When Cosmic Gate were spilling the tea on discord about their latest drop they were a bit salty about all the Eshay's saying its slay

CHANGE MAKERS
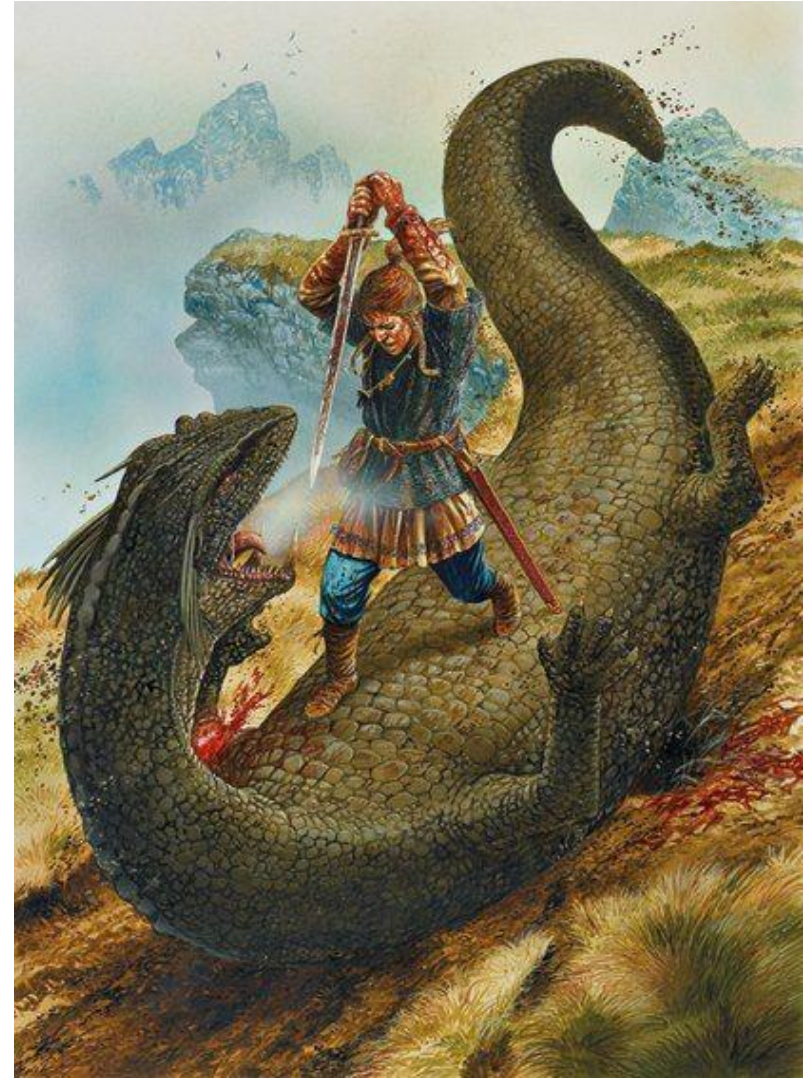The Generation of Donor Impact

FIA | 2022 SA FUNDRAISING SHOWCASE

Slay

Eshay

Language matters

Using language that is more suited to my generation

|		
34%	**28%**	**19%**
A Public Young U35	B Public Mid 35 to 54	C Public Older 55+

■ Very appealing

Terminology
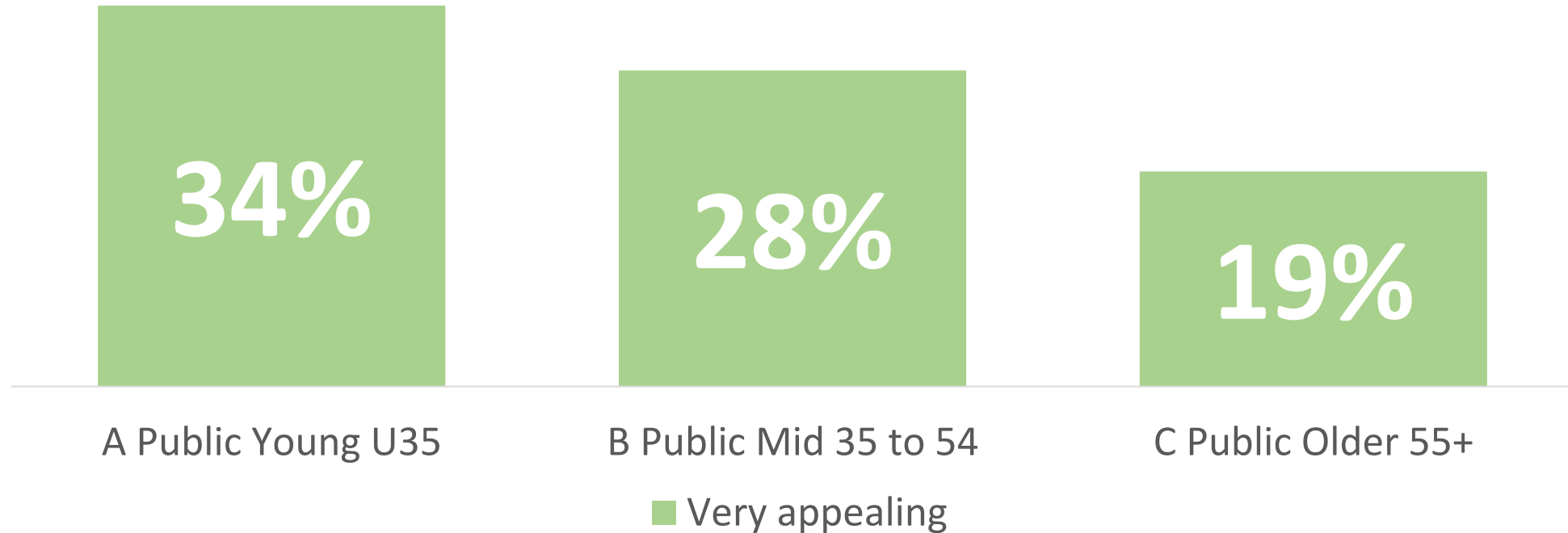
Q6.5: Which of the following terms do you prefer to use to describe organisations that rely on donations to achieve a social purpose? - Selected Choice

Charity
- A Public Young U35: 25%
- B Public Mid 35 to 54: 29%
- C Public Older 55+: 34%

Not-for-profit
- A Public Young U35: 31%
- B Public Mid 35 to 54: 32%
- C Public Older 55+: 32%

Non profit
- A Public Young U35: 16%
- B Public Mid 35 to 54: 12%
- C Public Older 55+: 8%

Social Impact Organisation
- A Public Young U35: 8%
- B Public Mid 35 to 54: 6%
- C Public Older 55+: 3%

Voluntary organisations
- A Public Young U35: 7%
- B Public Mid 35 to 54: 8%
- C Public Older 55+: 14%

