

Next Gen

Presentation of Insights

August 2023



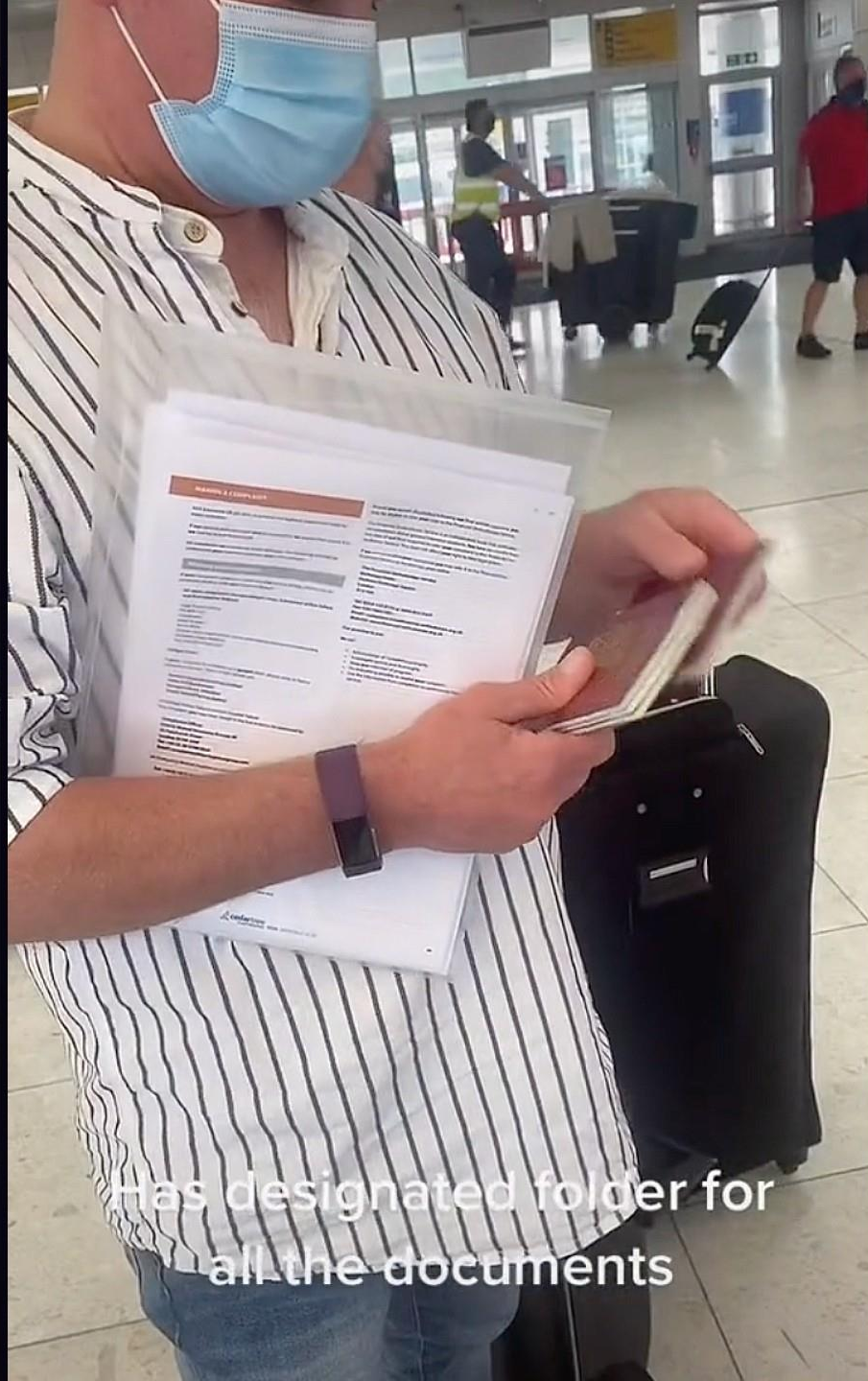
Quiz Time

You have an
international flight
at 6pm.

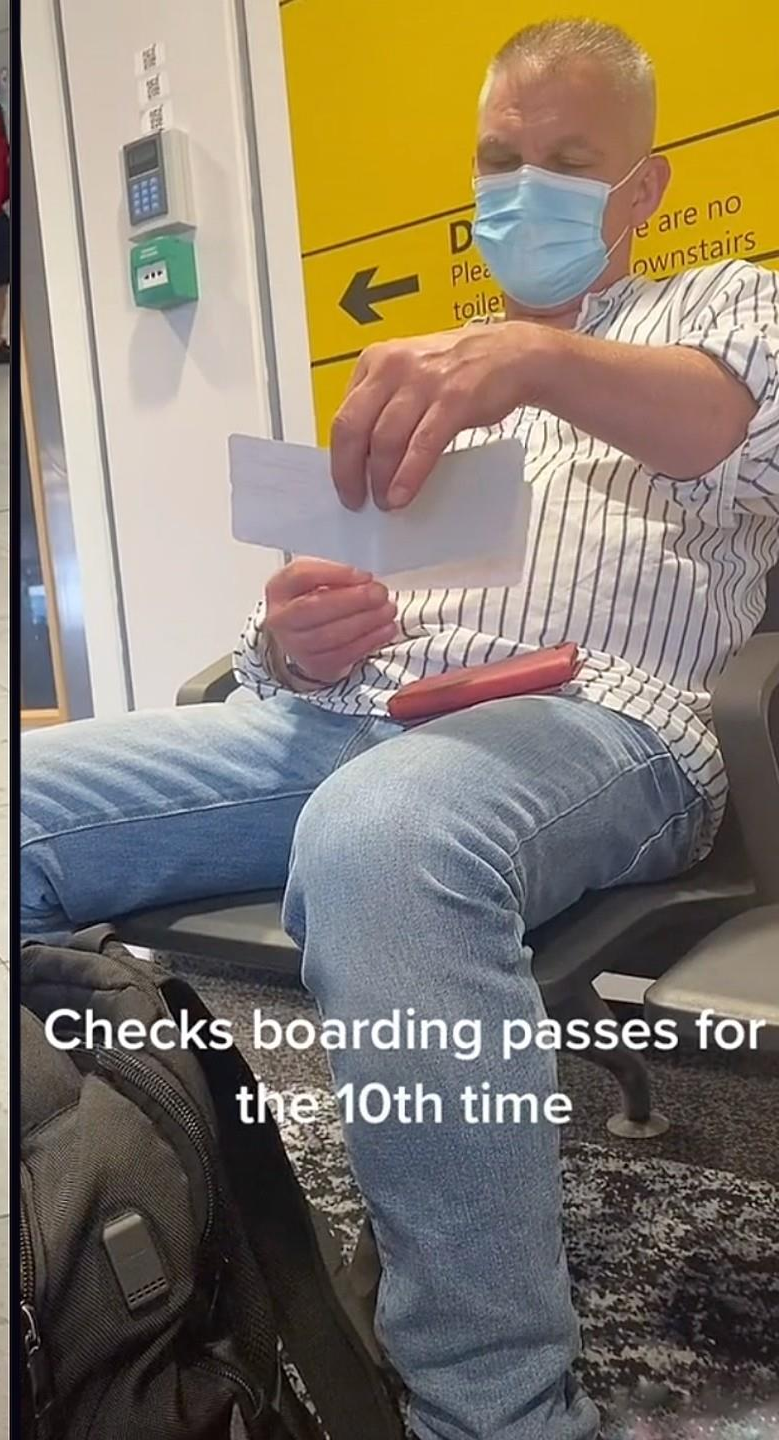
When do you get
to the airport?



Making us leave when the flights not for another 5 hours



Has designated folder for all the documents



Checks boarding passes for the 10th time

Quiz Time

Your daughter
wants a snack
before playing
sport.

What do you
offer?



Quiz Time



You are a woman
in control, taking
charge of her own
circumstances in
work and life.

Someone who
knows her worth
and won't accept
anything less.

Who are you?

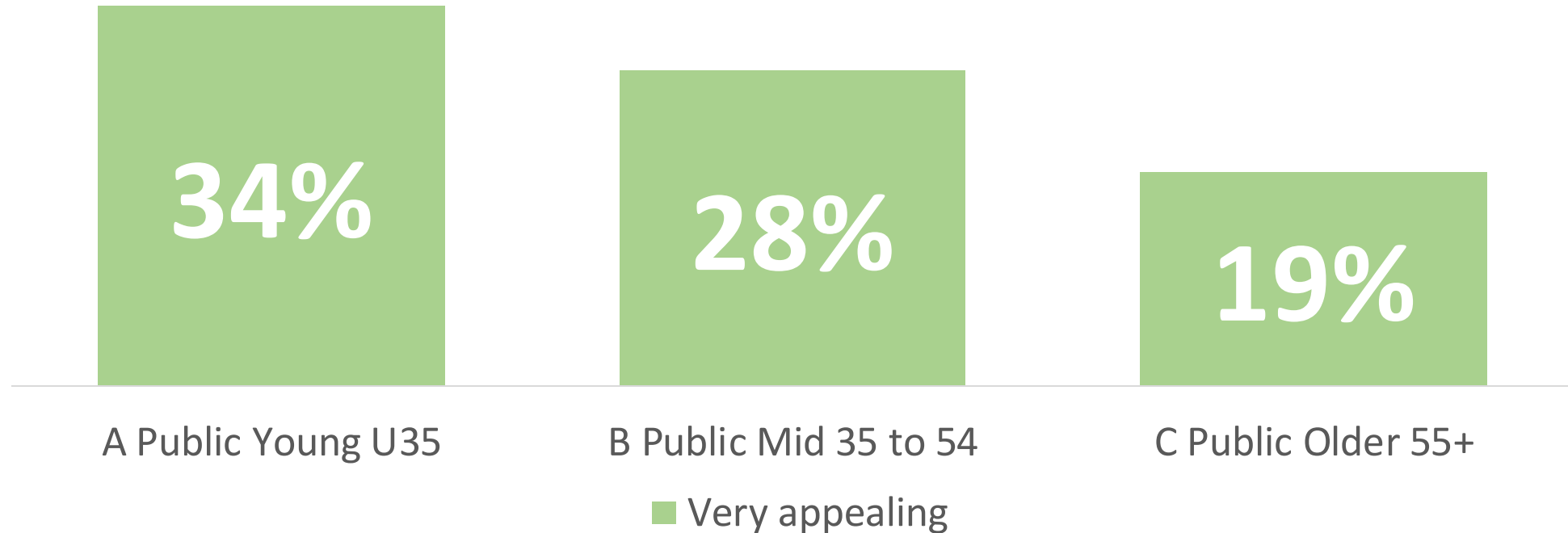


Barbie®

Slay

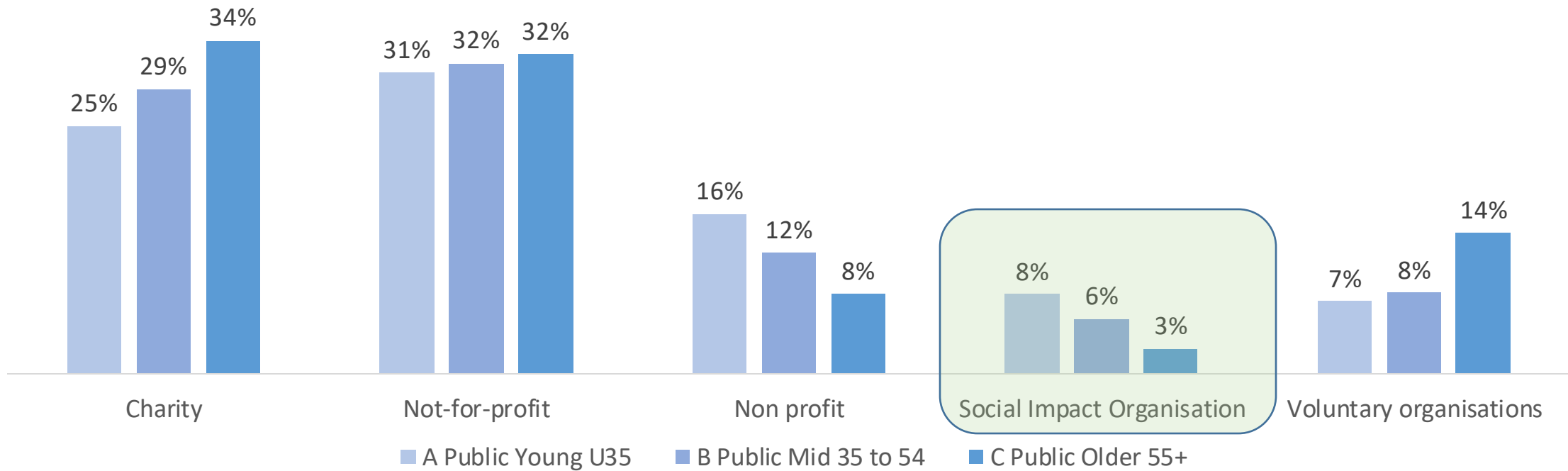


Using language that is more suited to my generation

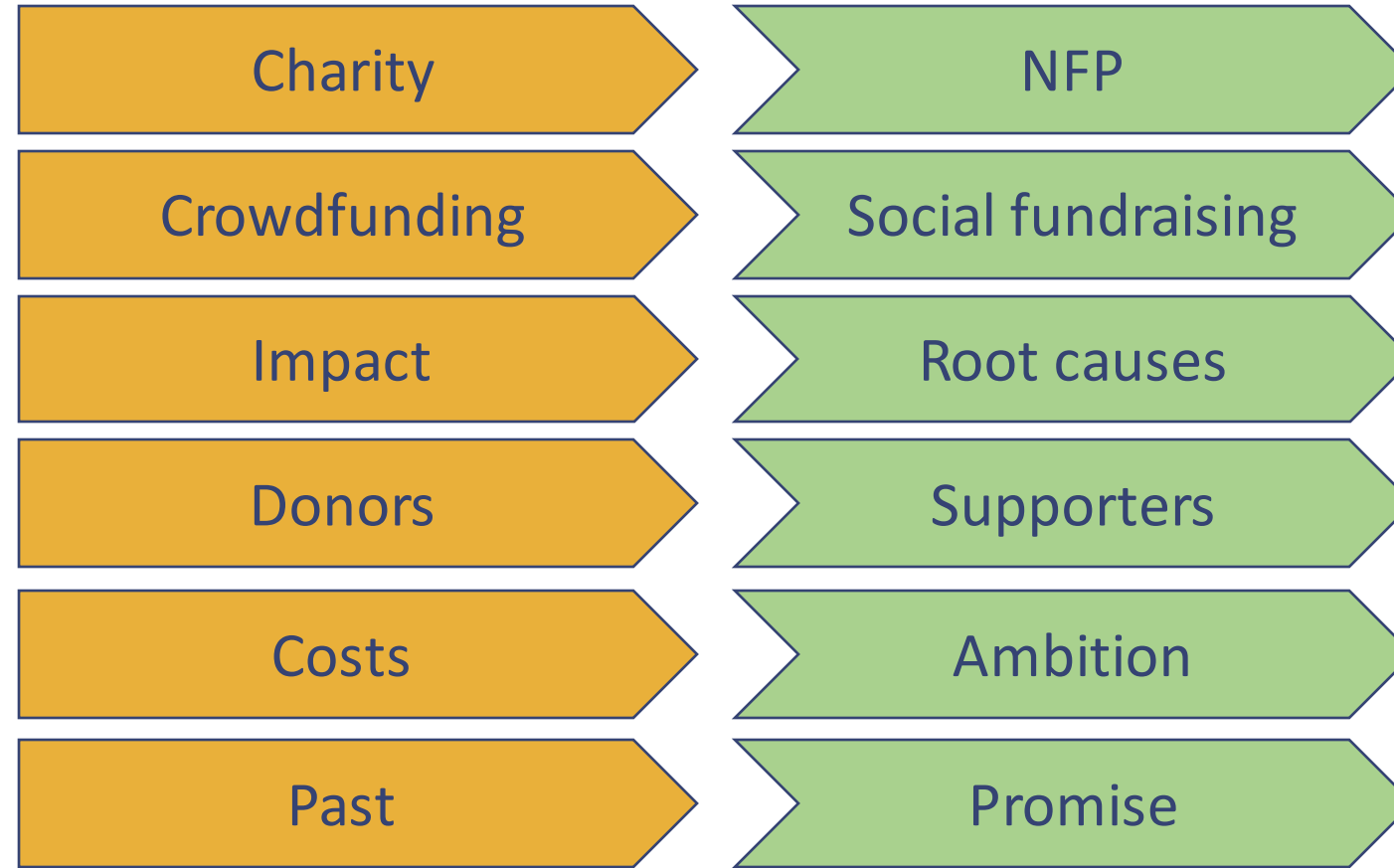


What they call us

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



Change the story.....



