

**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
Millennials	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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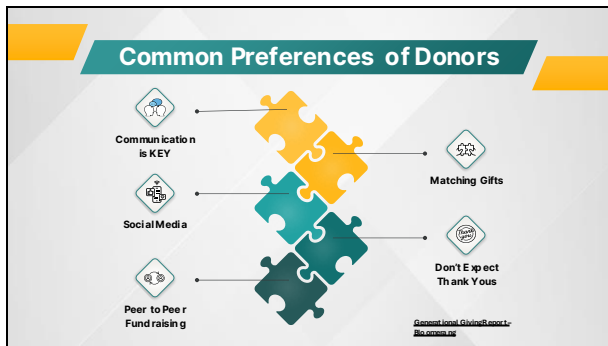
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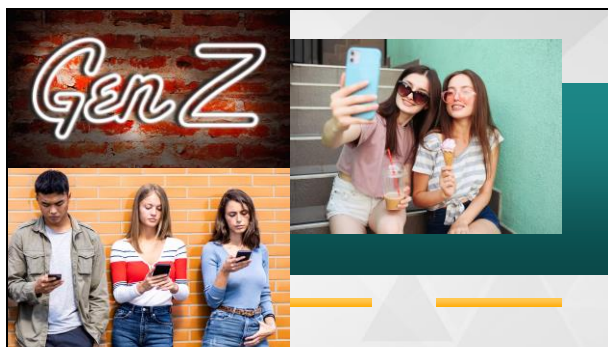
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**Millenials to Baby Boomers  
Alumni Engagement**

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: Center for Social Giving, Bloomington

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**Engaging Gen X**

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



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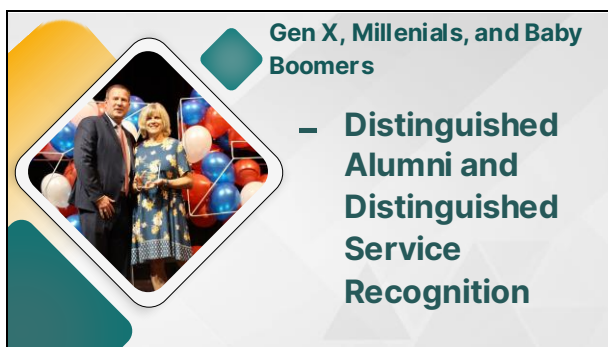
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**Gen X, Millennials, and Baby Boomers**

- Distinguished Alumni and Distinguished Service Recognition



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## Baby Boomers



**Collect Retiree  
Contact Info**



**Retired Staff Events**



**Grandparent Days**

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**Baby Boomers....  
But Not Just Them!**

## Legacy Planning/Will Preparation Seminars



Millennials - Guardianship of Children  
Gen Z and Baby Boomers - Planned Gifts

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## Thank You For Attending

*Thank you once again for your time and attention.  
I look forward to hearing your ideas!*



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