■ A Public Young U35   ■ B Public Mid 35 to 54   ■ C Public Older 55+

Young people have more words for us, are less likely to call us charities and more likely to say we are non profit.
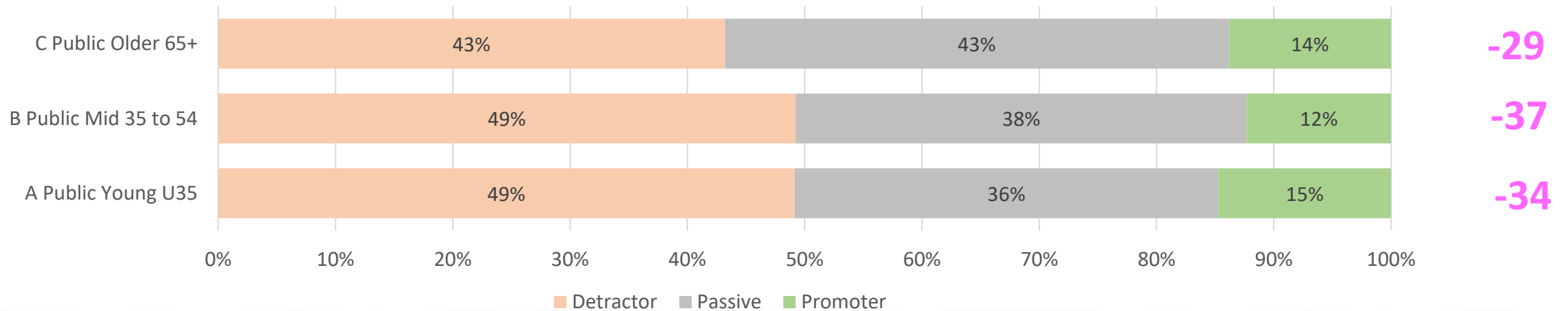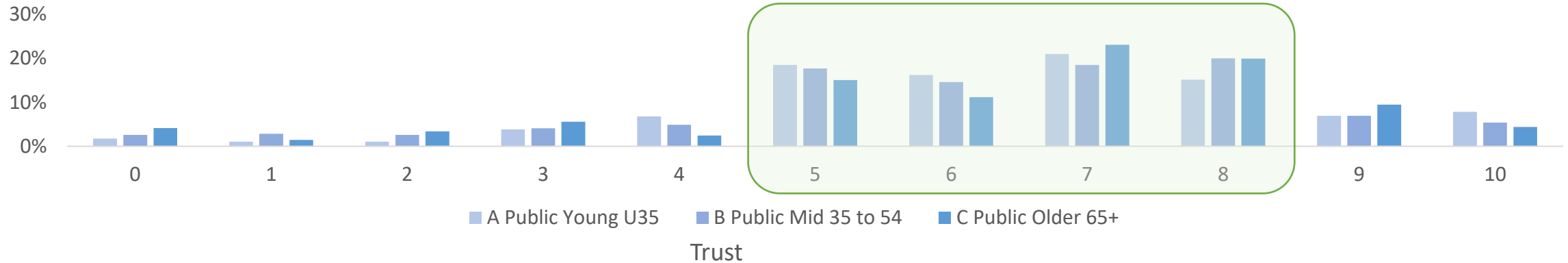
Relative Attributes

Under 35's attributes
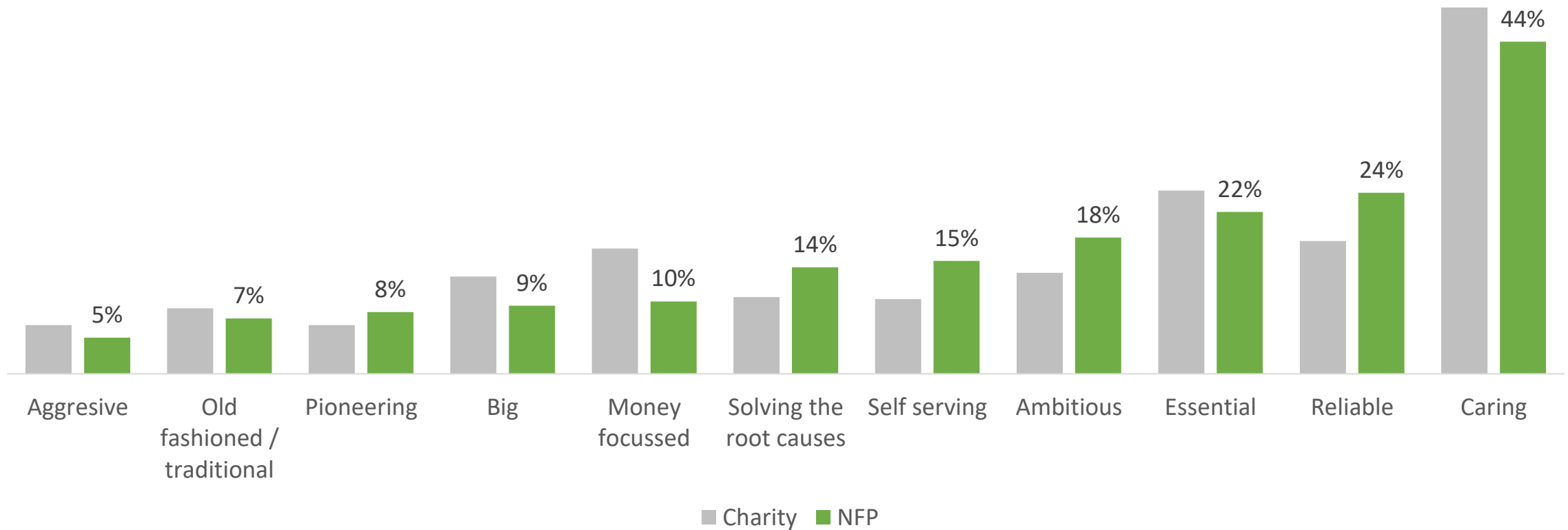
Broadly agree. NFP bit less caring and a bit more reliable, ambitious, root cause and self serving. Charity more caring, essential but also big and money focussed

Do you trust us?

Q8.3: Overall, how much do you trust charities or not for profits? Please rank on a scale of one to ten, where one is Not At All and ten is Completely

A Public Young U35   B Public Mid 35 to 54   C Public Older 65+

Trust

	Detractor	Passive	Promoter	
C Public Older 65+	43%	43%	14%	**-29**
B Public Mid 35 to 54	49%	38%	12%	**-37**
A Public Young U35	49%	36%	15%	**-34**

Younger are more likely to have complete trust (10) but the older are less likely to be distrusting. The middle have the lowest overall score…..why?

Audience Mapping (average scores)

Edelman Index

Well Run (y-axis)
- 8.00
- 7.50
- 7.00
- 6.50
- 6.00
- 5.50
- 5.00

Ethical and Honest (x-axis)
- 5.80
- 6.30
- 6.80
- 7.30
- 7.80

35-54 (blue box)

>55 (blue box)

U35 (light blue box)

>55 (green box)

35-54 (green box)

U35 (light green box)

6.18

6.26 6.34

6.18

7.09 7.04
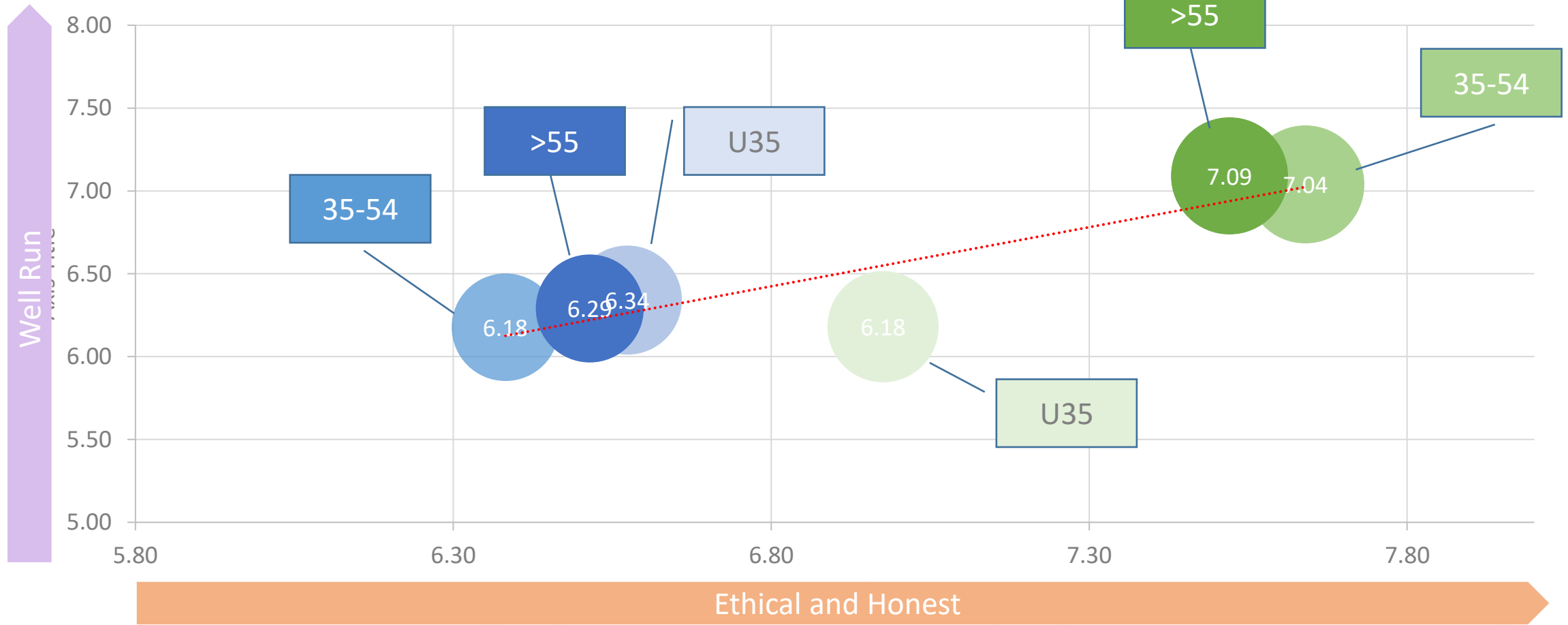
Donors have much higher scores across all 3 dimensions but the younger donors are lower than their older counterparts.