The looming threat

People who Care

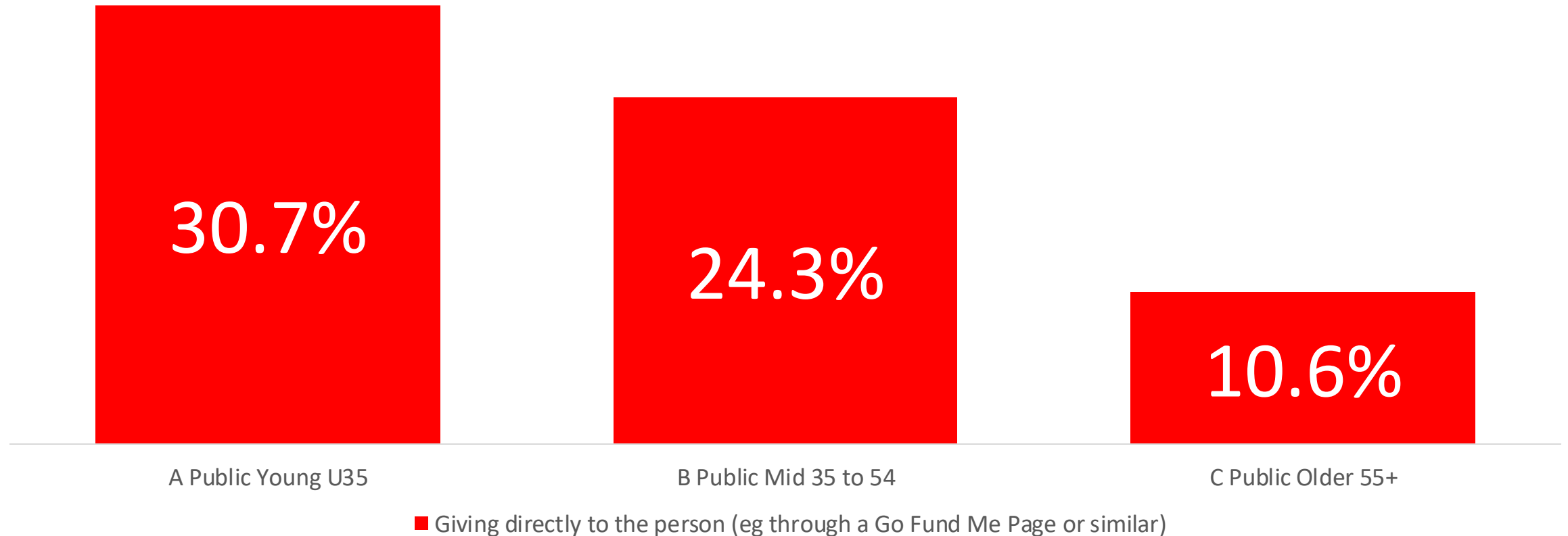
NFP's

People in Need

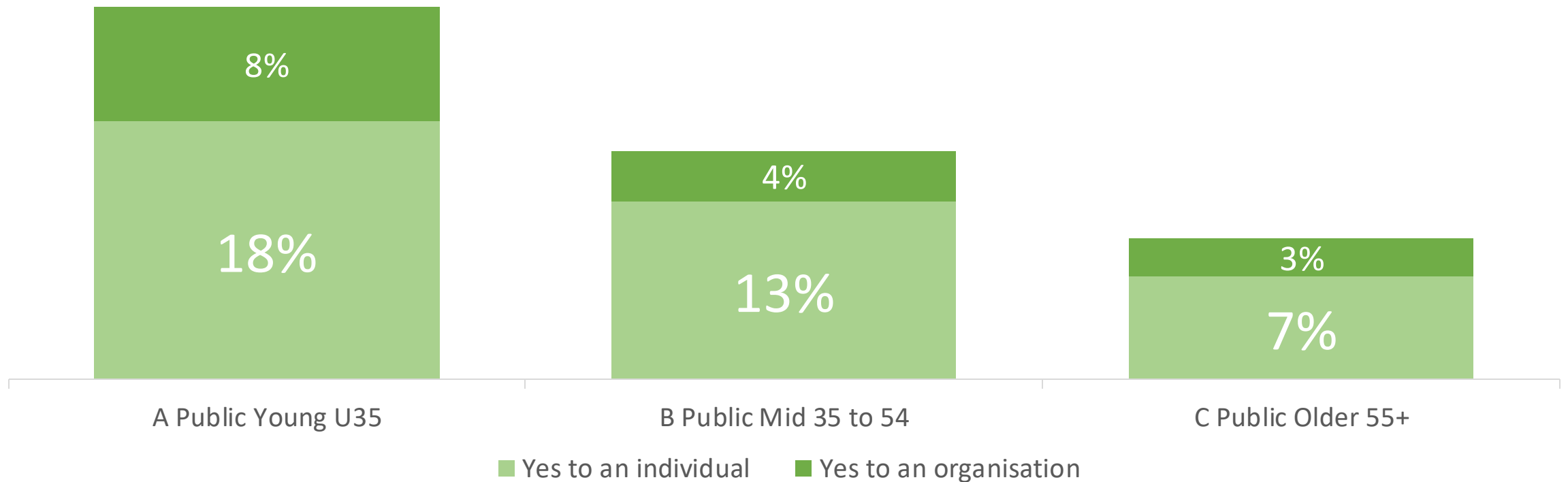


The Looming Threat

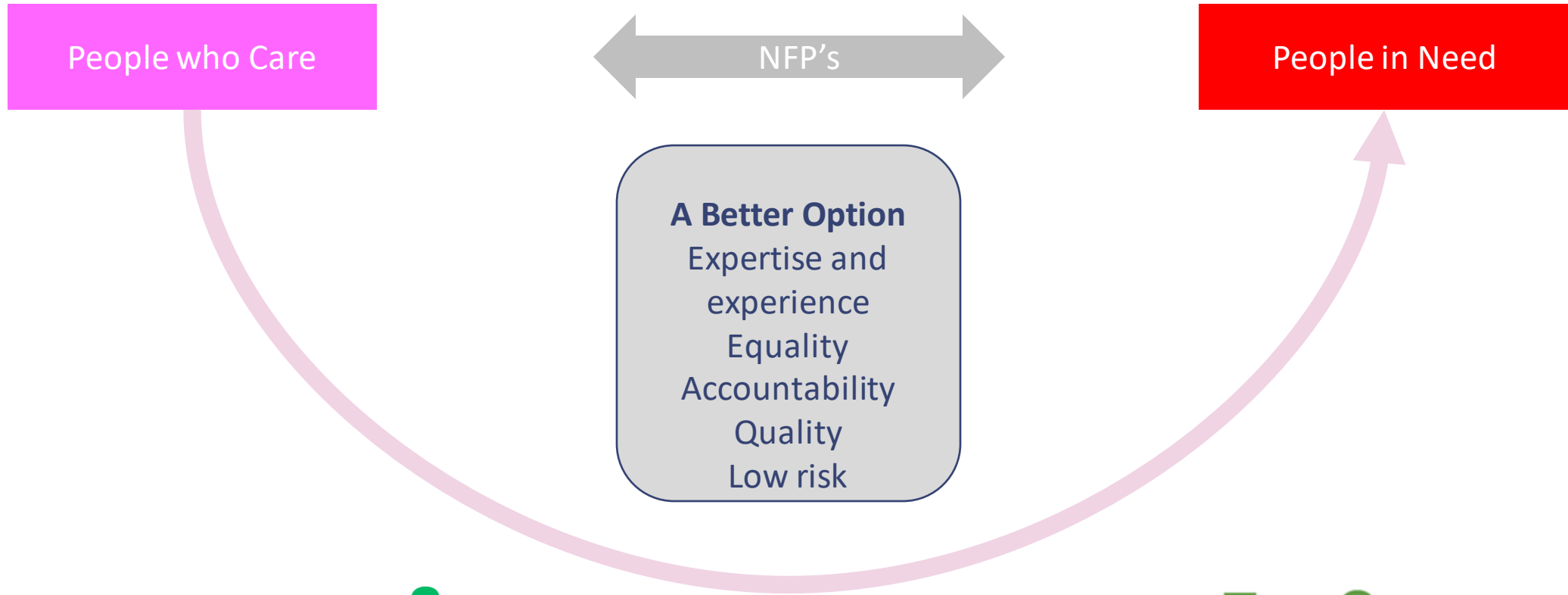
Q12.3: Which of the following do you think is the most effective way of helping people in need? Please select one answer



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).



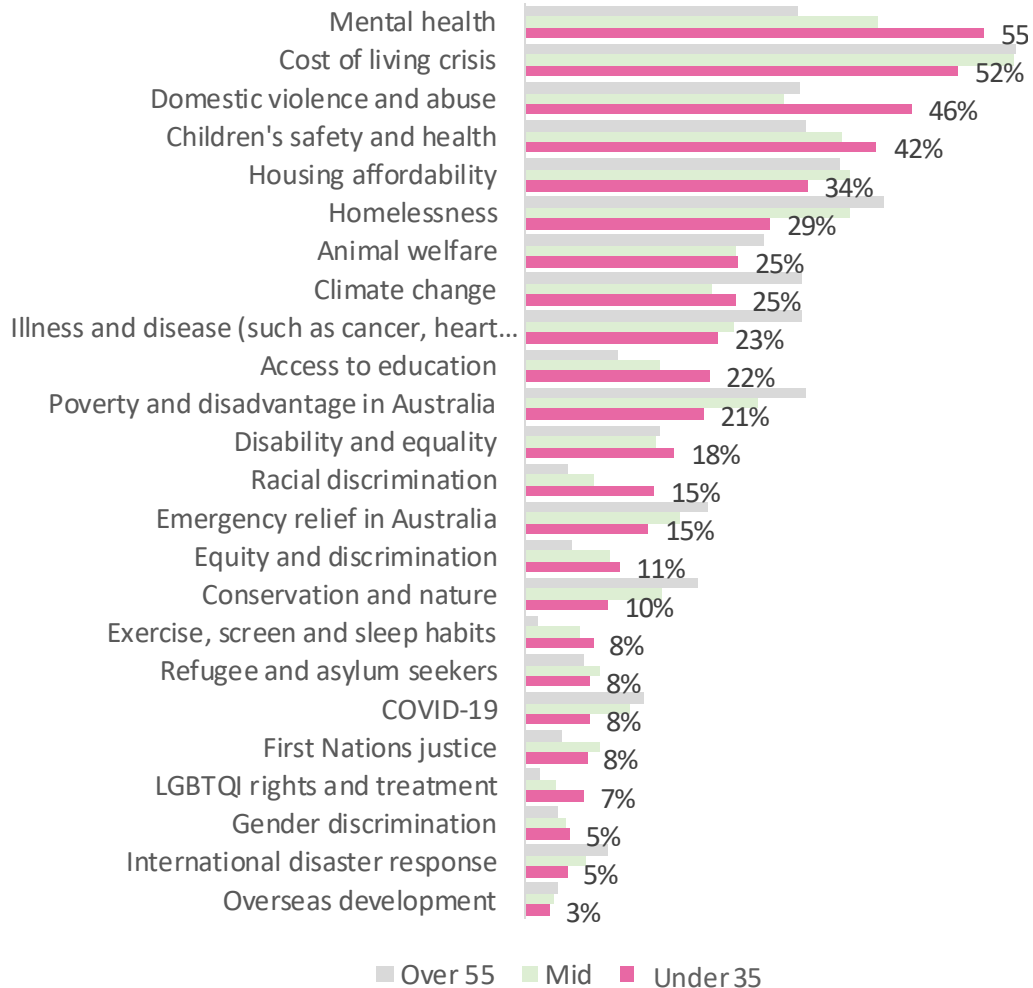
The looming threat



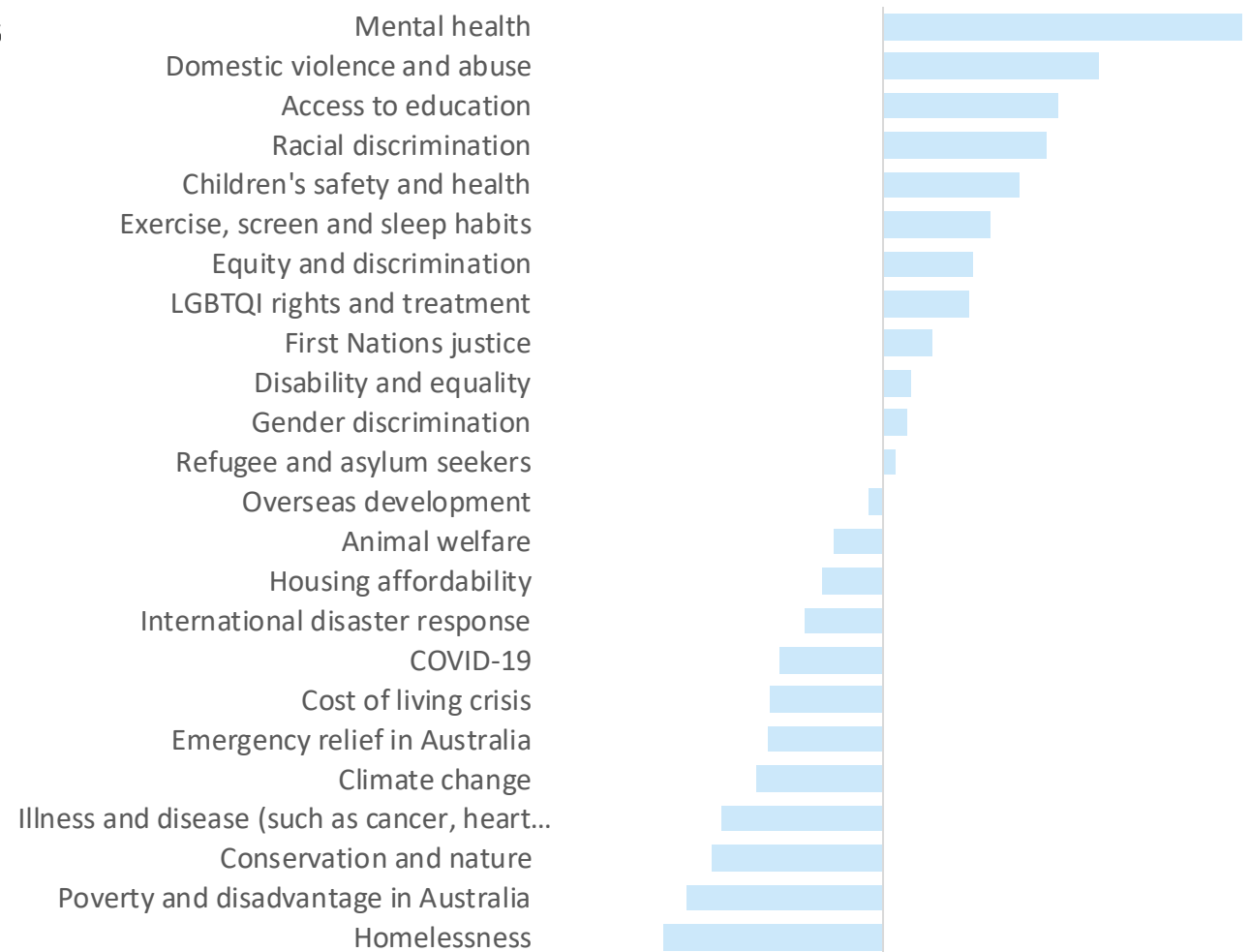
Concerns – what are young people worried about?

