

Endow
Manitoba



Learn.
Lead.
Legacy.



Connecting with the donors of tomorrow

Fund Development

Saturday, Oct. 29, 10:30 a.m.





Your facilitators

Michelle Gazze

The Winnipeg Foundation
Community Engagement Convenor

Donna Martin

Community Foundation of Swan Valley
Executive Director

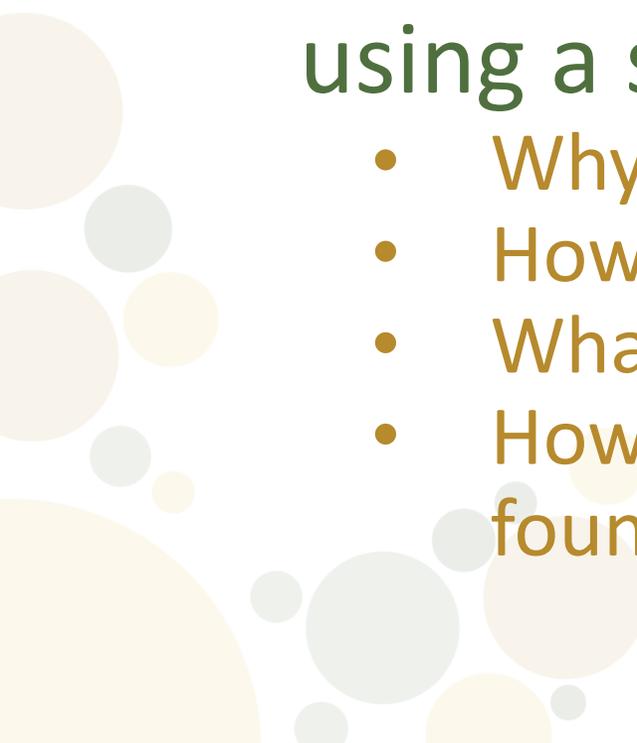
Jennifer Walton

The Winnipeg Foundation
Relationship Management Associate





Our approach

- The fundamentals: cellphones and washrooms.
 - The goal: create a *fun, safe and engaging* space.
 - The format: share knowledge and experience using a structure of:
 - Why is this important?
 - How do you do it?
 - What is the outcome?
 - How can I apply this learning with my community foundation?
- 



Our philosophy

- *You* are the expert of your community and your community foundation.
- Please share *thoughts, knowledge, and experiences* so that we can all learn from each other.





**Who are your foundation's
"donors of tomorrow"?**

**Why is it important to
connect with them?**

Take a worksheet and **write** down your answer.



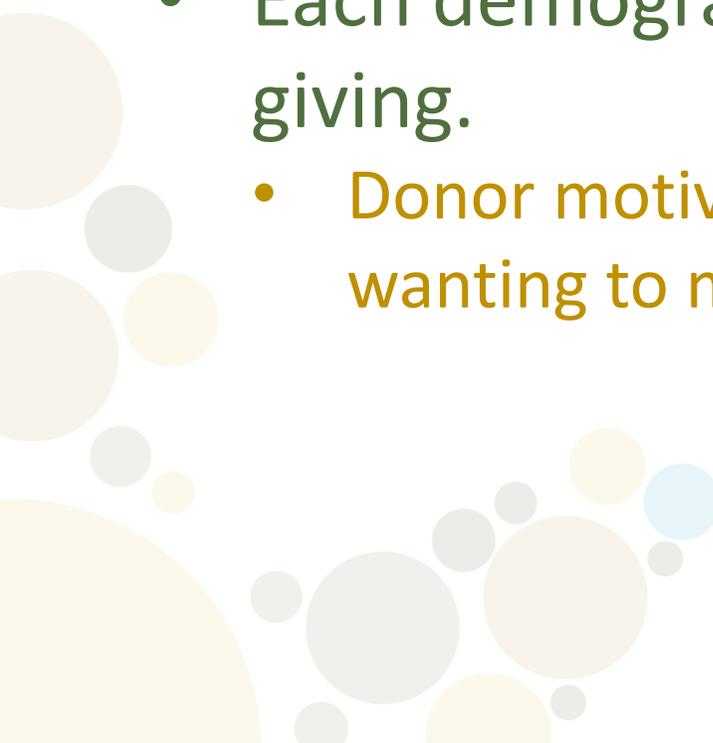
Donna Martin

Community Foundation of Swan Valley



Definition:

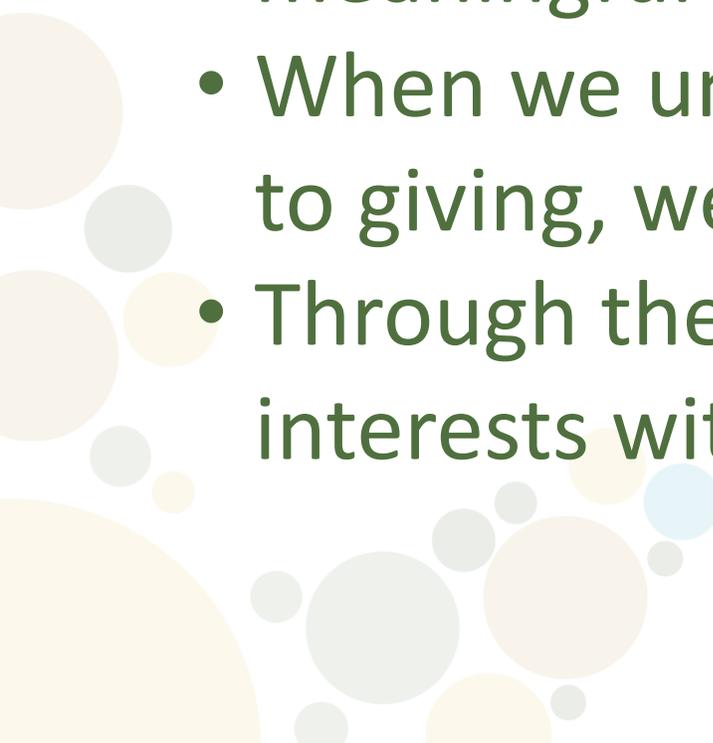
Donor demographics and motivations

- The **population** of your community is diverse.
 - Such as: *age, culture, interests, income, and more.*
 - Each demographic holds a unique **motivation** to engage in giving.
 - Donor motives can range from belief in the organization's mission, to wanting to make a change, to being engaged with their community.
- 



Why is understanding donor demographics and motivations important?

- Fund Development is a function dedicated to building meaningful **relationships** with your *entire* community.
- When we understand someone's values and motivations to giving, we can foster **real, personal relationships**.
- Through these relationships we can connect a donor's interests with **priorities** in our community.





Who are your foundation's "donors of tomorrow"?

Why is it important to connect with them?

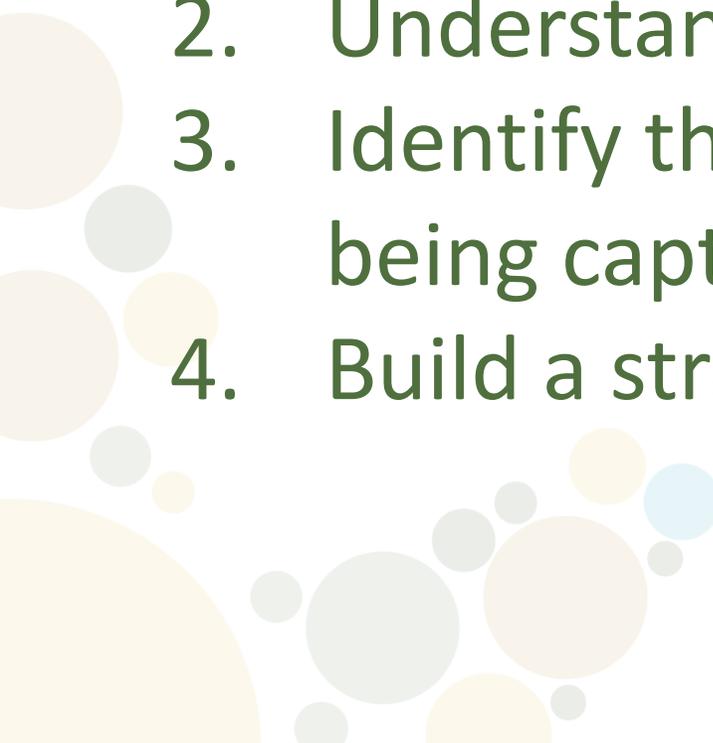
Reflect on original response.