Process

Immersion → **Scoping** → **Depths** → **Quant**

Quant

qualtrics

Under 35's — X 750

Over 35's — X 750

Charity

Legend: Under 35, 35 to 54, Over 55

The Smith Family	Wilderness Society	Act For Peace	Ronald McDonald House Charities	Cerebral Palsy Alliance
200 / 69 / 59	26	23	16 / 6	0

Pie chart: 23%, 21%, 57%

Public
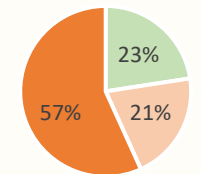
Opportunities

Connect....so they give when they have greater capacity

Collect .....funds from others on our behalf

Contribute....to the mission now.....in $ and other ways

Consider ..... Prepare for longer term bequests......

Qualify ... find the smaller number who have wealth now

The looming threat
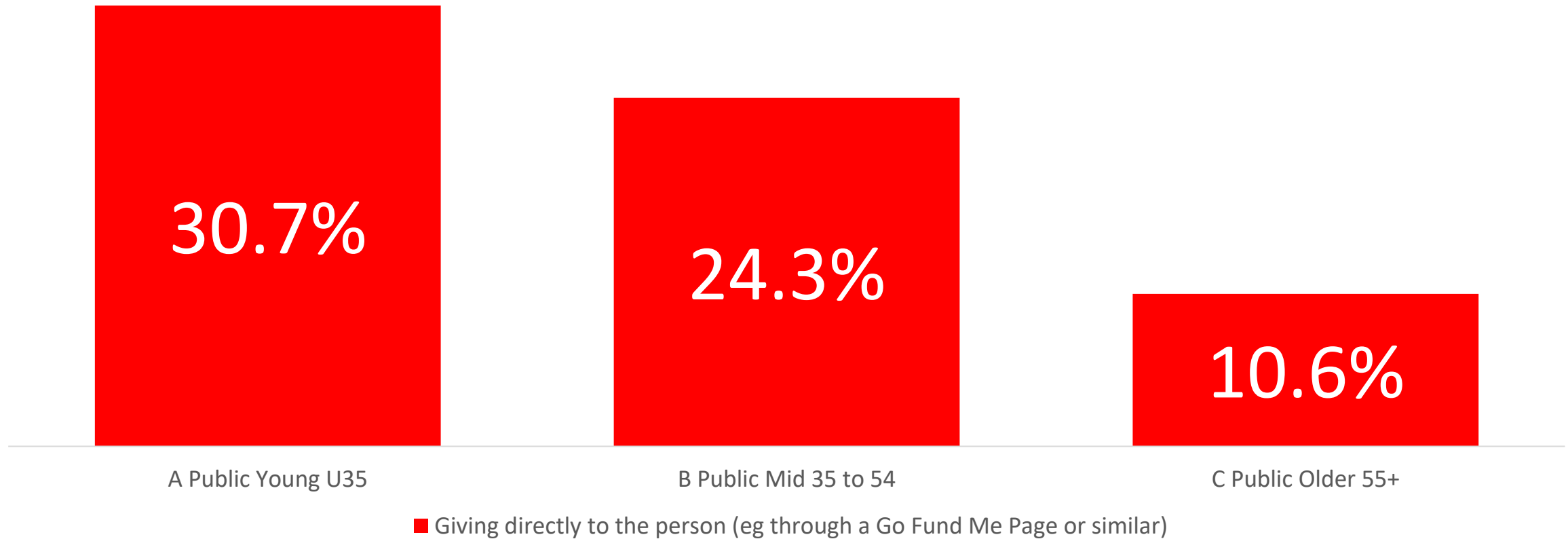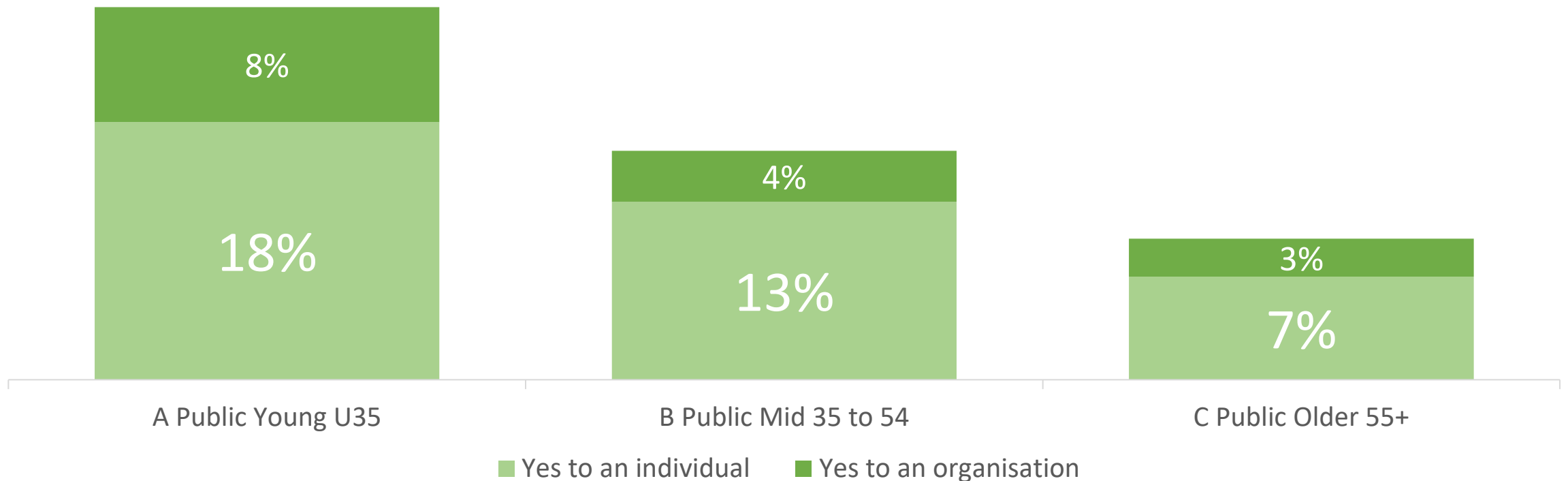
Helping people in Need

Q12.3: Which of the following do you think is the most effective way of helping people in need? Please select one answer

A Public Young U35	B Public Mid 35 to 54	C Public Older 55+
30.7%	24.3%	10.6%

■ Giving directly to the person (eg through a Go Fund Me Page or similar)

Use of crowdfunding

Q12.4: In the past 12 months, have you given through a Go Fund Me page or similar campaign to an individual or organisation? If yes, please describe the cause you gave to in the text box (e.g. floods, bushfire, medical or personal needs).