Top 5 Concerns by age group

Rank top 5: by age

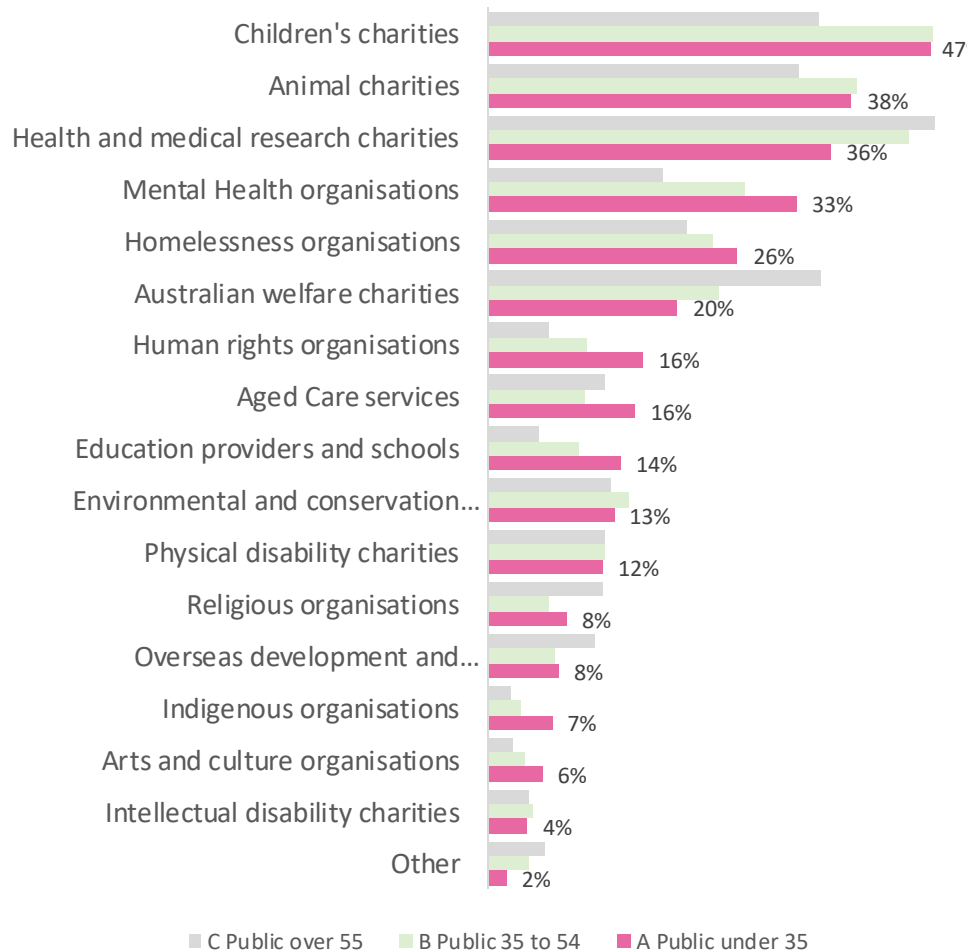


Variance U35 v O55

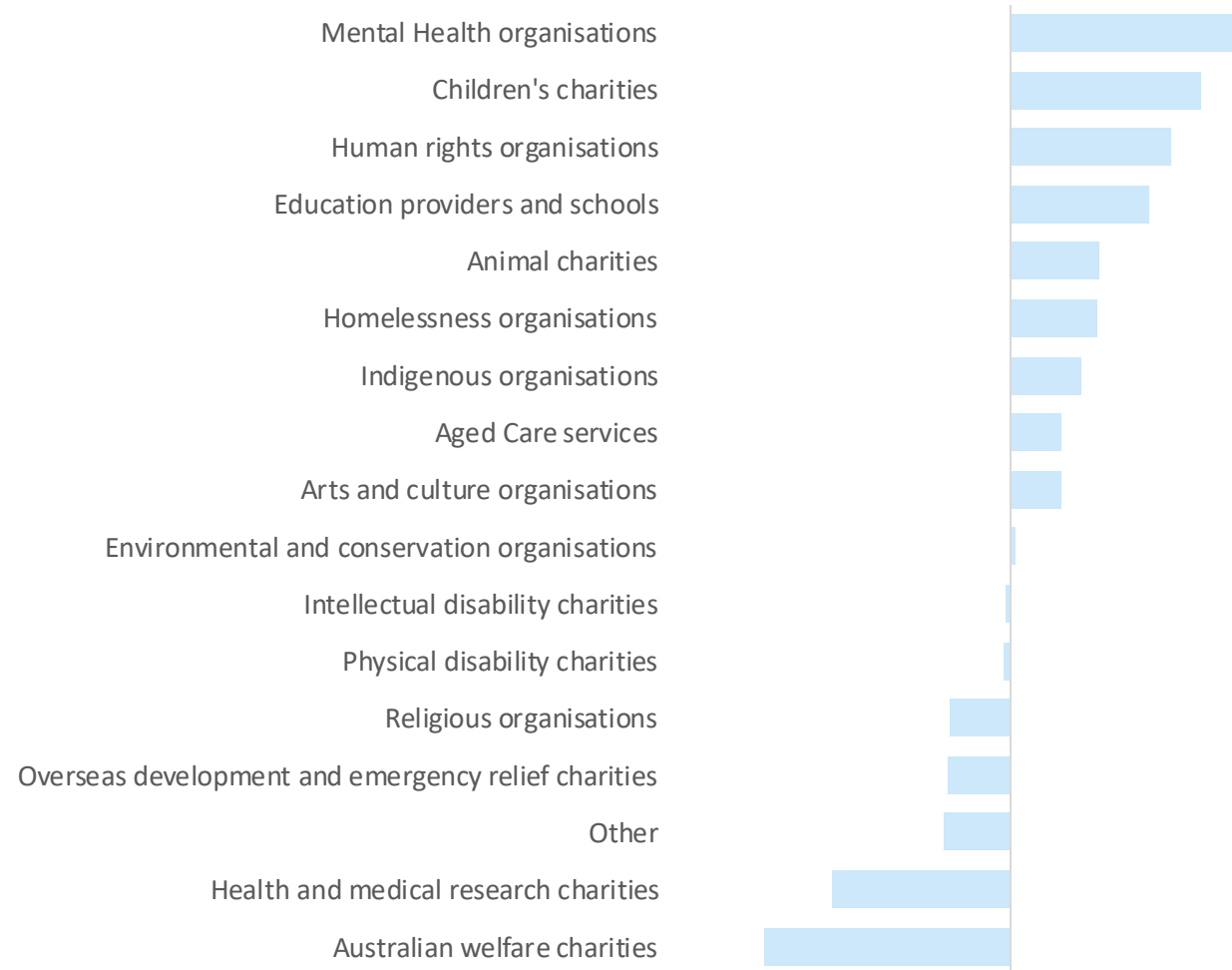


Top Charity Type by Age Group

Which sorts of organisations do you most like to support with donations?



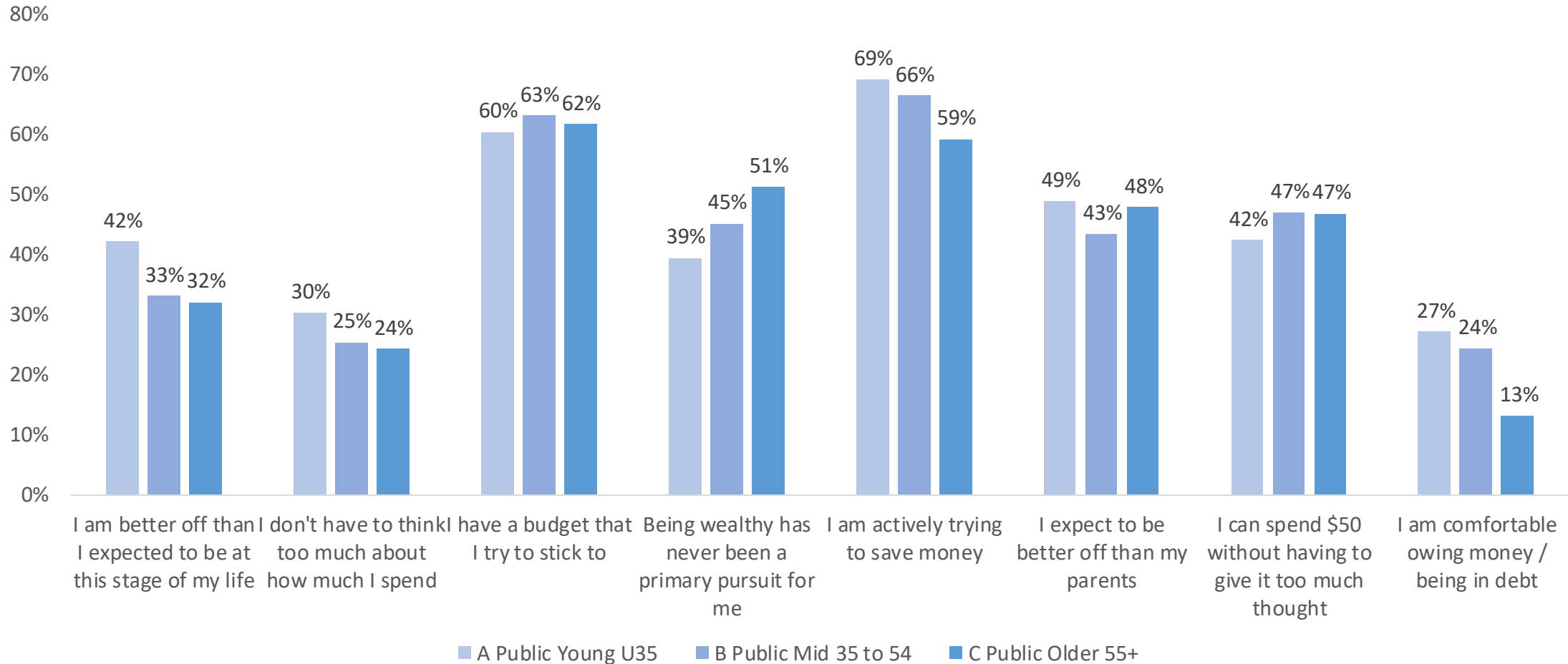
Variance U35 v O55



Money and Finances

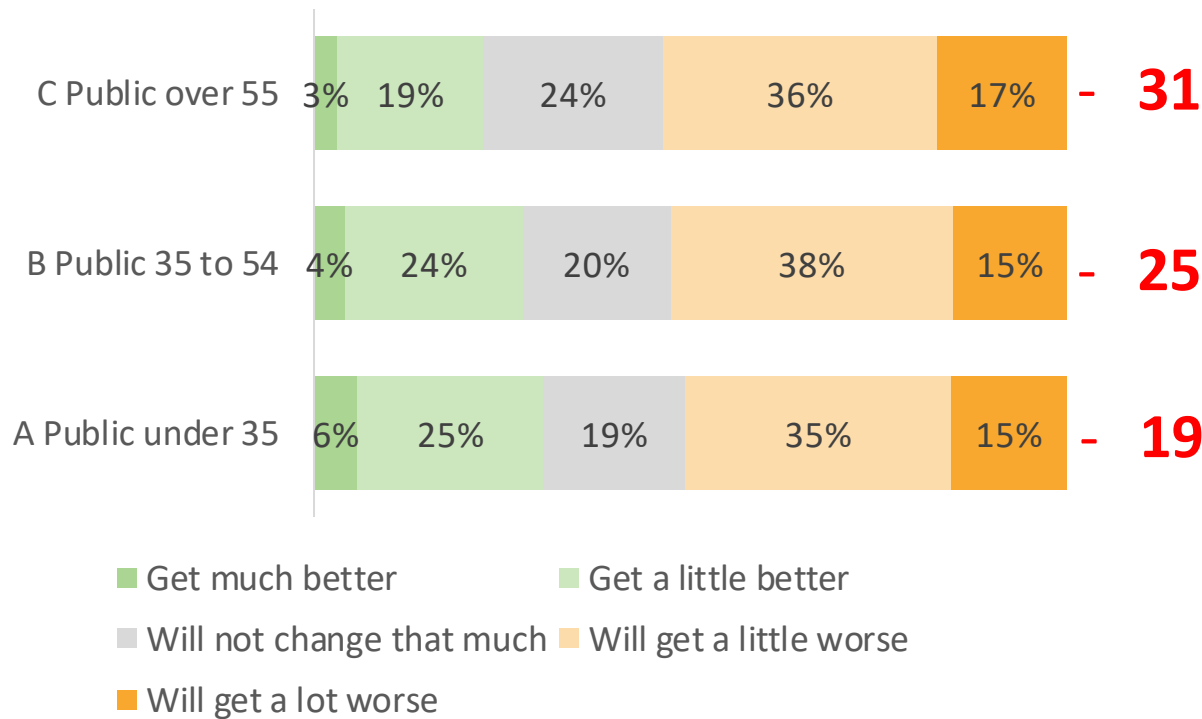
Financial Attitudes

To what extent do you agree or disagree with these statements about your personal finances?

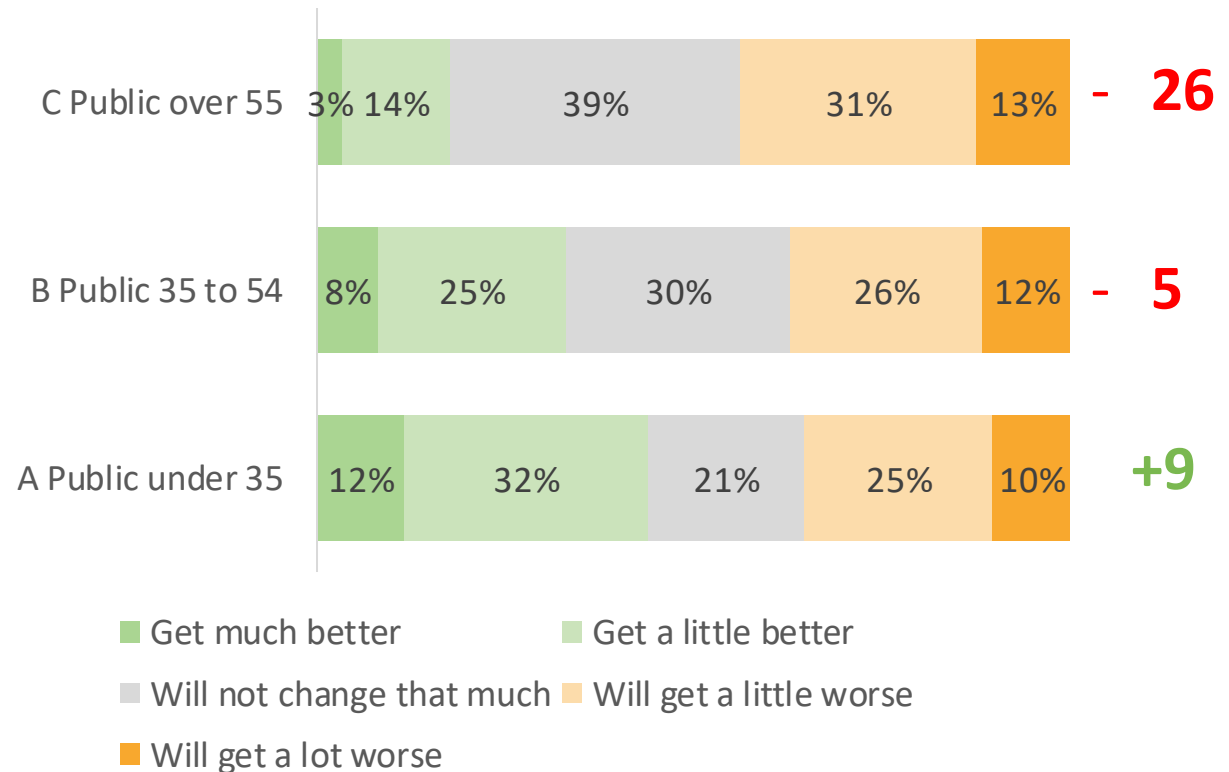


Economic and personal Outlook

Q3.1: Thinking of economic conditions in Australia as a whole, how do you think the economy will fare in the next 12 months?



Q3.2: How do you think your financial situation may change in the next 12 months?



