

Generational Giving Strategies - Why are they important?

2-Part online course

Tuesdays, June 4 & 11, 2019

12:00PM - 1:00PM (Pacific Time)

Presented by Washington Nonprofits in partnership with Wyoming Nonprofit Network

Wyoming Nonprofits: go to www.wynonprofit.org (event calendar for more information)

Session #1

Session #1 will review the different generational categories (i.e. Matures, Baby Boomers, Generation X, Millennials, and Generation Z). We will look at the different characteristics between each generation and how to build upon those in your development and communications implementation plan. Develop your events to target audiences and segment your appeals to speak the language of your donors.

Learning outcomes focused on session #1:

- Knowledge about each of the five generations and their tendencies to apply to your own donor data
- Fundraising activities to address each generation in a targeted way

Session #2

Session #2 will focus on “old” and new ideas to engage your generational audiences through different mediums. There are traditional, tried, and true fundraising methods we can rely on and there are new and emerging strategies to complement the best practices, we will look at both. Personalization and segmentation will increase your fundraising success.

Learning outcomes focused on session #2:

- New ideas on how to engage your audience through different social media platforms, with a generational lens
- Reasons why personalizing and segmenting your donor development and communications activities by generation will yield deeper relationships with your donors

ABOUT THE PRESENTER:

Rebecca Zanatta, Partner & Vice President, Ostara Group

Rebecca loves philanthropy. She has spent her career in nonprofit management teaching people the value of relationships. Her philosophy focuses on people and putting the why first. Spending time with family and seeking adventure through travel is where you will find her when she isn't trying to better the world through the power of philanthropy.



Participating in community is an important value of Rebecca's work. She is a past President of Northwest Development Officers Association (NDOA), now AFP – Advancement Northwest, the largest professional association of fundraisers in Washington State. Recently Rebecca joined the faculty at Seattle University in the Master in Nonprofit Leadership program. She is a graduate of the Leadership Tomorrow program in Seattle, serves on the WSU Foundation Board of Trustees and is a sustaining member of the Junior League of Seattle.