	A Public Young U35	B Public Mid 35 to 54	C Public Older 55+
Yes to an organisation	8%	4%	3%
Yes to an individual	18%	13%	7%

■ Yes to an individual   ■ Yes to an organisation

Q16.1: Have you included a gift in your Will to charity? Please select one answer

	A Public Young U35	B Public Mid 35 to 54	C Public Older 55+
Yes, to one charity	13%	10%	6%
Yes, to several charities	12%	8%	3%
No, but I intend to do so	24%	14%	5%
No, but I might consider doing so	31%	28%	24%
No, and I am unlikely to	20%	40%	62%
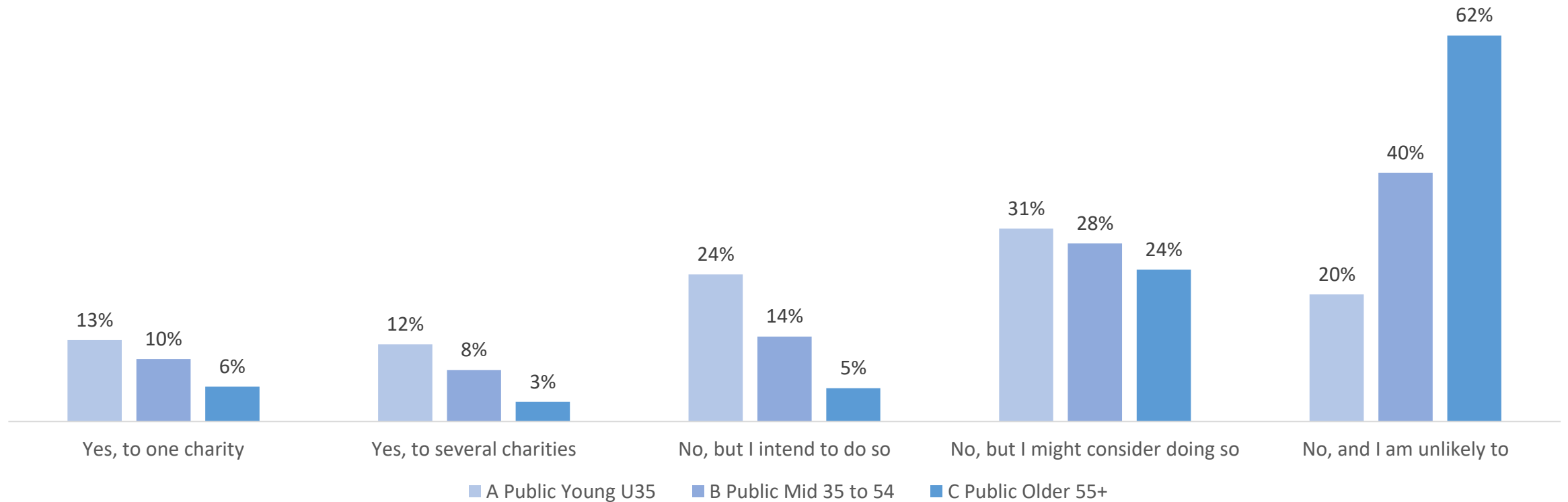
Younger people are much more receptive to including a gift in their will

Our Lives

1. Educated
2. Influence
3. Instability
4. Independent
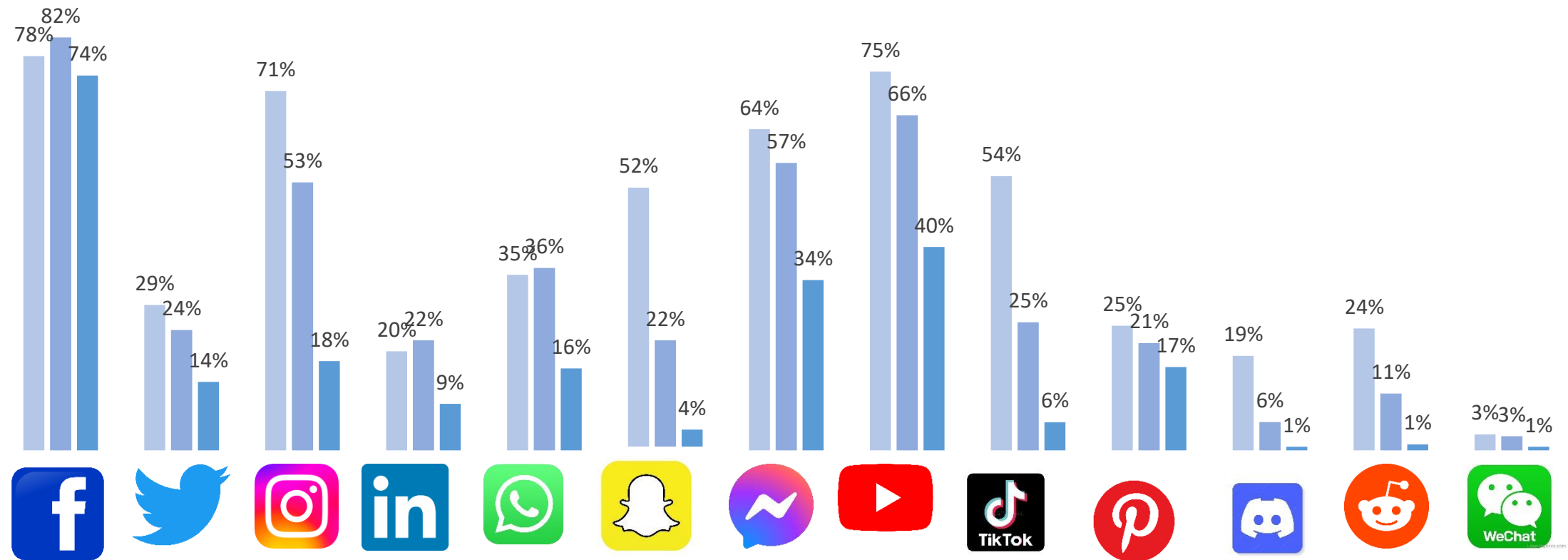5. Inconsistent
6. Suitably hedonistic

7. We do quite like our phones

Platform use

Q4.2: Which social media platforms have you used in the past three months?

■ A Public Young U35　　■ B Public Mid 35 to 54　　■ C Public Older 55+

Facebook: 78% / 82% / 74%
Twitter: 29% / 24% / 14%
Instagram: 71% / 53% / 18%
LinkedIn: 20% / 22% / 9%
WhatsApp: 35% / 36% / 16%
Snapchat: 52% / 22% / 4%
Messenger: 64% / 57% / 34%
YouTube: 75% / 66% / 40%
TikTok: 54% / 25% / 6%
Pinterest: 25% / 21% / 17%
Discord: 19% / 6% / 1%
Reddit: 24% / 11% / 1%
WeChat: 3% / 3% / 1%

Facebook is still in use! But Insta, Youtube, snapchat and tik tok are much younger