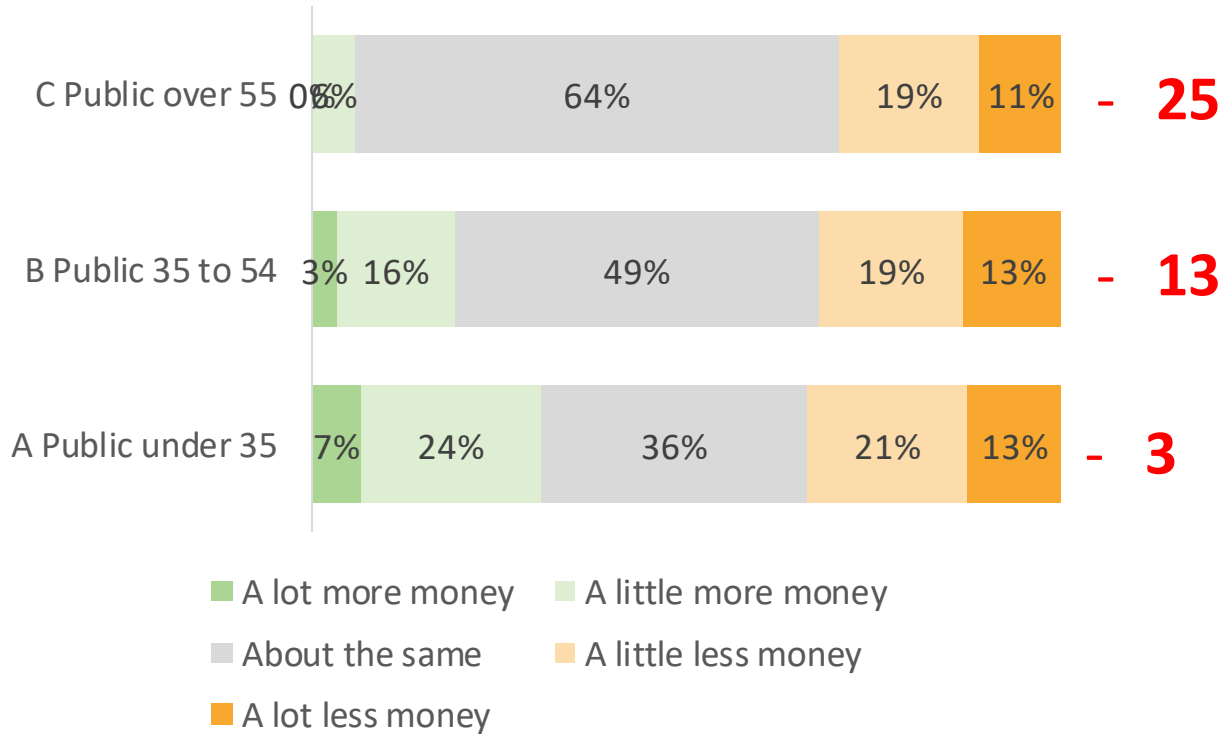
Giving Activity

Activity Variance U35 v O55

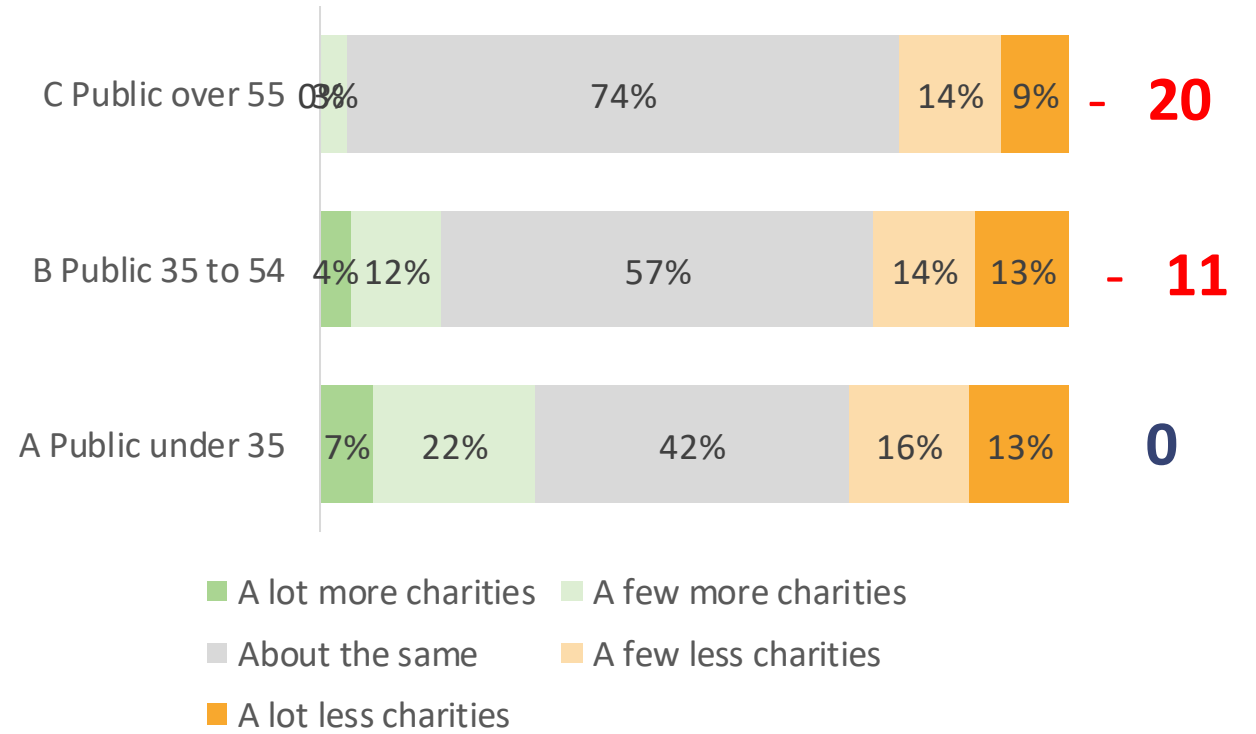


Giving Outlook

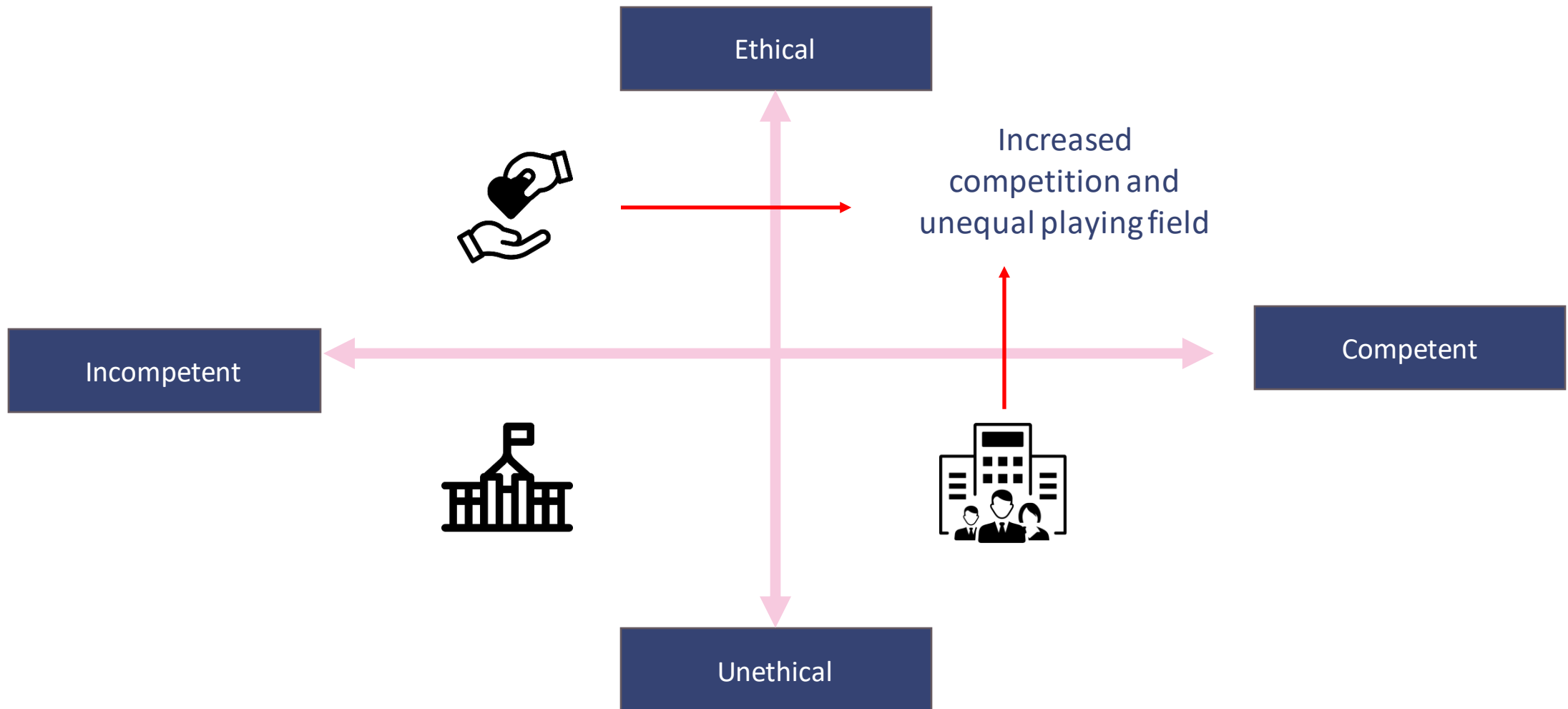
Thinking about your charitable giving in the next year. Do you expect to give more or less money than the year before?



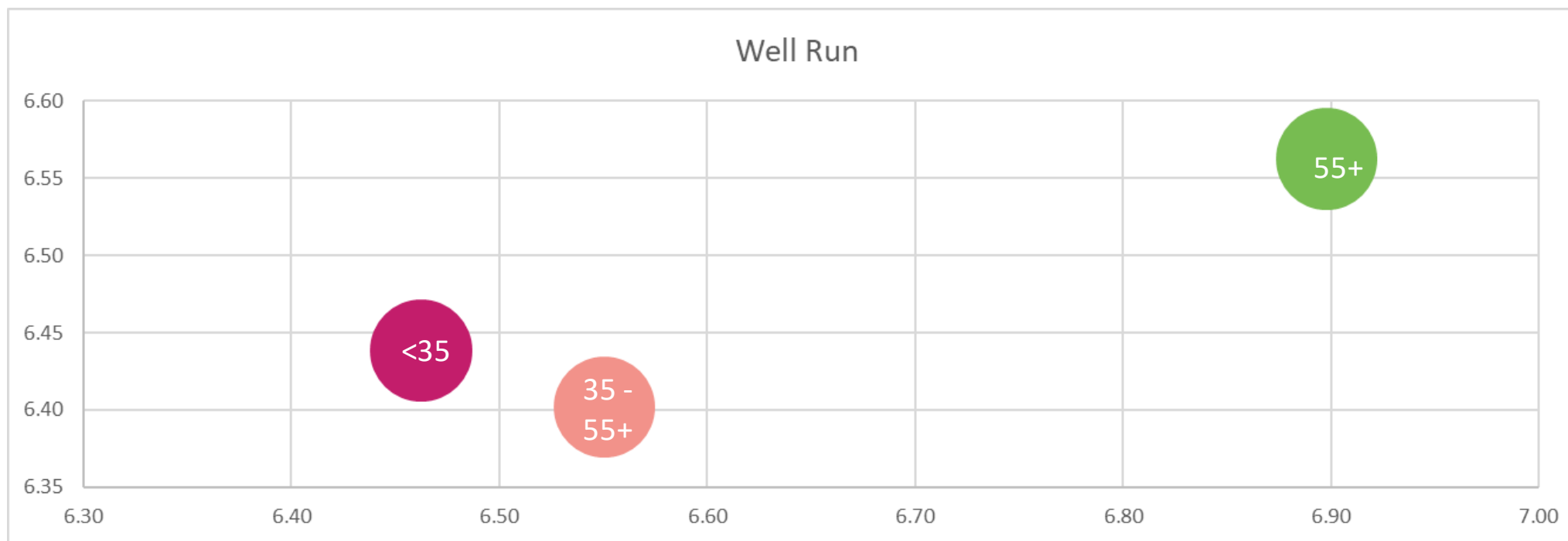
Thinking about your charitable giving in the next year. Do you expect to give to more or less charities than the year before?



The Donor Experience



Well Run



Ethical

Bigger job for charities to build trust and competency with Younger People (but not impossible!!!)

Memorable Experiences

Under 35

1. It made me feel good / It was fun
2. The impact of the donation was clear
3. It was in support / in memory of someone important to me

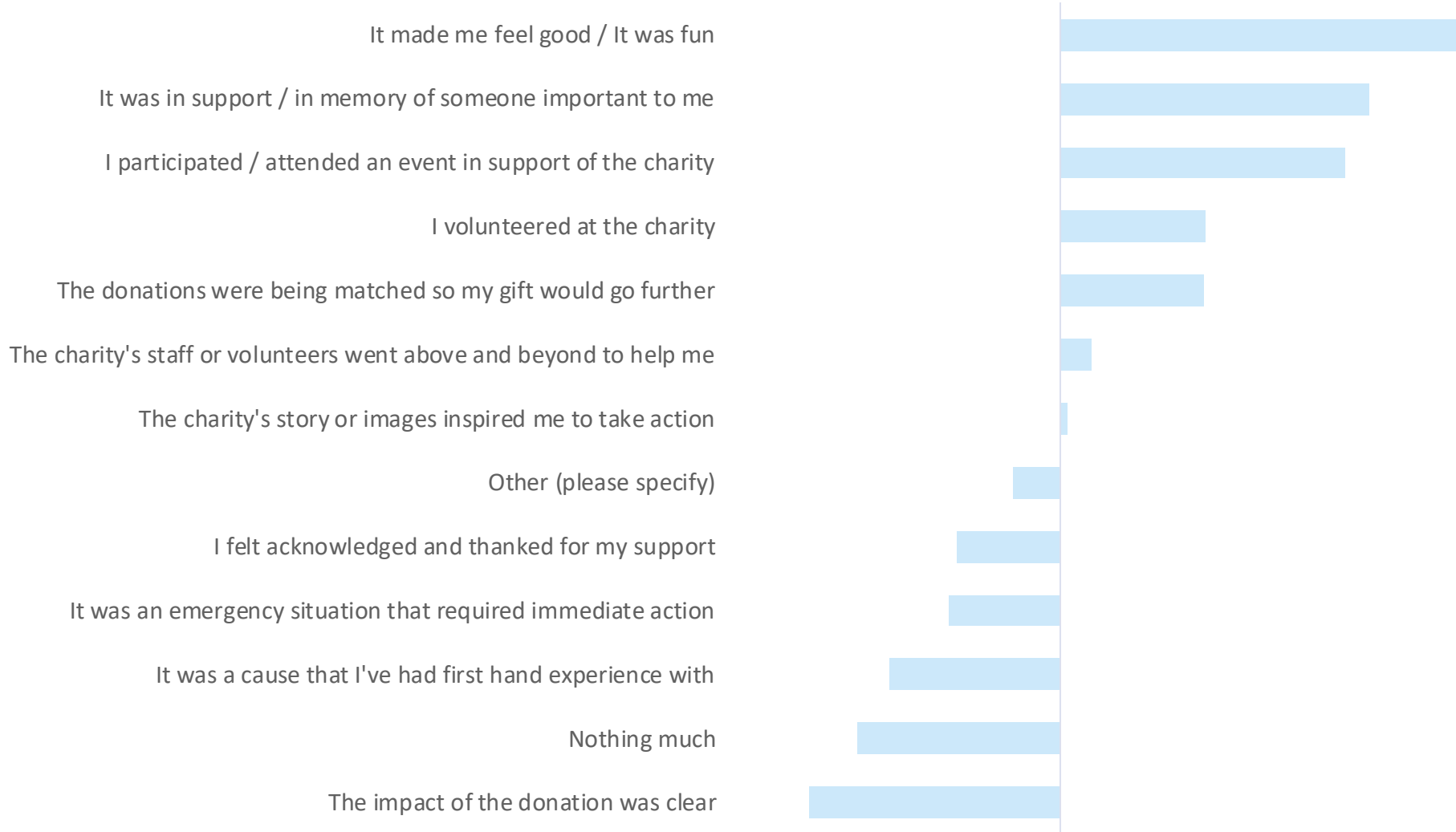
35 – 54

1. The impact of the donation was clear
2. It made me feel good / It was fun
3. It was a cause I had firsthand experience with

