+

Thinking about social media, please select three statements from the list below that you feel best reflect its impact on society



Young people see social media as a tool for change

Social Media Impact

People have very different views on the role of social media in society.



Insights

- ▶ Older 55+ people were nearly twice as likely to say social media spreads false or misleading information and it causes more social problems than it solves.
- ▶ Younger people were the most positive on social media role, selecting: it gives people and voice an influence; it enabled different people to connect and understand each other as their top factors
- ▶ Broadly the under 35's and 35-55 are more aligned with the greatest difference for those over 55 who are much more sceptical.
- ▶ The under 30's were highest for it helps educate and inform as well as for connection.
- ▶ The role of social media in making causes more visible was lowest for the under-25's
- ▶ Self-declared givers were more likely to say it makes causes more visible and that it helps educate and inform.
- ▶ Younger known donors were more sceptical than their same-aged peers from the public panel, with half saying it spreads false information.
- ▶ Those young people who had a University education tended to be slightly more optimistic about the role of social media.

It was clear from our interviews with young people that they saw social media as a positive vehicle for social change, indeed they attributed success of campaigns such as marriage equality to their effective use of social media. The findings support this notion but really highlight a big generational divide around the pros and cons of social media. Older supporters are sceptical and this may influence their willingness to engage online, even for social causes. Young people have a positive view that can be harnessed, especially given how influential they feel they are on their online friends (see Influencing). As renowned speaker Bill Toliver stated "the difference between a social network and a social movement is choreography"; providing purpose and direction for connection for the young can be a powerful tool.

Bequests



Invest today, future leaders will be grateful!

Summary

- ▶ Young people have much more favourable attitudes toward leaving a gift in their Will and are more likely to express interest in doing so.
- ▶ Young people still need convincing that leaving a share of the estate is better for them and the cause they care about – especially given the timeframe from decision to realisation.
- ▶ We do not know if young people will keep the charity in their Will, but analysis from The Benchmarking Project shows that people who say they will leave a bequest go on to become higher-value supporters. It is both an outcome and an indicator of lifetime value.
- ▶ Use messaging that reflects the fact that younger bequest prospects have strong values around community, help those who cannot help themselves and feel a sense of responsibility for others.
- ▶ Affirm you are ethical and well-run in order to sustain trust.
- ▶ Develop more social media-based bequest marketing campaigns explicitly targeted at this audience – they are online, they trust social messages, and they are receptive.
- ▶ Let younger people develop social media campaigns targeting their peers for bequests.

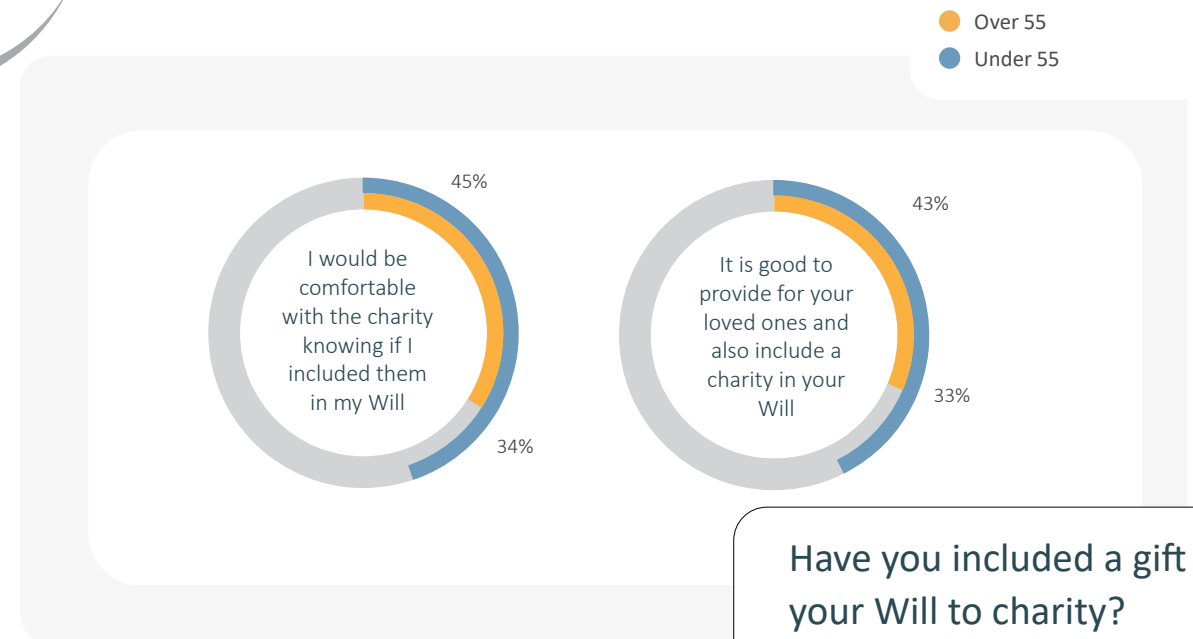
“ Young people are very receptive to the idea of leaving a legacy.”