Q4.2: Which social media platforms have you used in the past three months?
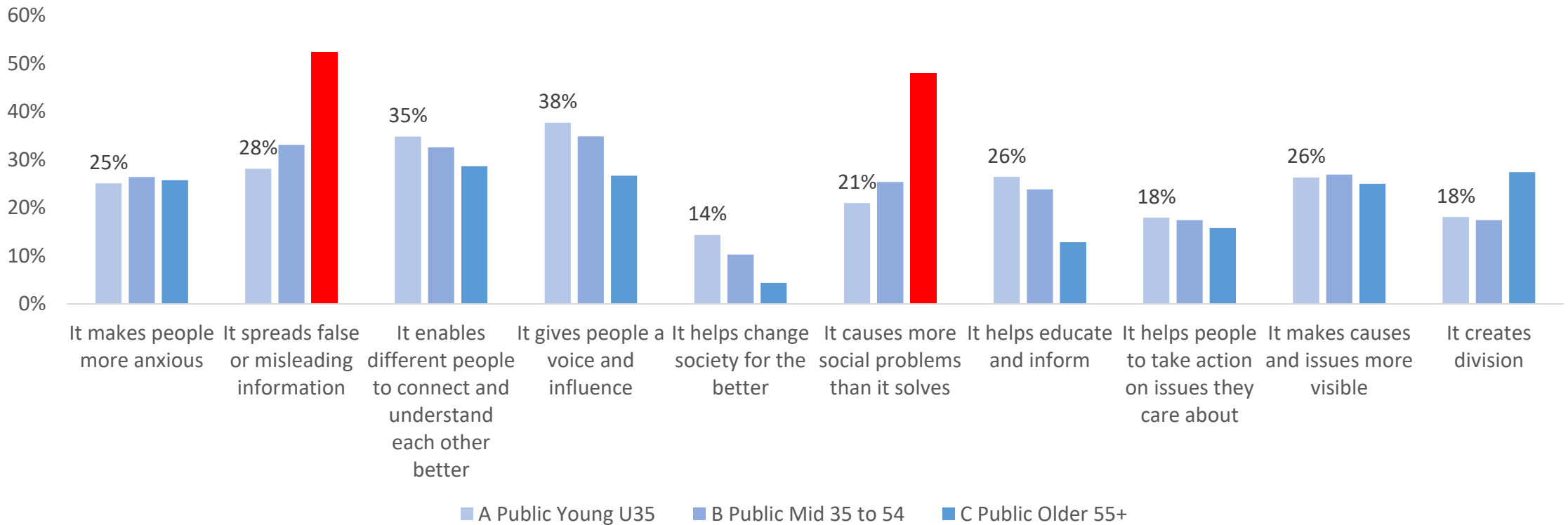
■ A Public 19 to 24   ■ B Public 25 to 29   ■ C Public 30 to 34
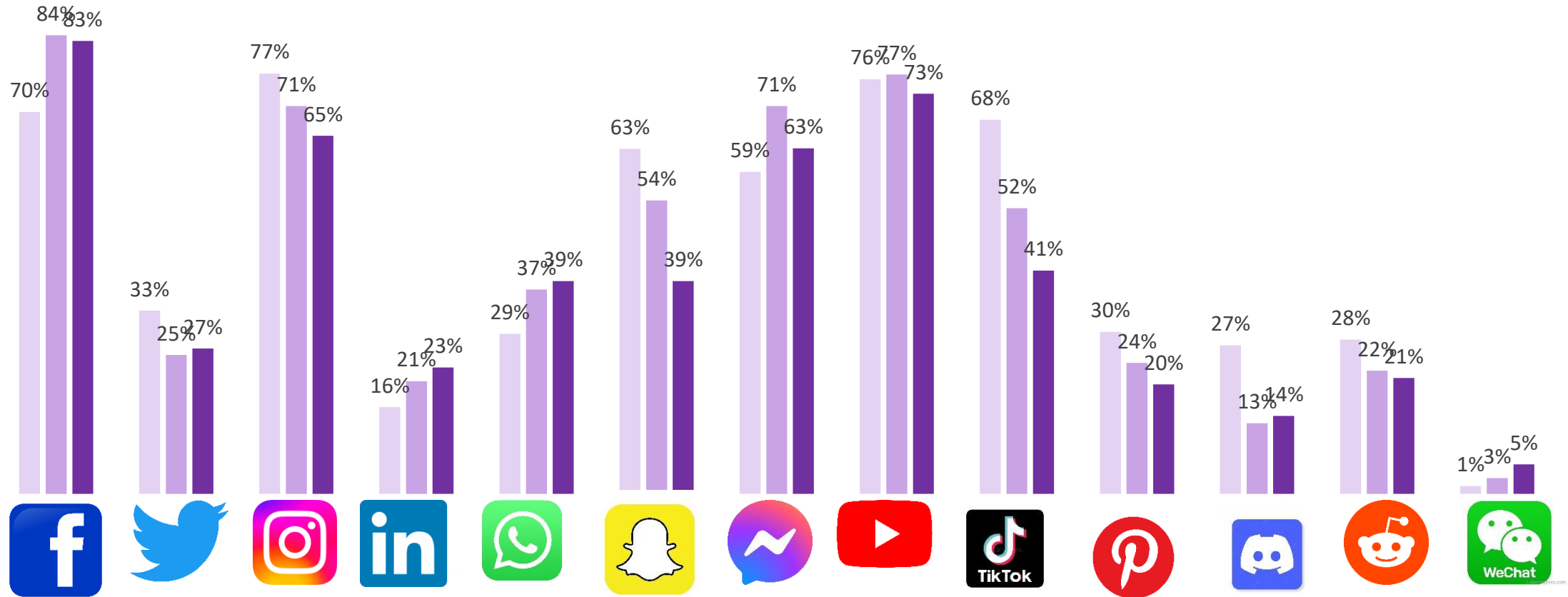
Within the under 35's there are significant differences with insta, snapchat and tik tok more popular with younger people.

Social Media Impacts

Q4.5: Thinking about social media, please select three statements from the list below that you feel best reflect its impact on society?

	A Public Young U35	B Public Mid 35 to 54	C Public Older 55+
It makes people more anxious	25%		
It spreads false or misleading information	28%		
It enables different people to connect and understand each other better	35%		
It gives people a voice and influence	38%		
It helps change society for the better	14%		
It causes more social problems than it solves	21%		
It helps educate and inform	26%		
It helps people to take action on issues they care about	18%		
It makes causes and issues more visible	26%		
It creates division	18%		

Younger people see social media more positively and the older are critical

Concerns and Control

Top 5 Issues (ranked in top 5)

Public Under 35

1. Mental Health
2. Housing Affordability
3. Climate change
4. Domestic Violence
5. Children's health and safety
6. Homelessness
7. Poverty in Aus

1. Refugee and asylum seekers
2. International disaster response
3. Overseas development

Public 35-54

1. Housing Affordability
2. Mental Health
3. Climate change
4. Homelessness
5. COVID 19
6. Domestic Violence
7. Poverty in Aus

21. First Nations justice
22. Refugee and asylum seekers
23. Overseas development

Public Over 55

1. Housing Affordability
2. Illness and disease
3. COVID 19
4. Climate change
5. Homelessness
6. Poverty in Aus
7. Domestic violence