Over 55

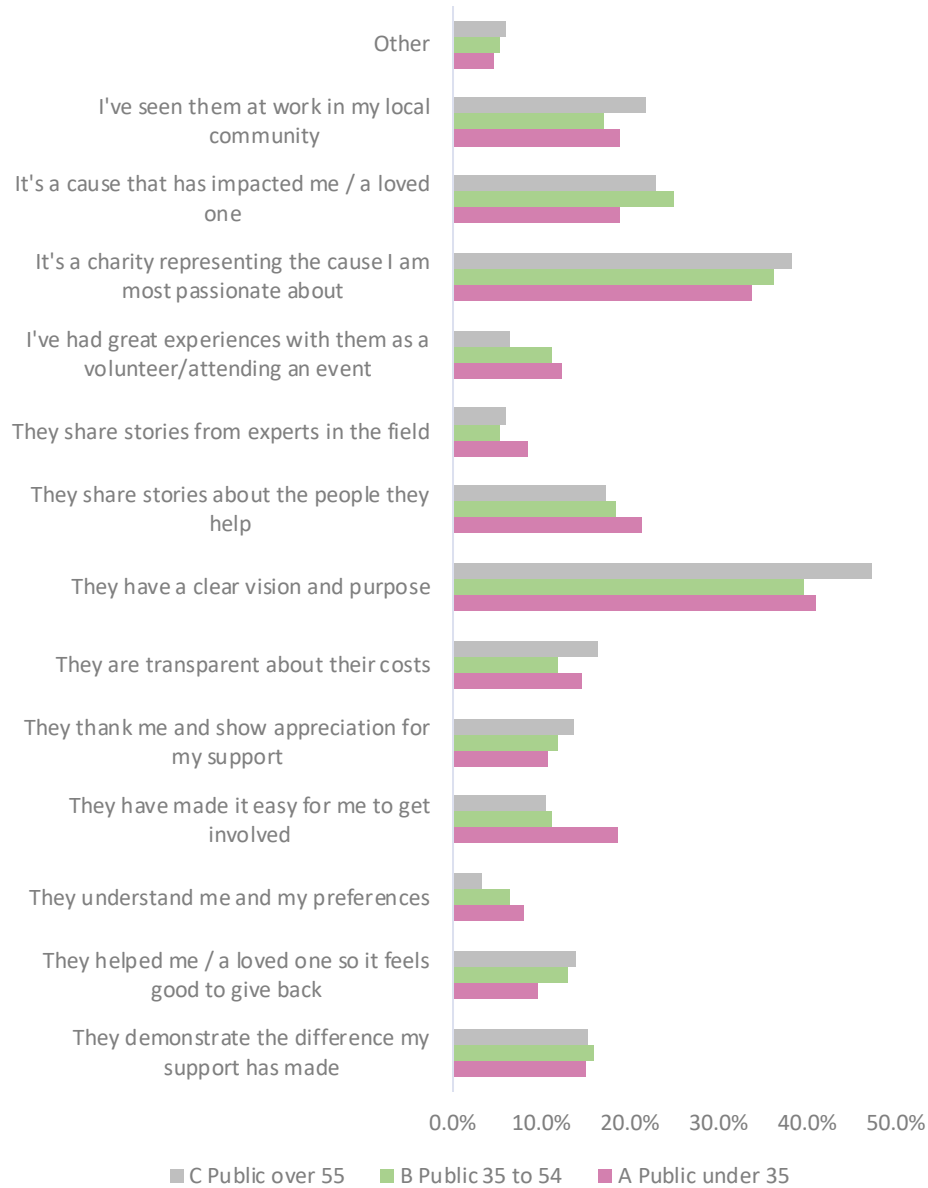
1. The impact of the donation was clear
2. It was a cause I had firsthand experience with
3. I felt acknowledged and thanked for my support

Variance U35 v O55

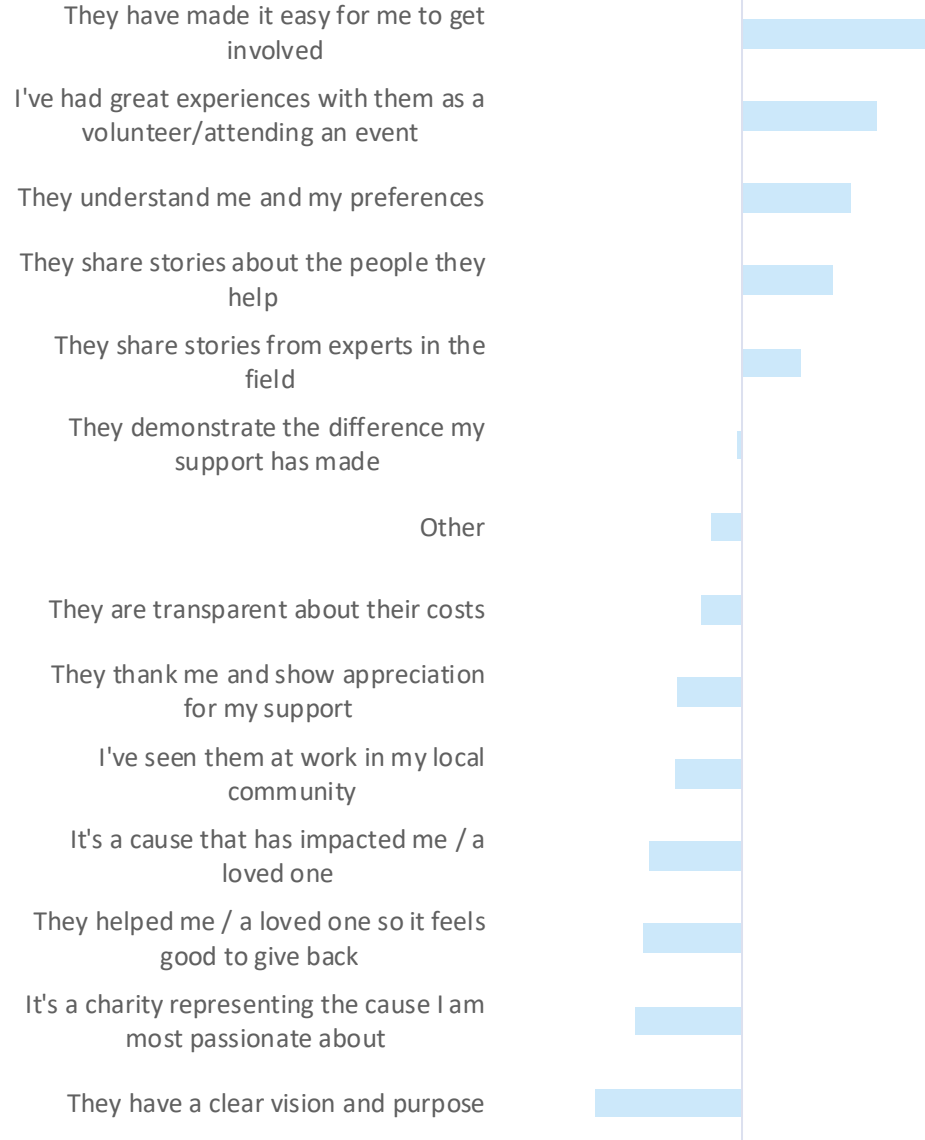


Younger people are more likely to remember experience that engages them directly.

Why is X your favourite charity?



Variance U35 v O55



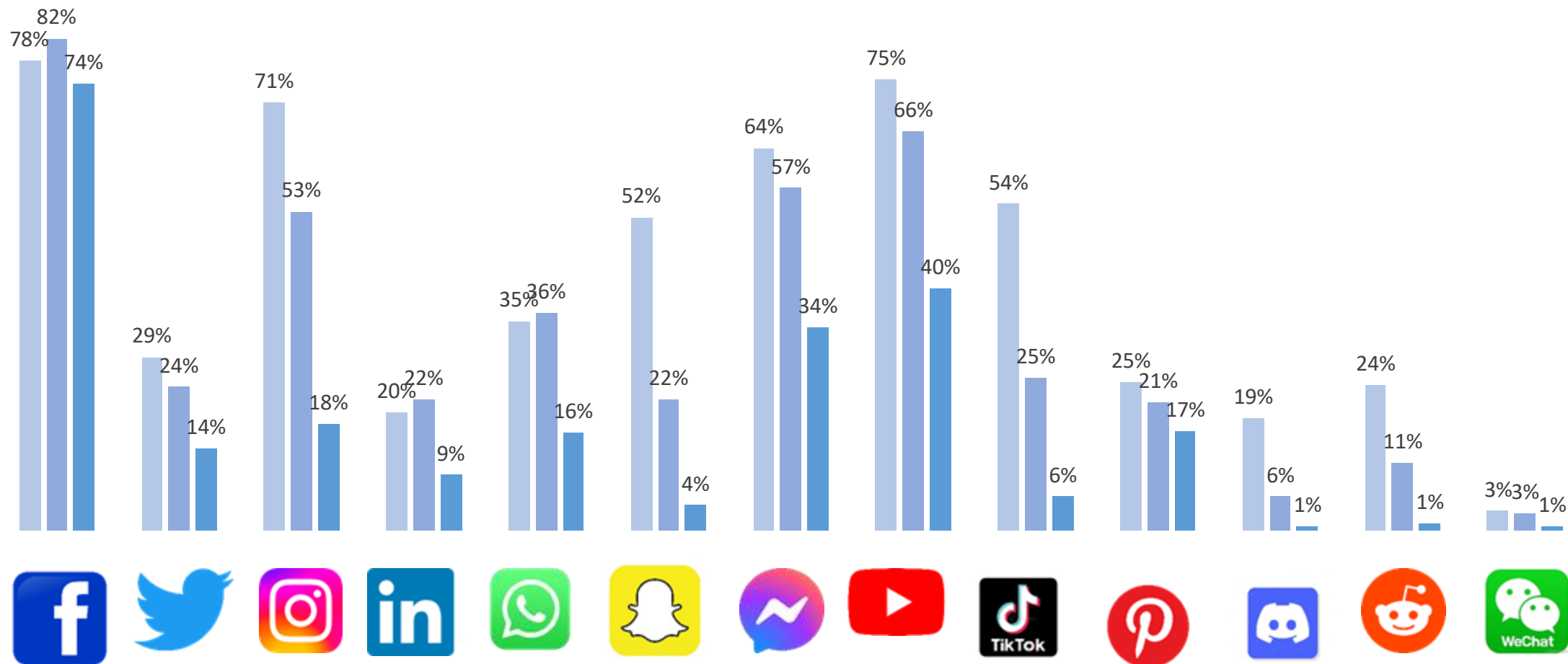
Social Media





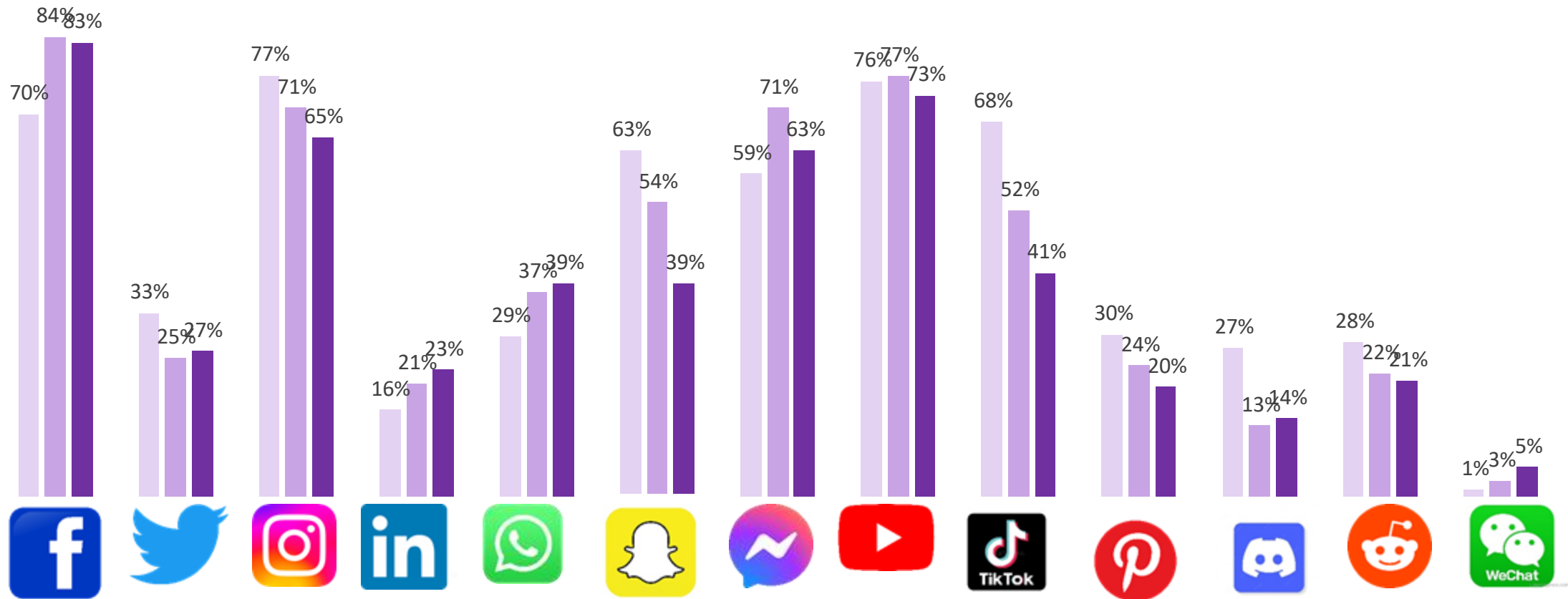
Q4.2: Which social media platforms have you used in the past three months?

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

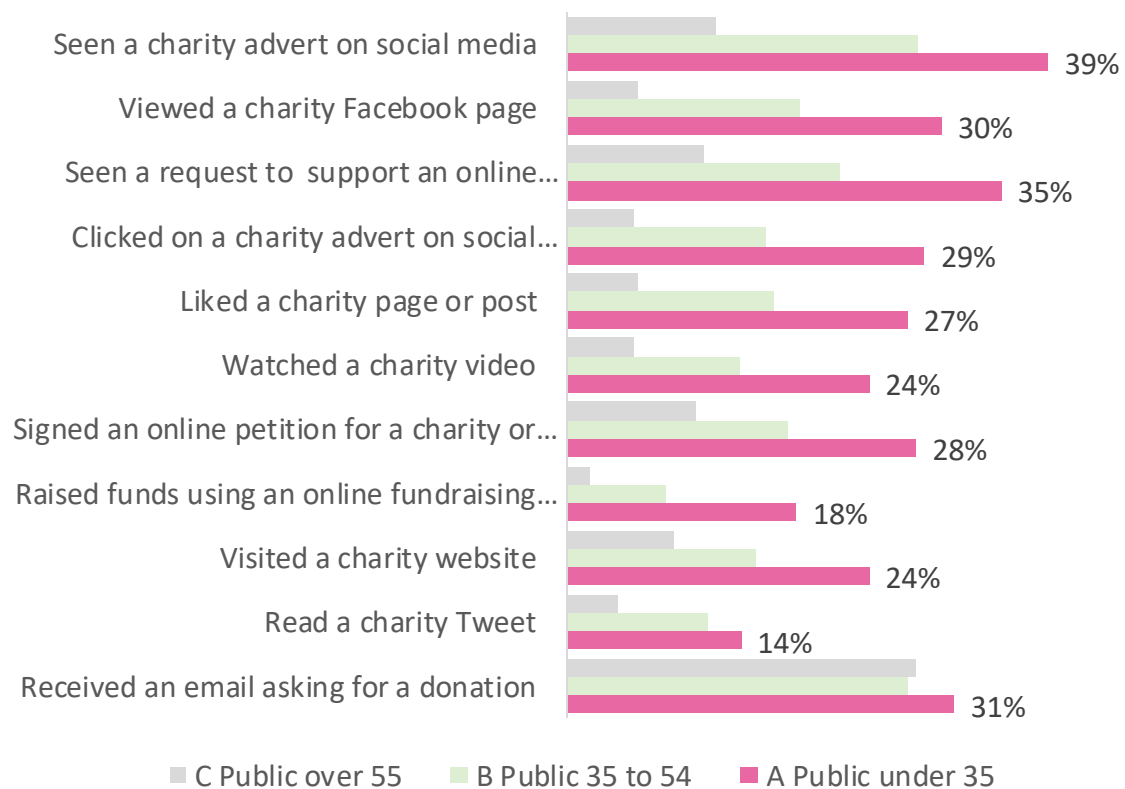


Q4.2: Which social media platforms have you used in the past three months?

