Generations – *As Workers/Individuals*

Key Generational Shifts

	Mantra	Values	Style
Baby Boomers (1946-1964)	**LIVE TO WORK:** *Work hard because it defines you, and you can make a difference*	• Efficiency • Quality • Personal fulfillment	• Team player • In-person communications • Status and money matter
Generation X (1965-1979)	**WORK TO LIVE:** *Work hard so then you can play hard*	• Autonomy • Self-reliance • Work-life balance	• Entrepreneur • Direct and immediate communications • Freedom matters
Millennials (1980-1996)	**WORK TO FULFILL:** *Work hard at work that has meaning*	• Multi-tasking • Tenacity • Goal-oriented	• Collaborative • Instant communications • Meaning matters
Gen Z (1997-2012)	**WORK TO WORK:** *Work hard to achieve independence and your goals*	• Flexibility • Resilience • Security	• Independent • Instant and transparent communications • Authenticity matters

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Generations – *As Donors*

	Giving Motivation	Giving Style	Preferences & Expectations
Baby Boomers (1946-1964)	**GIVE FOR LEGACY:** *Give to traditional causes with a proven track record out of loyalty and a desire to leave a lasting impact.*	• Direct mail / email • Phone calls • Recurring major gifts • Bequests	• Personalized attention • Formal acknowledgements • Financial transparency • Impact reporting
Generation X (1965-1979)	**GIVE FOR IMPACT:** *Give to outcome-driven, locally-focused charities where they volunteer or have a close partnership*	• Email • Website / Facebook • Monthly gifts • Workplace giving • Donor-advised funds	• Personal involvement • Behind-the-scenes access • Locally focused • Clear evidence
Millennials (1980-1996)	**GIVE FOR MEANING:** *Give time, talent and treasure to causes they believe in – fewer, deeper commitments where they can see and share impact*	• Email • Instagram / LinkedIn • Texts • Crowdfunding	• Peer involvement • Public shout-outs • Volunteer engagement • Storytelling
Gen Z (1997-2012)	**GIVE FOR CHANGE:** *Give to spark change, challenge injustice and shape a better world – now*	• Tiktok • YouTube • Micro-donations • Gamified giving • Round-ups	• Urgent ask • Real-time acknowledgement • Authentic communications • Trust in organization