21. Overseas development
22. LGBTQI+ rights
23. International disaster response

Comments

Does supporting an NFP address your concern

Q6.3: To what extent do you think you can influence each of these issues by supporting organisations who are addressing the problem? A great deal
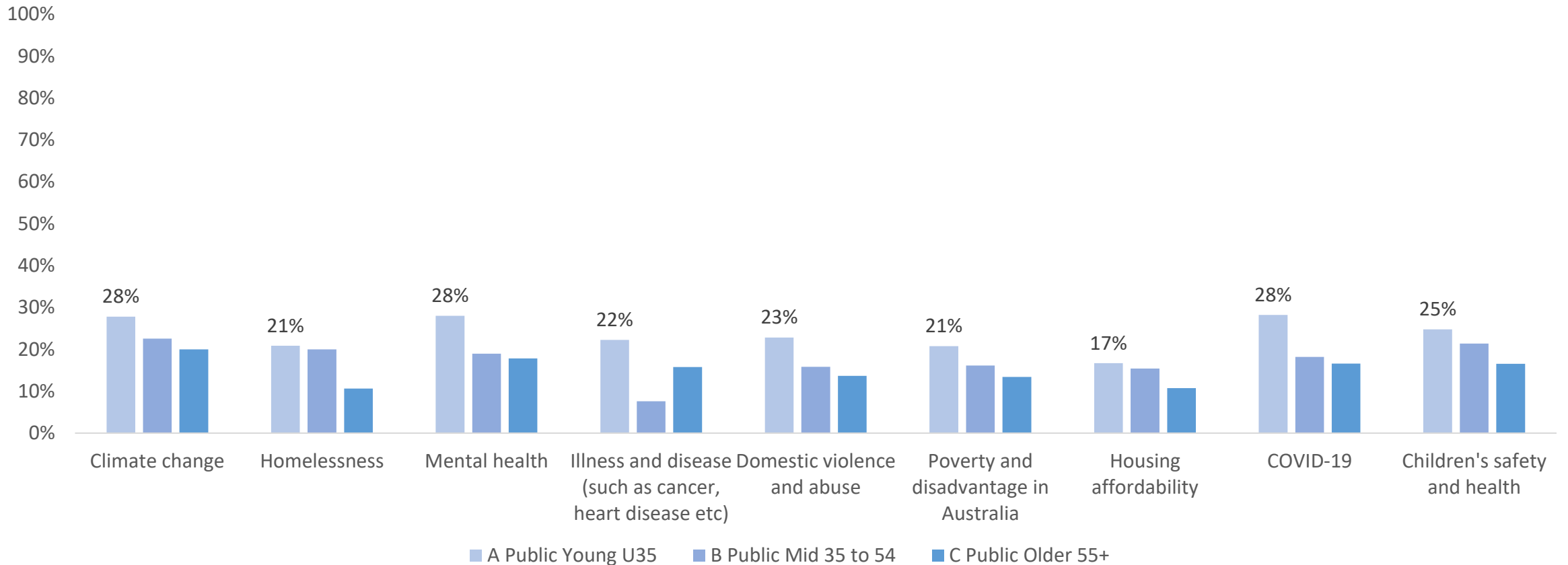
For all the issues identified as priorities there is a diminishing perception of influence on the issue with age
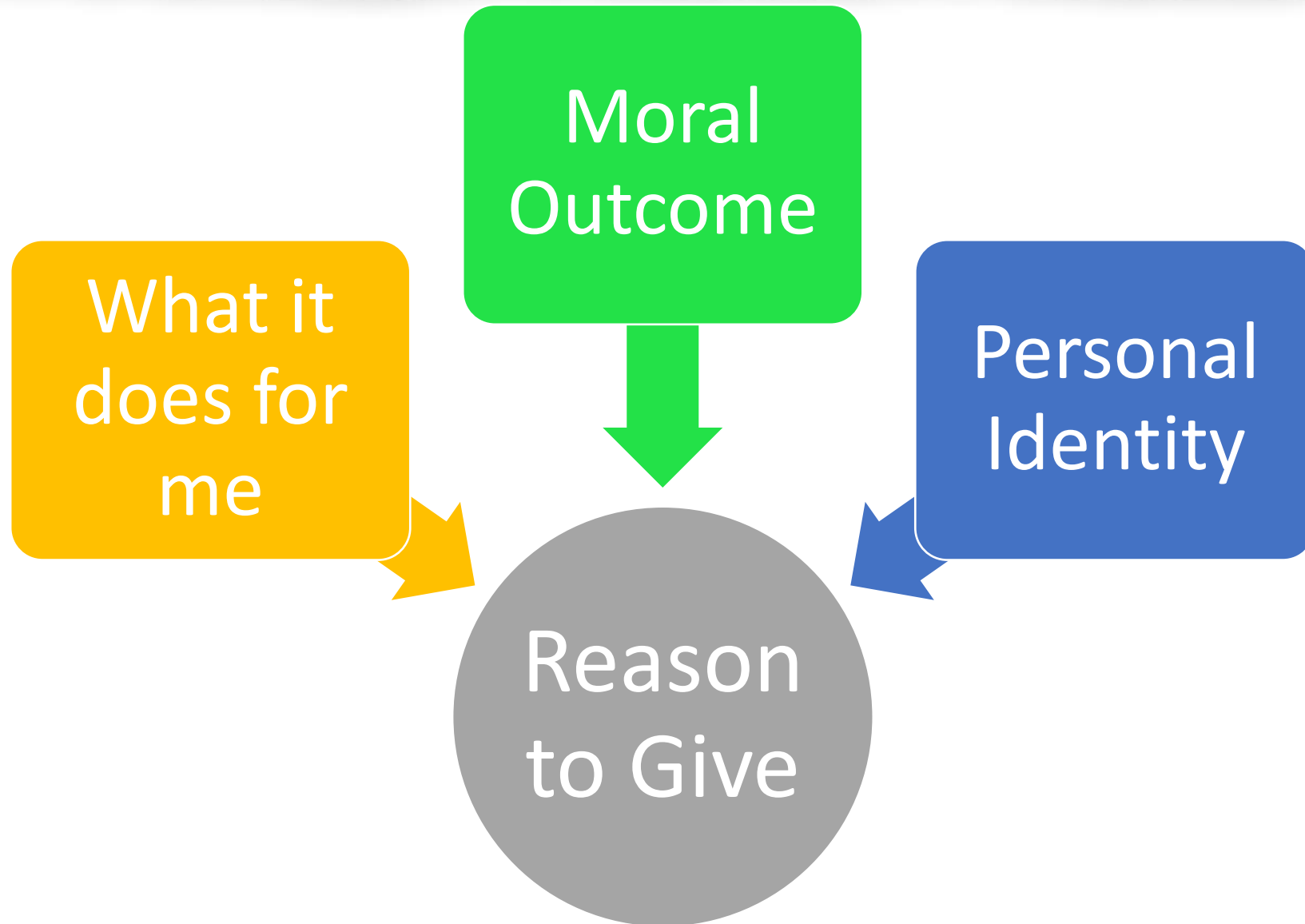
Job To Be Done Framework for Fundraising

Abbreviation	Full statement
Self Identity	It reinforces what is important to me, what I believe in and stand for
Belonging	It strengthens a sense of connection to others, that I am part of a group, working together
Guilt/gratitude	It reminds me how fortunate I am in to be in a position to help others
Remove discomfort	It overcomes feelings of sadness or distress when I see people in need
Purpose	It provides purpose and meaning, a sense that what I do matters
Protection	It offers a better future for those I love and care about
Power / agency	It gives me a feeling of progress that I can influence change
Gratitude	It expresses my gratitude for the commitment and efforts of others to create change
Wisdom / knowledge	It helps me to feel more informed and "in the know" about issues I care about
Recognition	It makes me feel valued and appreciated by others
Extrinsic identity	It helps me to share the values that matter to me with my children, family or friends
Faith	It affirms my faith and personal values
Financial diligence	It redistributes money from taxes I would have paid to causes I care about

Q10.1 - People give money to charities for many different reasons. We would love to know what giving "does for you".
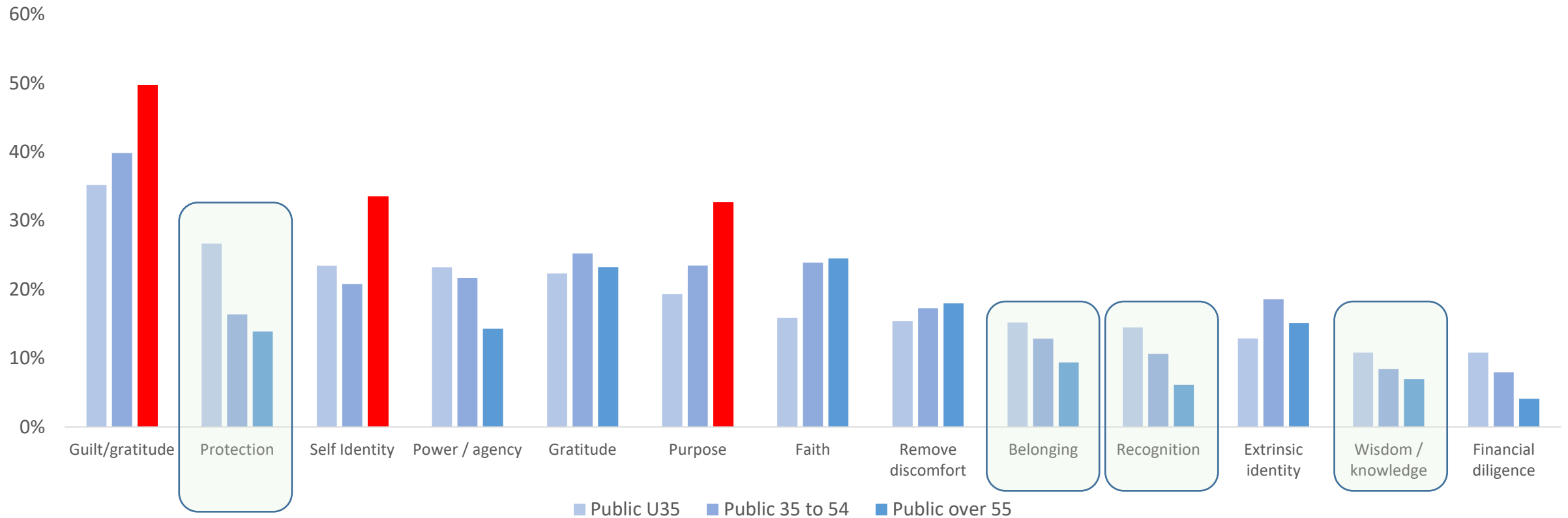
Younger people score more highly on protection, agency, belonging, knowledge and recognition where older respondents favour purpose self identity and primarily their own good fortune

Generally, what do you achieve through your donations?