Focus on the share of estate.

Let younger people develop social media campaigns targeting their peers for bequests.

Attitudes to Gifts in Wills

Examining our recent supporter survey results shows significant differences in attitudes between those under and over 55.



Have you included a gift in your Will to charity?

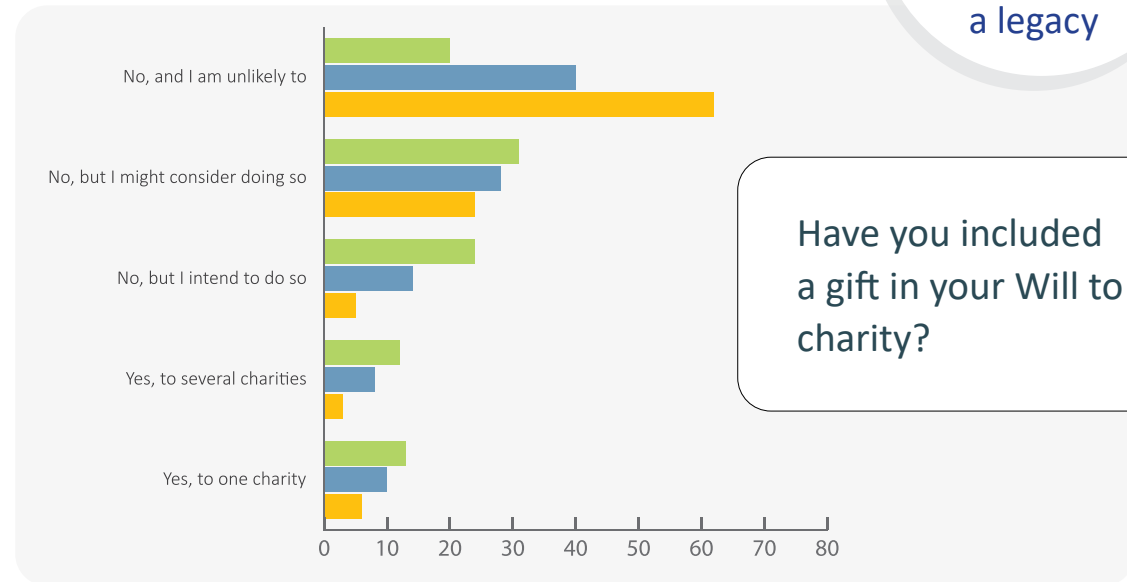
Insights

- ▶ Current charity donors under 55 have much more favourable attitudes toward leaving a Gift in their Will.
- ▶ They are more likely to be comfortable telling the charity; to say it's a good idea, and to believe their loved ones will approve.
- ▶ The under 55's are no more likely to believe it is better to leave a share of your estate. The under 55's are five times more likely to need to write their Will.
- ▶ 28% of the under 55's who responded to the surveys would consider leaving a Gift in their Will compared to 17% of over 55's.
- ▶ Under 55's were half as likely to have already included the charity though, at just 2% - reflecting the fact they may not have written their Will.

Drawing on results from over 38,000 charity donors who have responded to our supporter engagement surveys in the past year, we see significant and more favourable attitudes to leaving a gift in their Will amongst the younger. In this case, under 55-year-old audience supporters. Not-for-profits have focused Gift in Will marketing on the over 65' on the basis of time to realisation, yet most organisations are reaping the rewards from work undertaken 10, 15 or 20 years ago. Whilst it is a long time to wait for a return (we hope) from the under 55's, they show far greater receptivity to including a gift to a charity. We know from our behavioural science testing that we can help people choose a share of the estate. This is especially important when people are preparing for an eventuality that may be at least 25 years away.

Gifts in Wills Intentions

Lifestage influences the likelihood to include a charity when updating a Will.