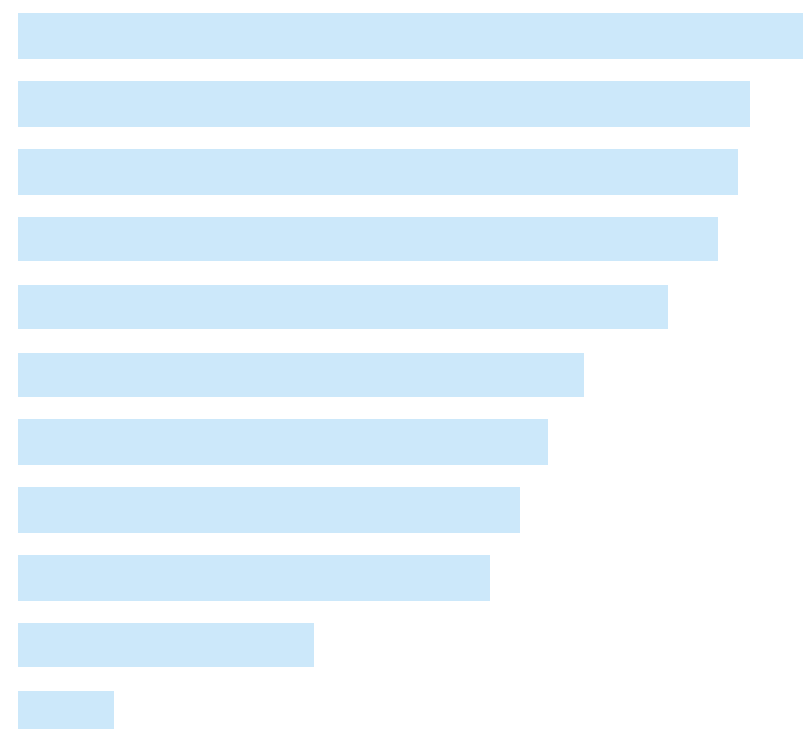
■ A Public 19 to 24
 ■ B Public 25 to 29
 ■ C Public 30 to 34



Q16.3: Thinking about your digital or online behaviour, in the past 3 months have you..... (please tick all that apply)

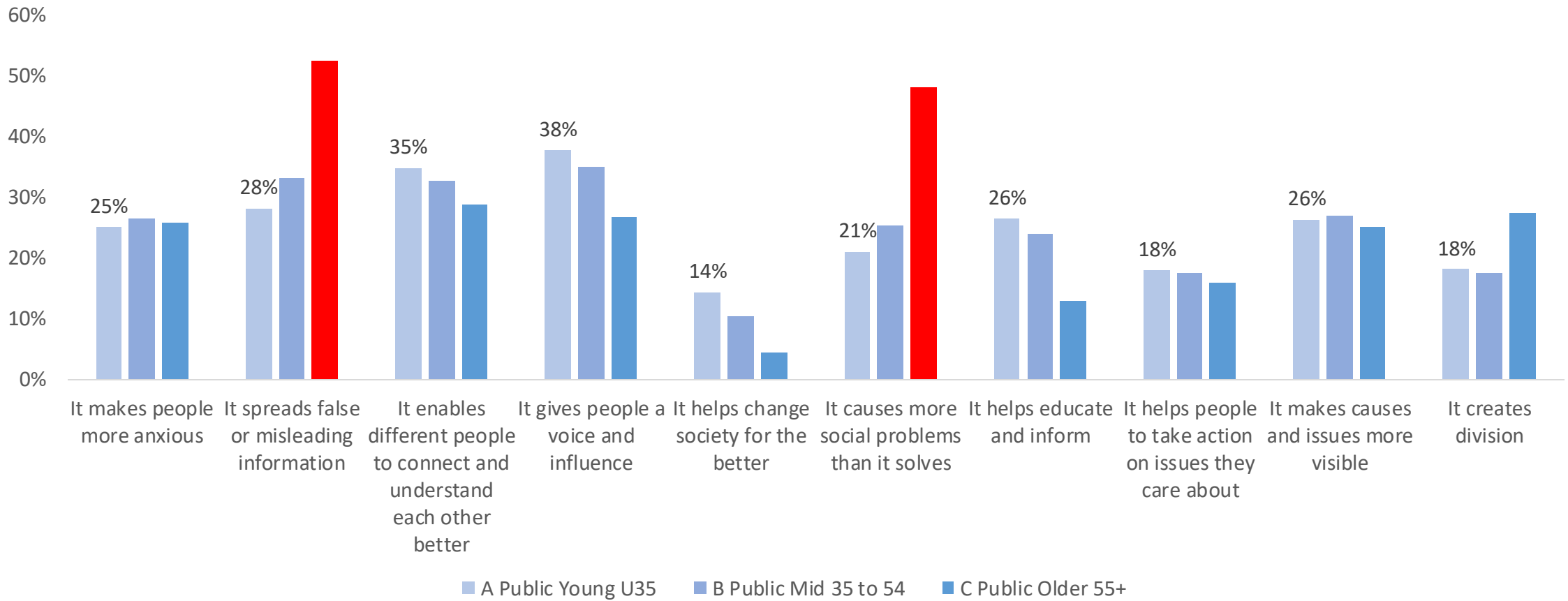


Variance U35 v O55



Social Media attitudes

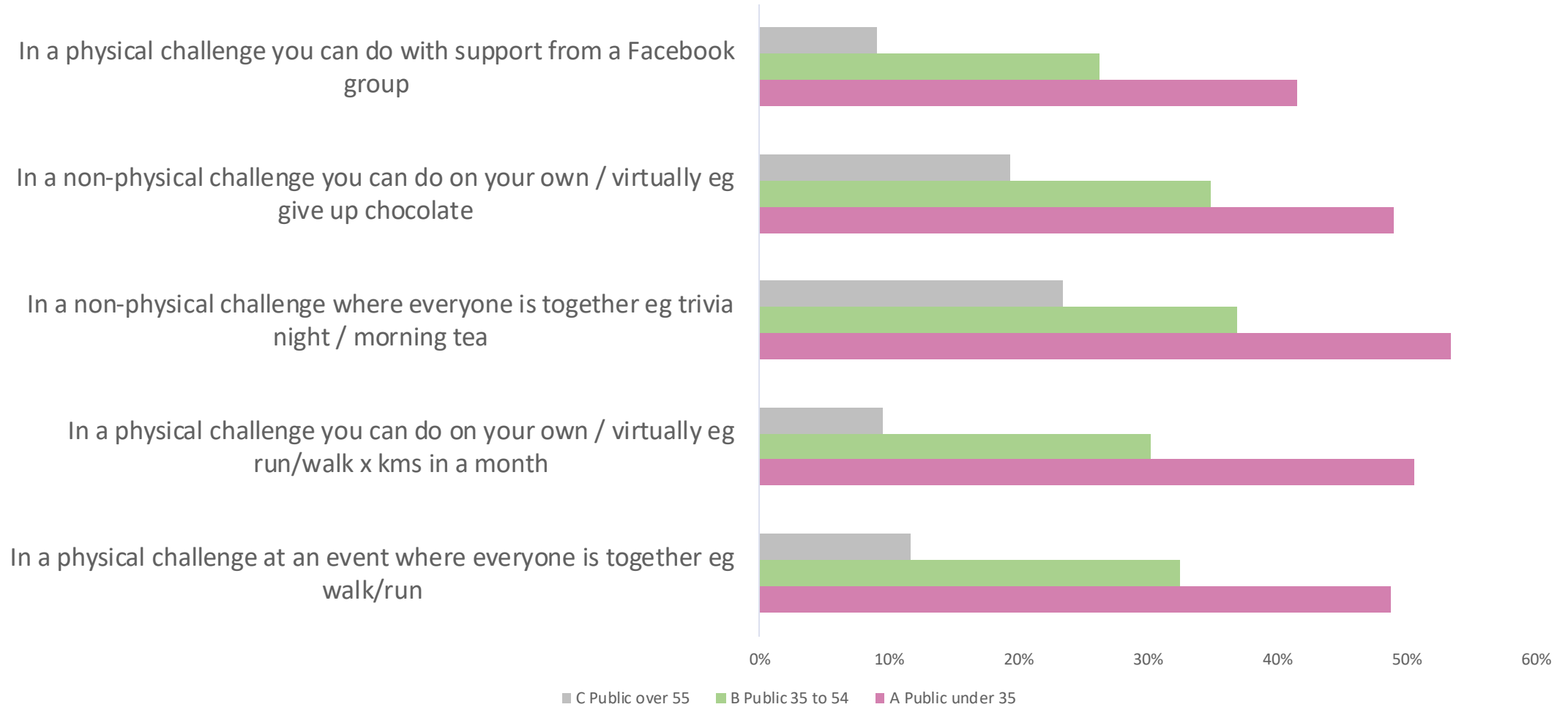
Q4.5: Thinking about social media, please select three statements from the list below that you feel best reflect its impact on society?



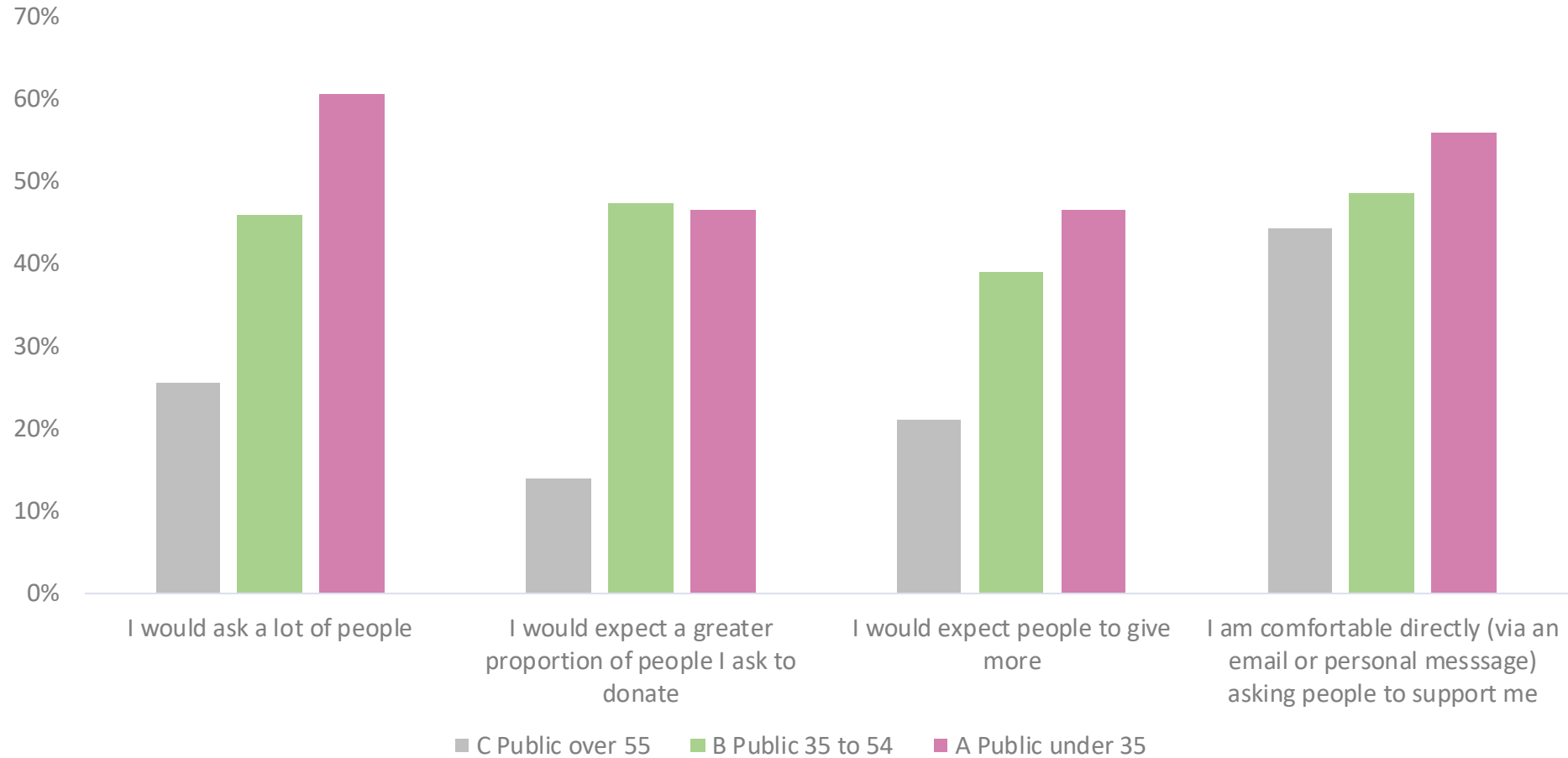
Events and Fundraising

Peer to Peer Events

Likely to Fundraise in a Peer to Peer Event

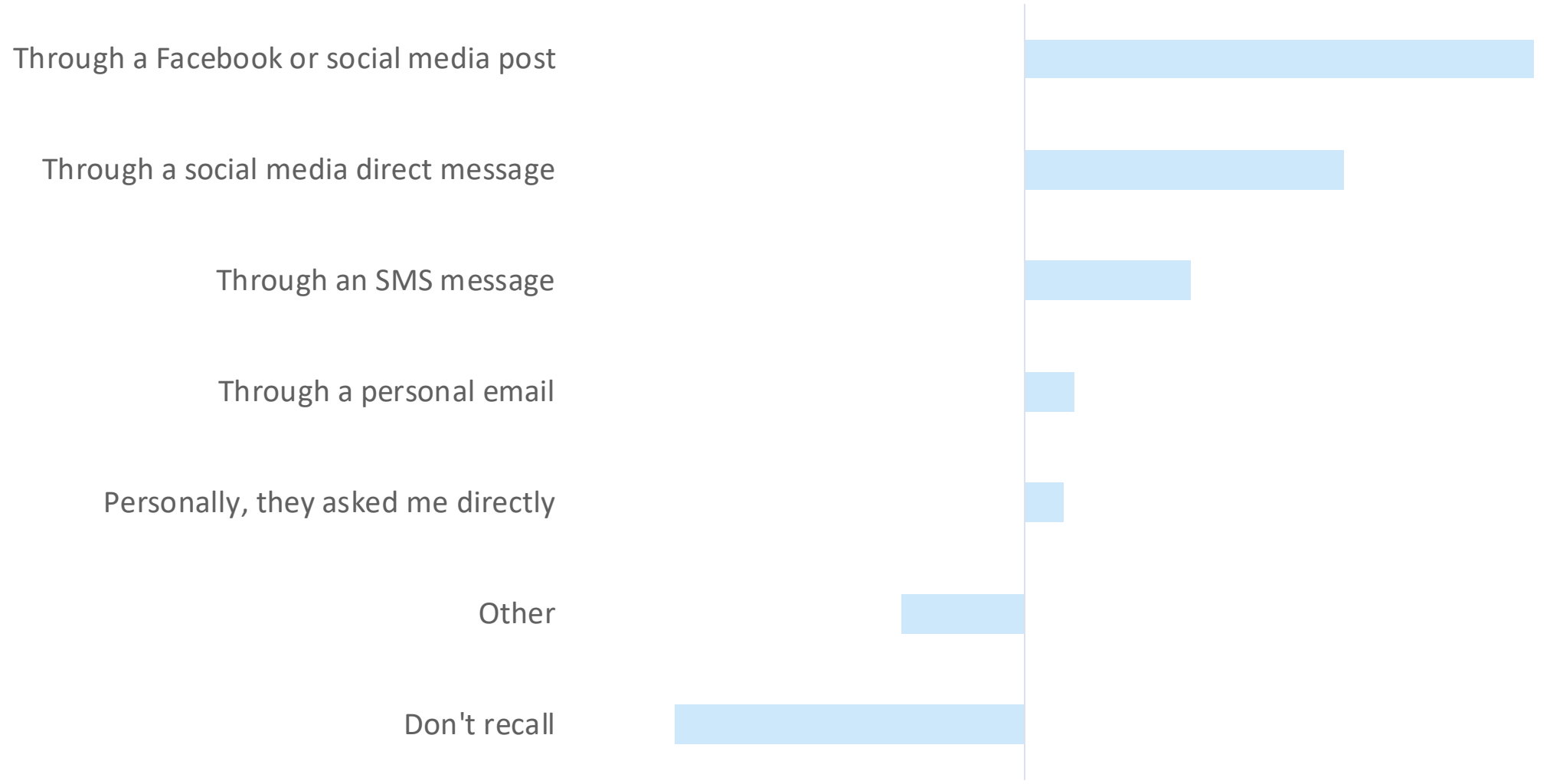


Thinking about fundraising in the next 12 months...