	35%	28%	21%	20%	20%	18%	18%	18%	16%	16%	14%
	I am helping people get back on their feet	I am bringing joy to people	I am creating opportunities and empowering people	I am helping break the cycle of poverty	I am part of a team or movement creating change	I am making the world fairer	I am stopping suffering	I am speaking up for the voiceless	I am upholding essential rights	I am following and expressing my faith	I am helping reduce loneliness and distress

■ Public U35 ■ Public 35 to 54 ■ Public over 55

Younger people are higher on rights, equity and joy

Expressed Identity

Please select the three words that come to mind when you describe yourself as a supporter of charities or not for profits:

Legend: ■ Public U35 ■ Public 35 to 54 ■ Public over 55

Categories: Helpful, Caring, Hopeful, Humble, Generous, Encouraging, Loyal, Passionate, Connected, Committed, Supporting success, Nurturing, Ordinary, Visionary, Partner
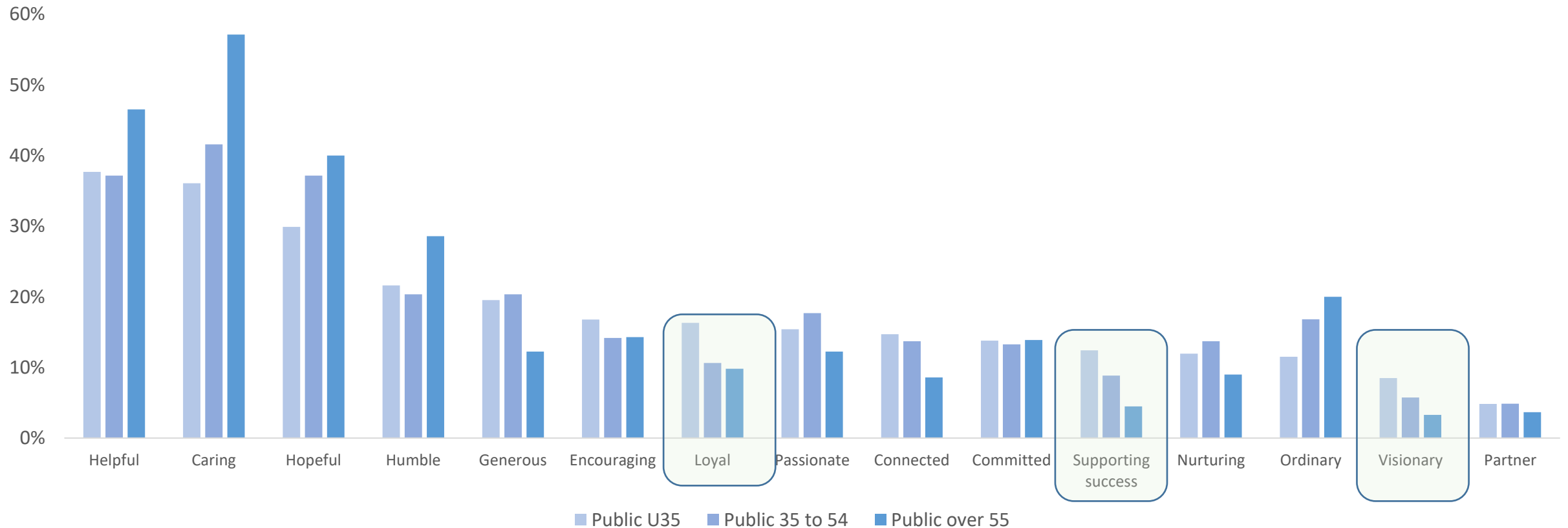
Younger people selected fewer words but were more likely than older people to select encouraging, supporting success and visionary, though most are still helpful, caring and hopeful

Giving Behaviour

Ways of support

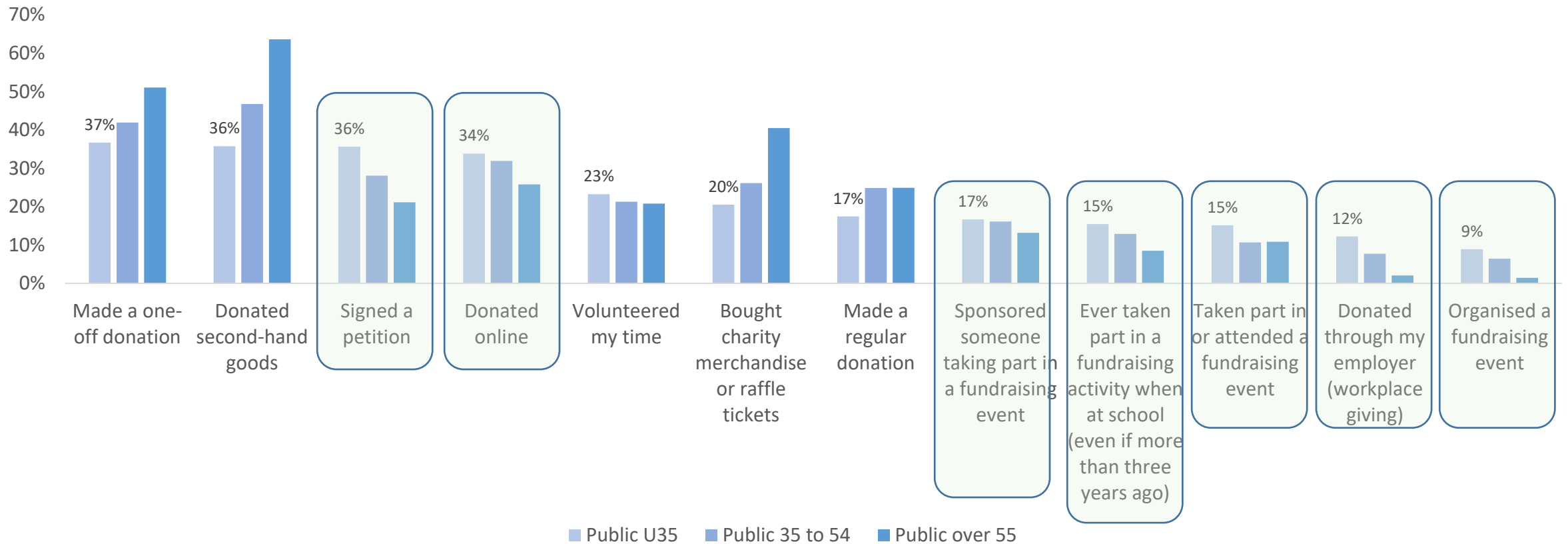## Q11.1 - Which of the following have you done to support a charity or not for profit in the past three years?