Young people are very receptive to the idea of leaving a legacy

Insights

- ▶ Younger people are far more likely to say they have and would include a charity in their Will – four out five have or would do so.
- ▶ Self-declared donors were even higher, with a staggering 92% saying they would include a charity in their Will or have already done so.
- ▶ Younger known donors were less likely to say they have already included a charity compared to the public panel.
- ▶ 81% of younger known donors said they intend or would consider including a gift to charity in their Will.
- ▶ 46% of people under 35 in our Cost of Living study said they have or would consider leaving a gift in their Will compared to 29% of over 55's.
- ▶ 28% of younger people who don't already have a gift in their Will said they would probably or definitely include a charity when they next update their Will compared to just 5.6% of older people.

“The enthusiasm for leaving a gift is both surprising and probably overstated.”

The numbers across different studies vary, but the pattern is the same – younger people like the idea. However, we have to ask why is it so? We know from behavioural science that people value money less in the future than they do today, and this is a long way into the future. We also know younger people are more optimistic about their financial future than those over 55. When answering these questions, there may be a greater desire for social conformity to support their evolving identity as someone altruistic.

New GiW messages

Driving Legacies

Those interested in leaving a Gift in their Will are significantly different from those that aren't in many ways.

Insights

Those young people who are interested in leaving a charitable Gift in their Will differ from young people who are not interested in doing so, in the following ways:

“Let young people create and share Gift In Will messages.”

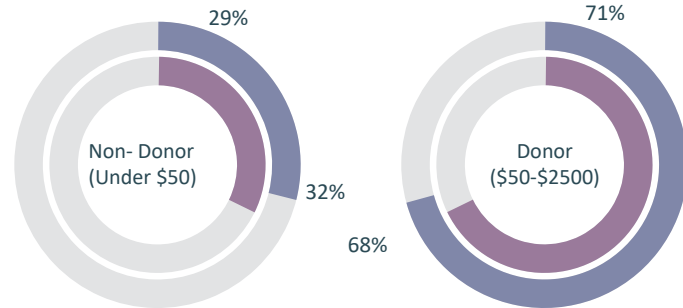
- ▶ More likely to be in a (stable) relationship and not married.
- ▶ To have grown up financially comfortable.
- ▶ To have less of a feeling of responsibility for immediate family.
- ▶ To feel a greater sense of responsibility towards their community.
- ▶ To have more favourable attitudes to the role of social media in society.
- ▶ Haven't seen being wealthy as a primary pursuit.
- ▶ Are more likely to think giving to the causes they care about makes a difference.
- ▶ Believe we all have a responsibility to help people in need.
- ▶ Believe some people cannot help themselves and need our help.
- ▶ Like to know the stories.
- ▶ Associate charities with being essential, innovative and solving root causes.
- ▶ Have a higher score for not-for-profits being ethical, well run, trusted and for giving being important.
- ▶ Are twice as likely to have donated in the past 12 months, to have volunteered, organised an event, made a regular gift or donated through their workplace.
- ▶ To believe it is better to give via a charity than directly through a crowdfunding page.
- ▶ More likely to want improved social media presence, more authentic stories, different ways to give and collaboration among charities.
- ▶ Not only are younger people more receptive to bequests, when we compare those interested to those who are not interested, we see many of the attributes we also know to be true for older bequestors: selfless, community focussed, financially comfortable visionaries.
- ▶ Engage younger people in helping to frame appropriate bequest messages that appeal to their sense of community, lifestage and optimism. Develop more social media-based bequest marketing campaigns explicitly targeted at this audience – they are online, they trust social messages and they are receptive. Whilst they already hold more favourable beliefs about not-for-profits, we must emphasise ambition to find new solutions to old problems by addressing the root causes.

About the study

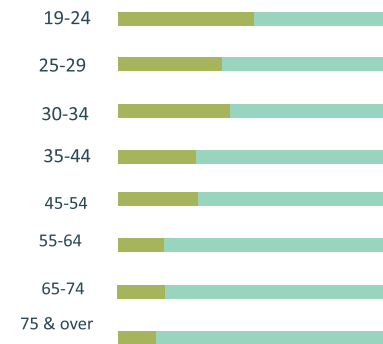
Male
Female

Young U35
Middle 35 to 54
Older 55+
Donor % (\$50 - \$2500)
Non-Donor (under \$50)