Younger people are more optimistic about their fundraising.

Variance U35 v O55



Seeing Fundraising asks is 'normalised' for Younger People!

Variance U35 v O55

I have an amount I donate each year to support friends in this way

I donate based on how difficult the challenge is they are undertaking

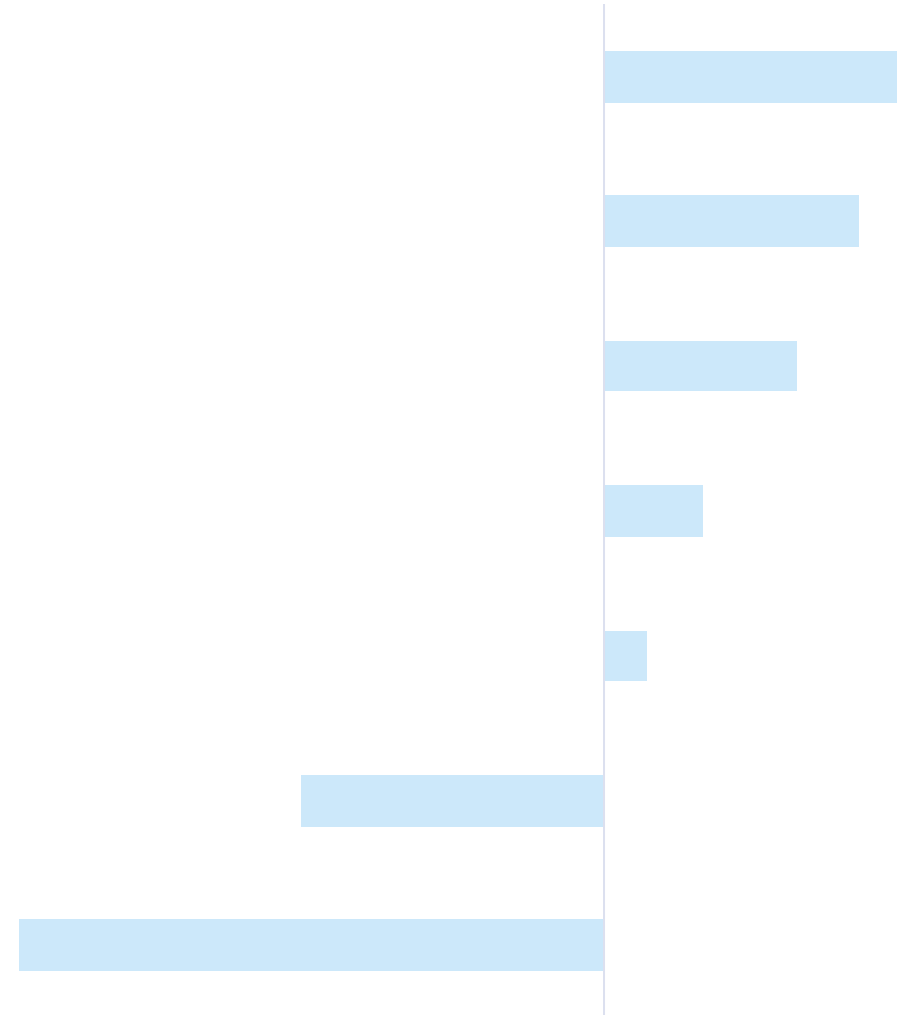
I donate based on how I feel financially at the time

I nearly always donate to any friend that asks

I donate based on how close my friendship is

I usually ignore these requests

I donate if the cause they are raising funds for is one I believe in



Younger people more receptive to fundraising asks than Older people.

Opportunities and Changes

Guess who's getting all the money.....

3.9 X more
money

\$120b to \$468b by
2048

30% more
deaths by
2030

(n=163,000+50,000)

3 x the
number of
child free
deaths

(9% to 16% from 1980
to 2016, expected to
be 24%)

3 x who
believe a
share is
better

(public panel 34%
v 10%)

½ the
number of
recipients

10 x Greater Value

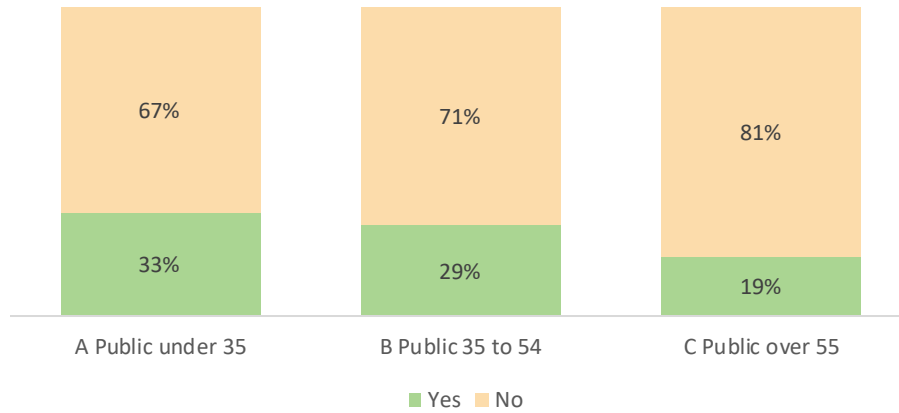
28 x Greater Value

Charities receive 2%

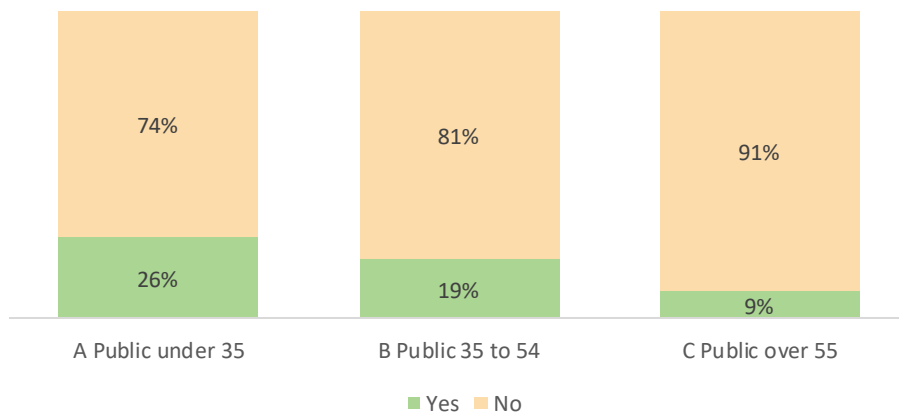
Legacy Foresight believe that Bequest income will double by 2040 – we think this is understated!

Bequest Intentions

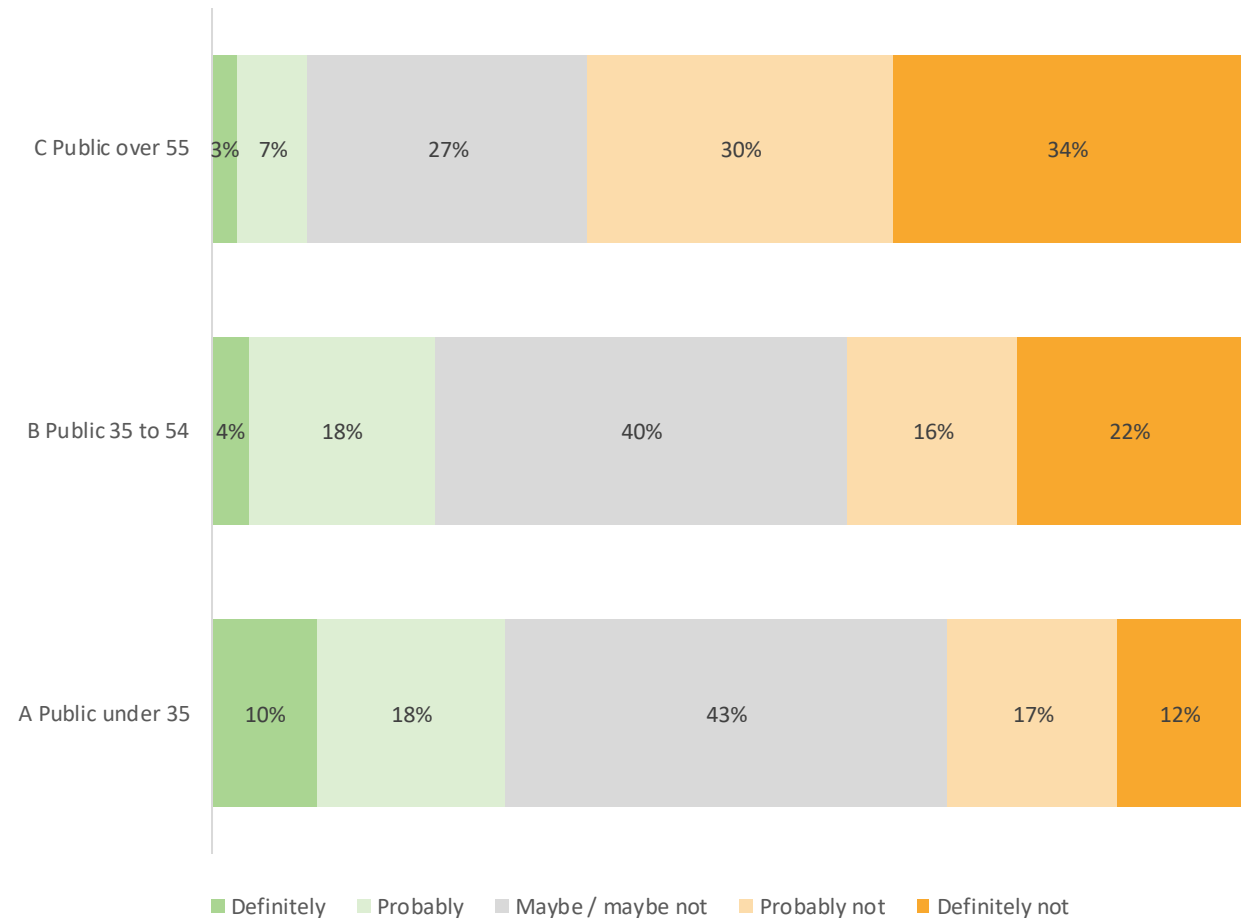
Have you ever considered leaving a donation to a charity or not-for-profit organisation in your Will?



Have you left a donation to one or more charities or not-for-profit organisations in your Will?

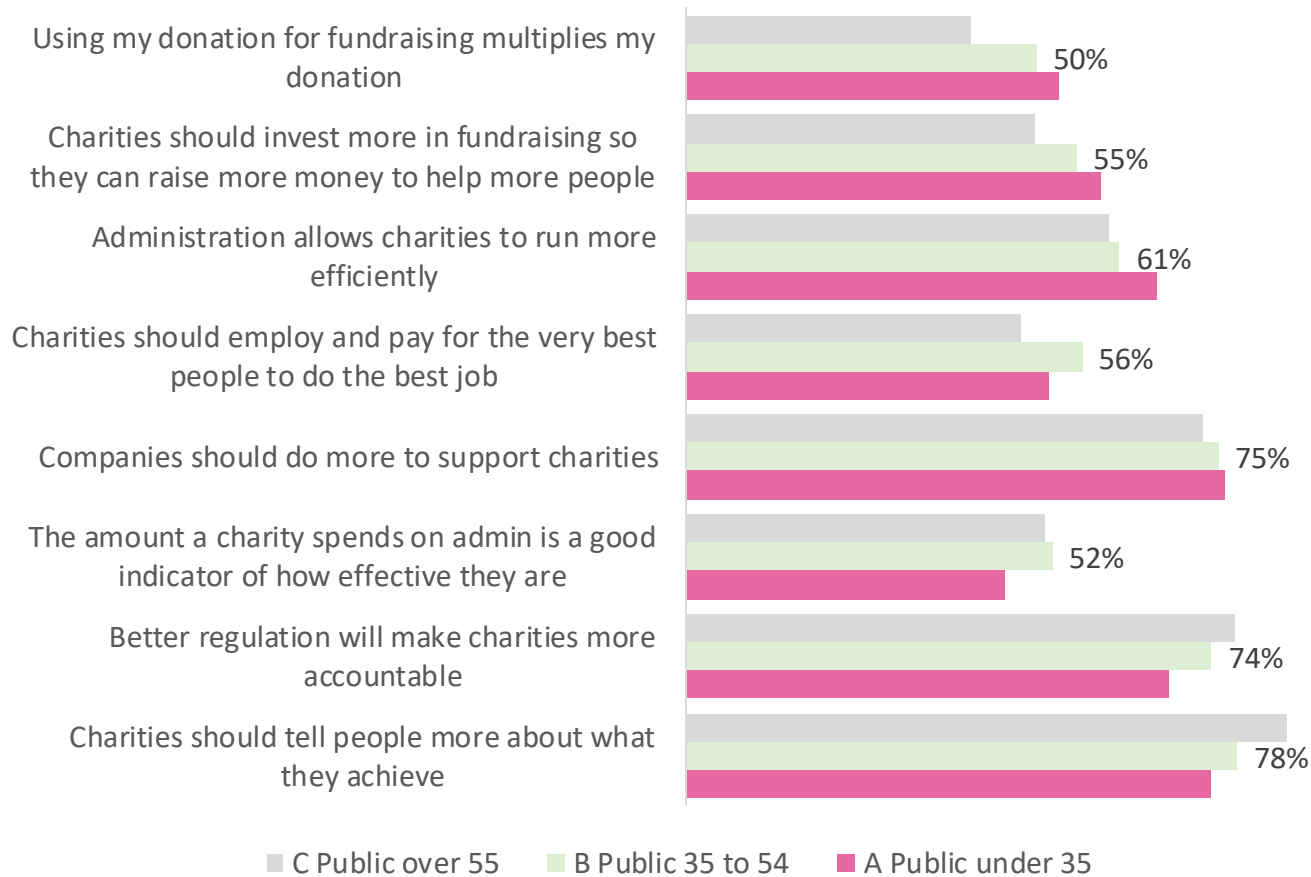


When you make or next update your Will, how likely are you to leave a donation to a charity or not-for-profit organisation in your Will?

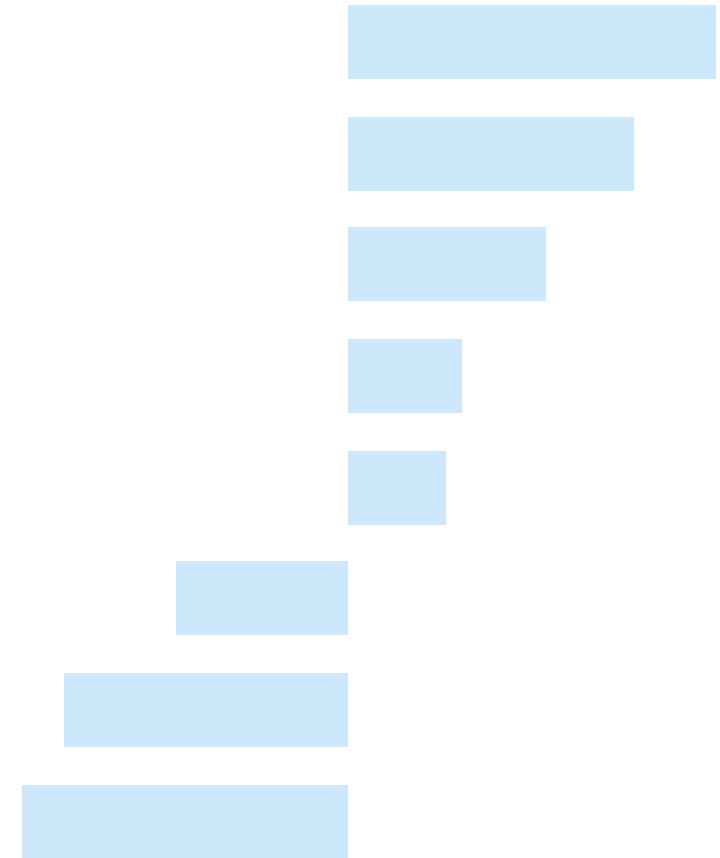


What we should do more of

Would you agree or disagree with the statements below about charities?