Bar chart showing percentages for Public U35, Public 35 to 54, Public over 55:

- Made a one-off donation: 37%
- Donated second-hand goods: 36%
- Signed a petition: 36%
- Donated online: 34%
- Volunteered my time: 23%
- Bought charity merchandise or raffle tickets: 20%
- Made a regular donation: 17%
- Sponsored someone taking part in a fundraising event: 17%
- Ever taken part in a fundraising activity when at school (even if more than three years ago): 15%
- Taken part in or attended a fundraising event: 15%
- Donated through my employer (workplace giving): 12%
- Organised a fundraising event: 9%

Legend: ■ Public U35 ■ Public 35 to 54 ■ Public over 55

Younger members of the public were more likely to have signed petitions, donated online and taken part in events

Ask Exposure

Q12.1: In the past 12 months do you recall any of the following?
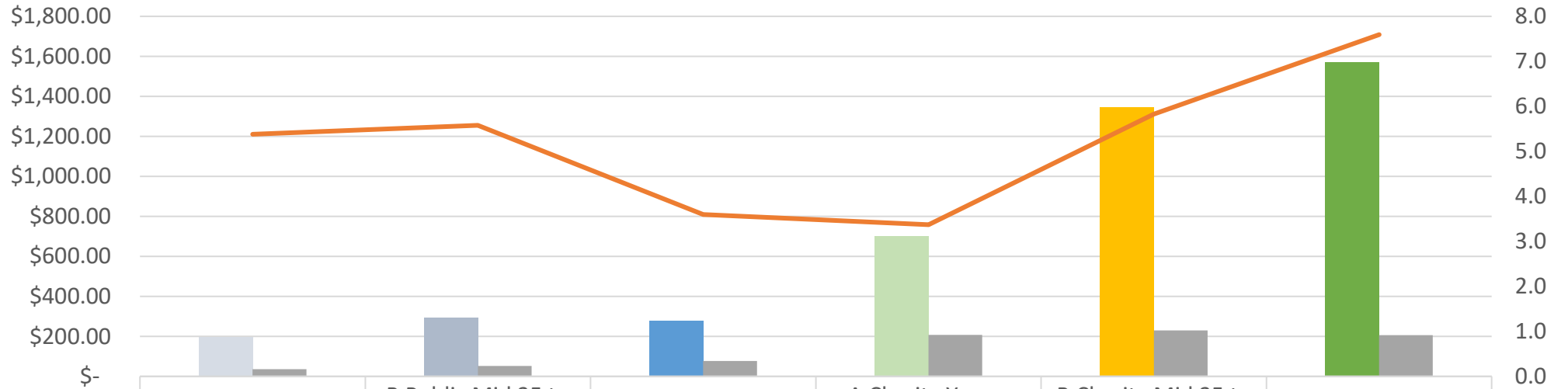
Category	A Public Young U35	B Public Mid 35 to 54	C Public Older 55+
Receiving an appeal letter from a charity seeking donations	35%	36%	48%
Receiving a phone call from a charity that I have supported before	35%	31%	43%
Receiving a phone call from a charity I have not supported before	31%	31%	42%
Being approached on the street or at my home by a charity representative asking me to become a monthly donor	47%	38%	25%
Receiving an email from a charity asking for donations	44%	41%	41%
Seeing an advert on social media to take part in a charity fundraising event	53%	41%	22%
A friend asking me to sponsor them in a charity fundraising activity	44%	35%	20%
Seeing a charity advert for on television	54%	49%	55%
Seeing a charity advert on a website I was visiting	48%	35%	21%
Seeing a charity advert or content on Facebook	56%	41%	23%
Seeing a charity advert or content on Instagram	45%	26%	7%
Seeing charity advert or content on Tik Tok	36%	15%	2%

The younger audiences are highly exposed to social media advertising and other indirect/low response channels. Although less likely to receive mail and calls 1 in 3 still say they have done so.

Declared Giving

Self Reported Giving

	A Public Young U35	B Public Mid 35 to 54	C Public Older 65+	A Charity Young U35	B Charity Mid 35 to 54	C Charity Older
Estimated Annual Giving	$197.70	$294.61	$277.39	$701.04	$1,343.63	$1,568.89
Av Per Charity	$37	$53	$77	$208	$231	$207
No. Charities	5.4	5.6	3.6	3.4	5.8	7.6

Estimated Annual Giving   Av Per Charity   No. Charities

Comments

Connect and Improve

Thought starters

1. Promote tangible first steps to bigger goals
2. Let them in: give them control, show trust, be transparent Align/mirror their language / Listen more, help them find their voice
3. Help them help others Social Helping+ Social Advocacy then social fundraising
4. Get in the budget and be clear on the "deal": create an experience; justify faster
5. Find ways to microvolunteer /Citizen science participation
6. Even more lived experiences / less curating more authenticity
7. Be where they are and make it easy on their terms

Improvement Testing

Q14.1: There are several ways charities could develop stronger relationships with their supporters. How appealing are each of the following to you?

Legend: A Public Young U35, B Public Mid 35 to 54, C Public Older 55+
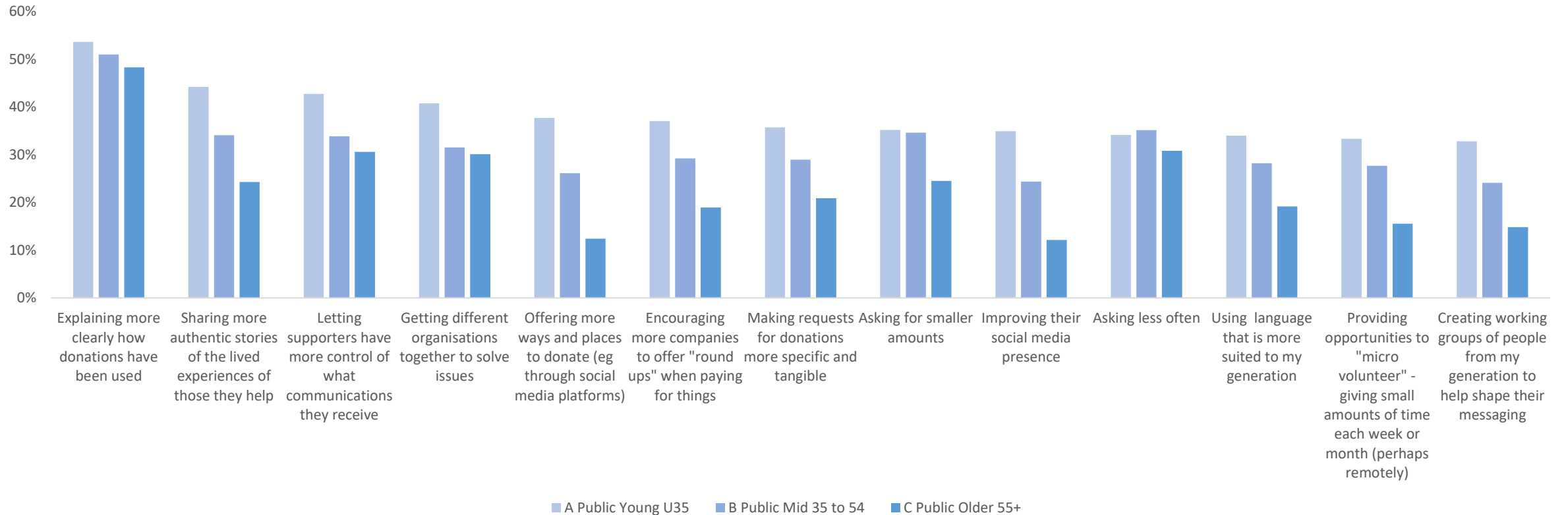
The younger you are, the more you want us to change. But especially in authenticity, social media presence and payments. They just don't feel represented in our organisations.

Thematic Areas

Depth Interviews

Money and Meaning
Upbringing
Stability
Influences
Financial situation
and attitudes

Influencing
Influencing others
Influenced by
Responsibilities

Motivations and Needs
Personal values
and beliefs.
Job To Be Done
Moral Outcomes
Personal Identity
Need States

Trust and Impact
Trust
Well run
Ethical
Impact of giving

Who and How to Help
Cause Concerns
Direct/Indirect
Terminology and
framing
Location
preferences
Ask exposure
Giving
mechanisms
Declared amounts

Social Media Power
Online activity
Social media
confidence and
sharing
Social channel
usage
Social Media
Impacts

Bequest Drivers
Likelihood and
attitudinal drivers

By Age Group; Donor v Public; Lifestage; Implcations

They are	They matter	They need
Different Strong Idealistic Optimistic Independent Passionate Smart Amazing	They are our future They are influential They are interested and eager They can connect They will have capacity and some do already They change the world	Be where they are Be tangible, specific and authentic Differentiate from direct giving Innovate in Social Fundraising Help them belong, find their purpose and voice Let them in

more
Awareness
Learning
Money
Insight
Ideas
Innovation
Impact
Strategy
Effectiveness Value