

FRIENDRAISING & FUNDRAISING ACROSS THE AGES

FROM TELEPHONE TO TIK TOK

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Who Are We?

Generation	Born	Current Age
Gen Z	1997 - 2012	12 - 27
Millenials	1981 - 1996	28 - 43
Gen X	1965 - 1980	44 - 59
Baby Boomers	1955 - 1964	60 - 69

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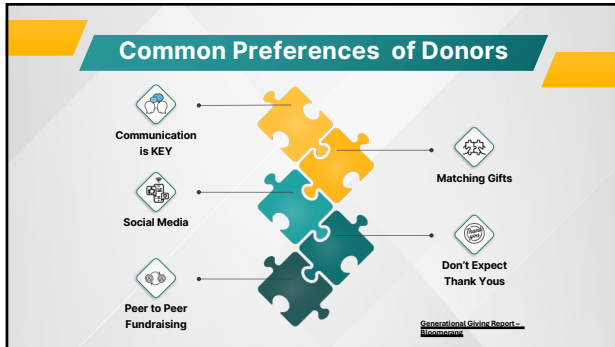
Communications: One Size Does Not Fit All

Diversify your approach in communicating with all age groups

Videos | Social Media

Email | Direct Mail

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Millenials to Baby Boomers
Alumni Engagement

Midway Alumni Network



Social Media Reunions

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Generation X




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Generation X

Most likely to

- serve on board
- attend fundraising event
- participate in peer to peer fundraising
- make personal gift

Source: Generational Giving, Boomerang



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Engaging Gen X

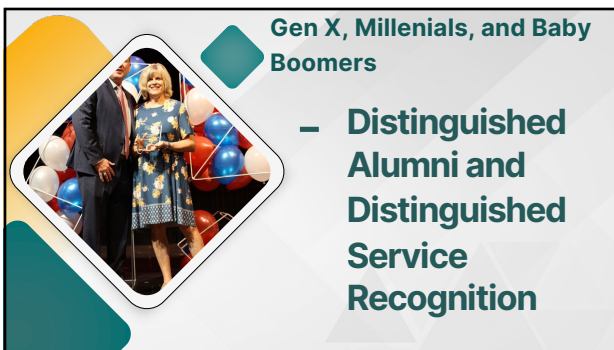
- State of the District
- Preview Tours of New Campuses or Wings



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Gen X, Millenials, and Baby Boomers

- Distinguished Alumni and Distinguished Service Recognition



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