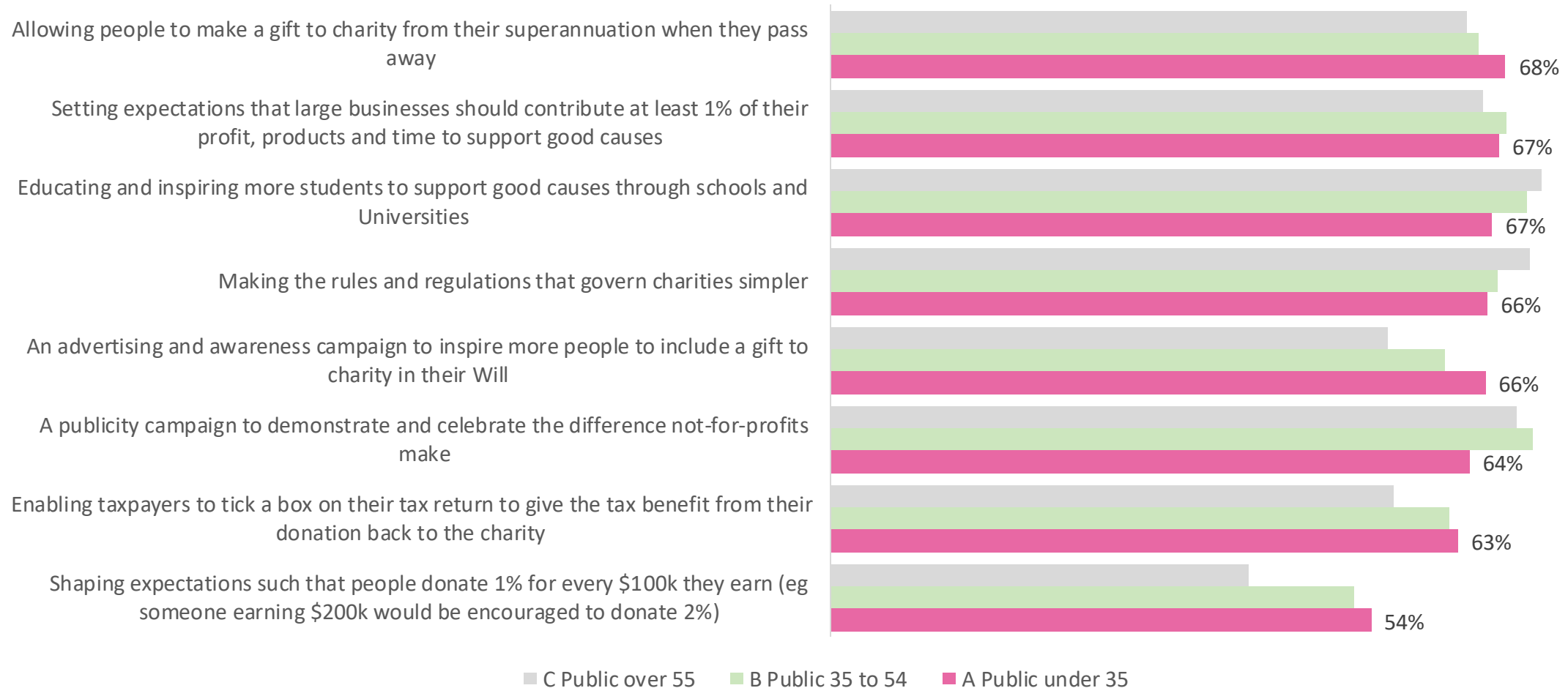


Variance U35 v 055



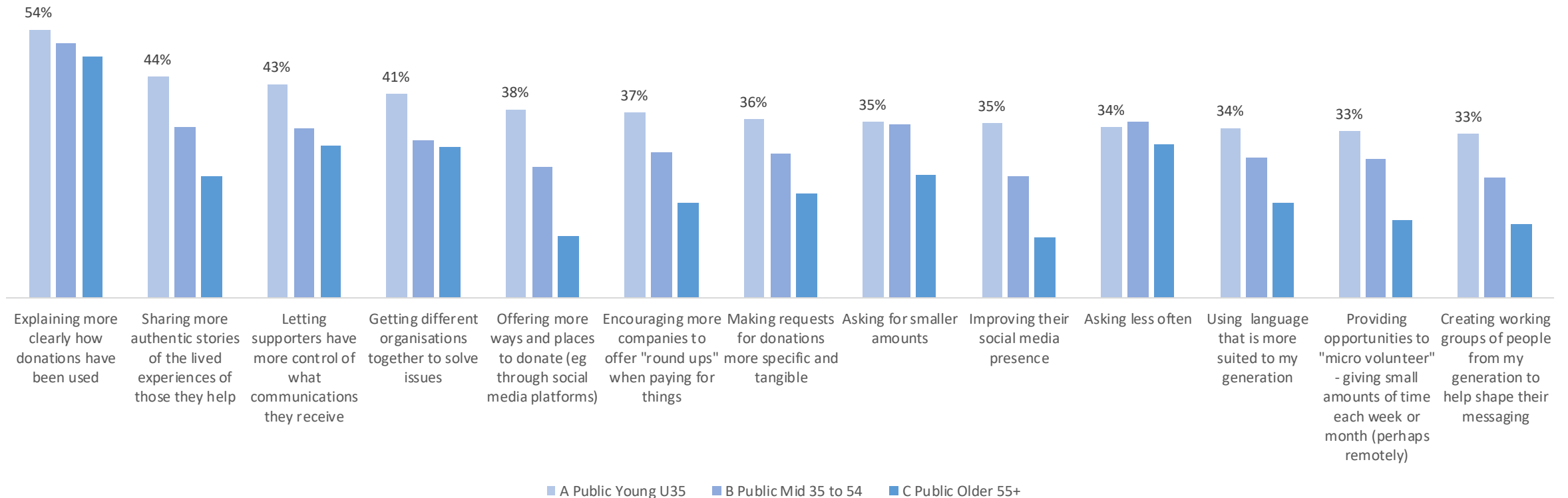
Doubling Giving attitudes

The Federal Government has set a goal to double charitable giving in Australia over the next 7 years. How supportive would you be of each of the initiatives below? Supportive



Build stronger relationships

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



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.

1. Promote tangible first steps to bigger goals.
2. Let us in: give us control, show trust, be transparent. Align/mirror their language / Listen more, help them find their voice.
3. Help us 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 our terms.

They are

Different
Strong
Idealistic
Optimistic
Independent
Passionate
Smart

Amazing

They matter

They are our future
They are influential
They are interested and
eager
They can connect
They will have capacity
and some do already

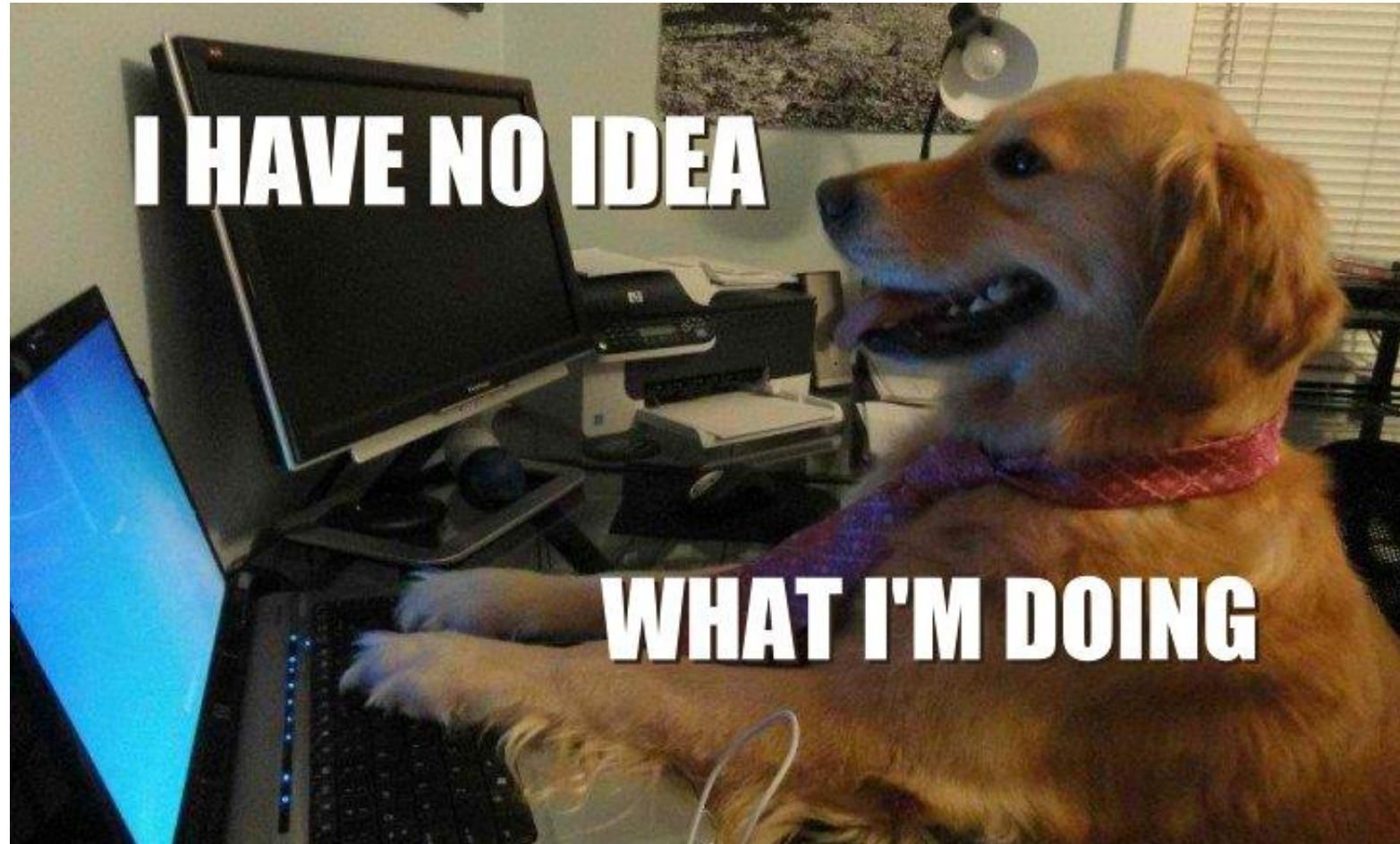
They change the world

They need

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

What's the worst that could happen...



The Next Gen Series

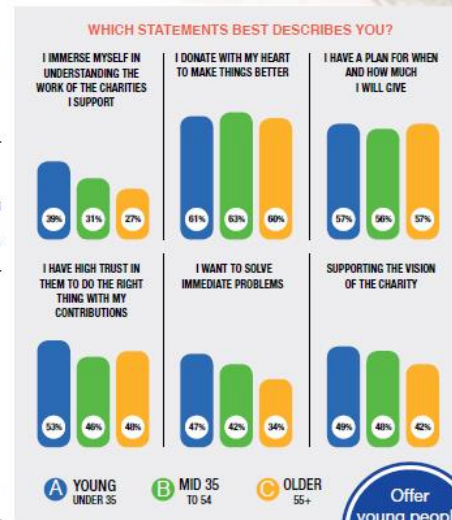


In most cases, we see there is an influence deficit – where people feel they are more influenced by others than they are influential upon others. This could be seen as encouragingly humble or somewhat powerless. The results show parents’ strength in shaping everyone’s lives, and emphasis on the importance 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.



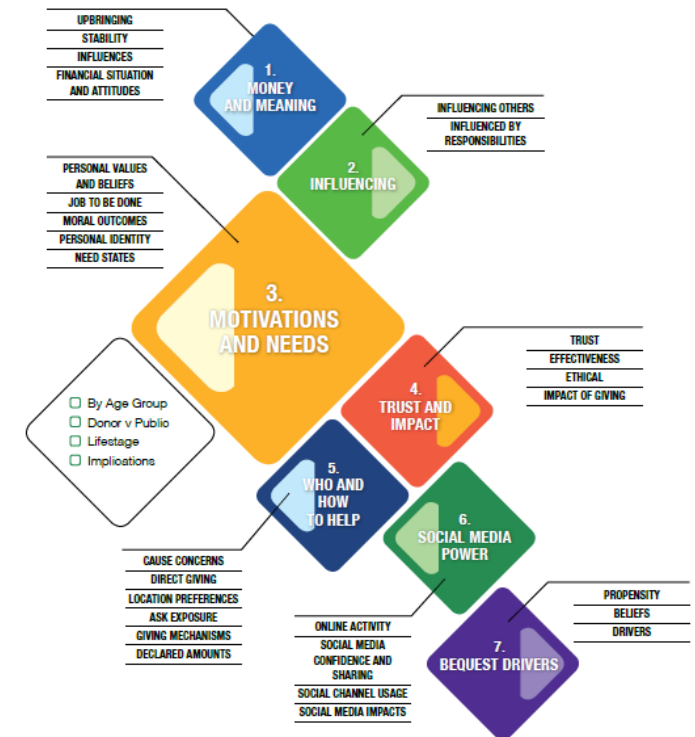
- Young people are more trusting, want to solve immediate problems and want to be more immersed in the work of the charity.
- Younger self-declared donors tend to be more trusting, delegational and make decisions with their hearts than young non donors.
- Younger charity respondents were more likely 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).



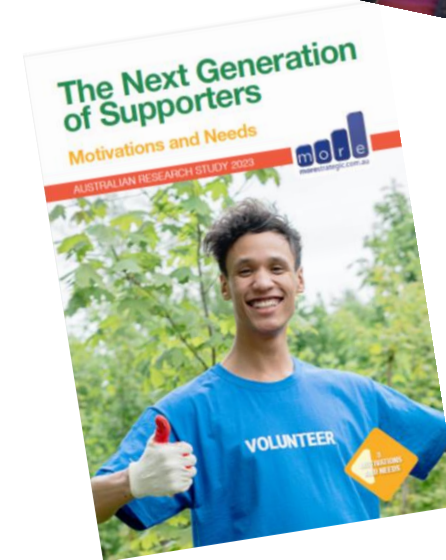
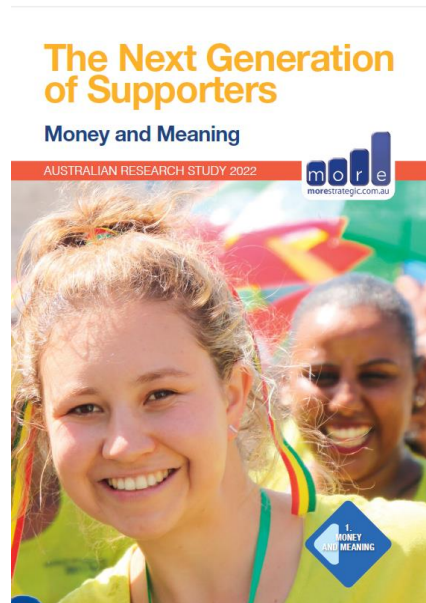
Across all our studies we see that younger respondents say they want to be more immersed. This is coming from a place of seeking knowledge more than questioning the organisation as their trust scores are high (though they are yet to be convinced charities have the impact they could). Whilst there is 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.

Publication Series

This is the third of seven publications exploring in great depth the lives of Young People and how they think, feel and behave towards causes and giving.



Learn More...download the first 3 editions



Know More



Martin Paul



Megan Maya



Ruth Wicks



Lisa Kataniotis



Katynka Powning



Karen Armstrong



Gavin Coopey

more

LEARNING