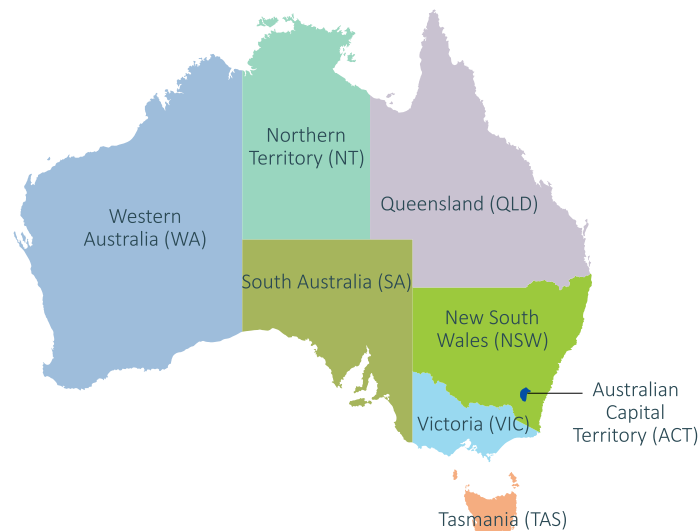
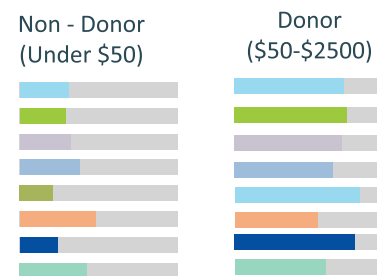
Gender



Age

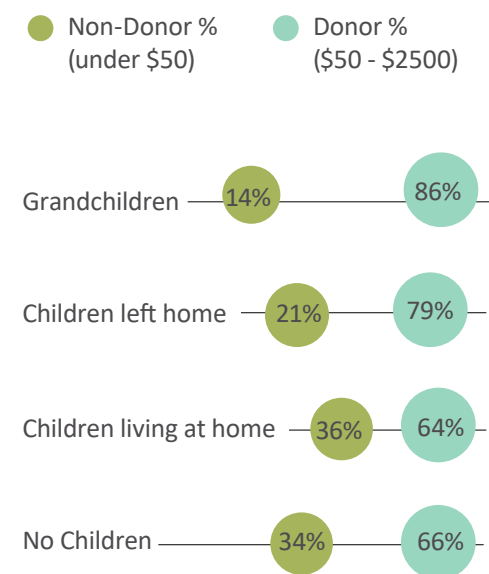


State



PUBLIC PANEL COMPOSITION
1500 respondents being nationally representative across gender, state, age, and family.

Family



Before commencing the research project, we reviewed existing published studies of generational giving attitudes and conducted analysis of the 10,000+ respondents to recent studies we have conducted over the past two years. Working with our charity partners, we identified the most critical knowledge gaps and completed 34 depth interviews with donors and supporters under the age of 35.

This was followed with public quantitative research amongst the Australian population with a sample size of 1500. The sample was 50% people under 35 and 50% over 35. The data was reweighted for overall analysis, and the sample of under 35's further split into three subsegments. In addition, our charity partners invited samples of their supporters to complete the survey, with a total of 480 respondents across all ages.

Our research partners

This project was only made possible thanks to the foresight of the following not-for-profits who provided input to the question design, contacts for participation in interviews and surveys, as well as vital funding: The Smith Family, Asylum Seekers Resource Centre, Cerebral Palsy Alliance, Ronald McDonald House Charities; Act for Peace; Royal Flying Doctor Service QLD and Wilderness Society.



About the authors

More Strategic is Australia's leading fundraising strategy, supporter experience and research consultancy.



Martin Paul is one of Australia's most experienced and respected fundraisers. He has a passion for evidence-based decision making in the not-for-profit sector and always wants to understand why people do what they do. With a background in economics and marketing, Martin led fundraising teams at WWF, The Heart Foundation and Cancer Council before co-founding More Strategic in 2008. Martin is a popular presenter at fundraising conferences in Australia, Europe and Asia.

Katynka Powning has been involved in the charity sector from the inception of Include A Charity. Her expertise in research and insights in the charity sector is well-known having completed a large number of both qualitative and quantitative research studies. In conjunction with data from charities she uses her experience in the corporate sector to design and optimize supporter experiences to maximise lifetime income. Her clients include MS Research Australia, UNICEF Australia, Guide Dogs and Cancer Council Victoria.

Get in Touch

If you'd like to better understand and connect with your supporters, please get in touch.

Email: martin@morestrategic.com.au
Mobile: 0435 306 202