How might you adapt your
response?



How to engage with a variety of donor demographics and motivations?

Must first identify the make-up of your community:

1. Understand who your donors are.
 2. Understand who makes up your community.
 3. Identify the sections of the community not currently being captured as a donor.
 4. Build a strategy to connect.
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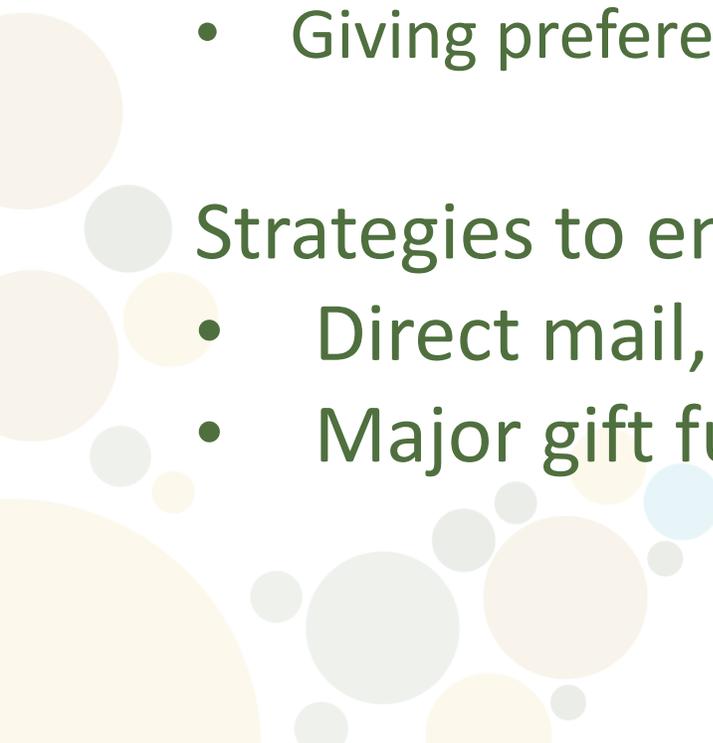


"Traditional" philanthropists

Demographic: Greatest Generation & Boomers
(1910 - 1964)

- Motivations: Supporting institutions (Greatest), driving large scale change (Boomers).
- Giving preferences: annual/monthly giving, planned gifts, major giving.

Strategies to engage:

- Direct mail, group engagement.
 - Major gift fundraising strategies (1:1).
- 



The forgotten generation

Demographic: Gen X (1965 - 1980)

- Motivation: Giving as reflective of identity.
- Giving preferences: online.

Strategies to engage:

- Social media.
- Excellent stewardship and storytelling.





How to engage with youth

Demographic: community members under 29 years old.

- Motivation: make an impact
- Giving preferences: crowdfunding platforms, events
- Strategies to engage:
 - Reporting on advocacy, participation in “the movement”, peer collaboration





The outcome of understanding donor demographics and motivations

Through the development of strong, trust-based relationships, the foundation will experience:

- Increased **community engagement**.
 - Improved donor **retention**.
 - Increased **representation** of community in donors.
 - Greater capacity to undertake your **mission** and fulfill your **vision**.
- 



Unlocking your community's donor potential

What can you do to identify and better understand your community members not currently engaged with your foundation?





Unlocking your community's donor potential

How can you build a stronger understanding and relationship with the community members currently not engaged?





Unlocking your community's donor potential

Exploring YOUR challenges:

- What is your greatest challenge with respect to understanding your community's demographics and engaging those groups?

Discuss in group. Share with all.



Shared reflections

**Connecting with the donors of
tomorrow**

Fund Development

**What's one key takeaway or "AHA"
that you want to remember?**

What are you curious about now?



Thank you

Endow Manitoba is an initiative of The Winnipeg Foundation