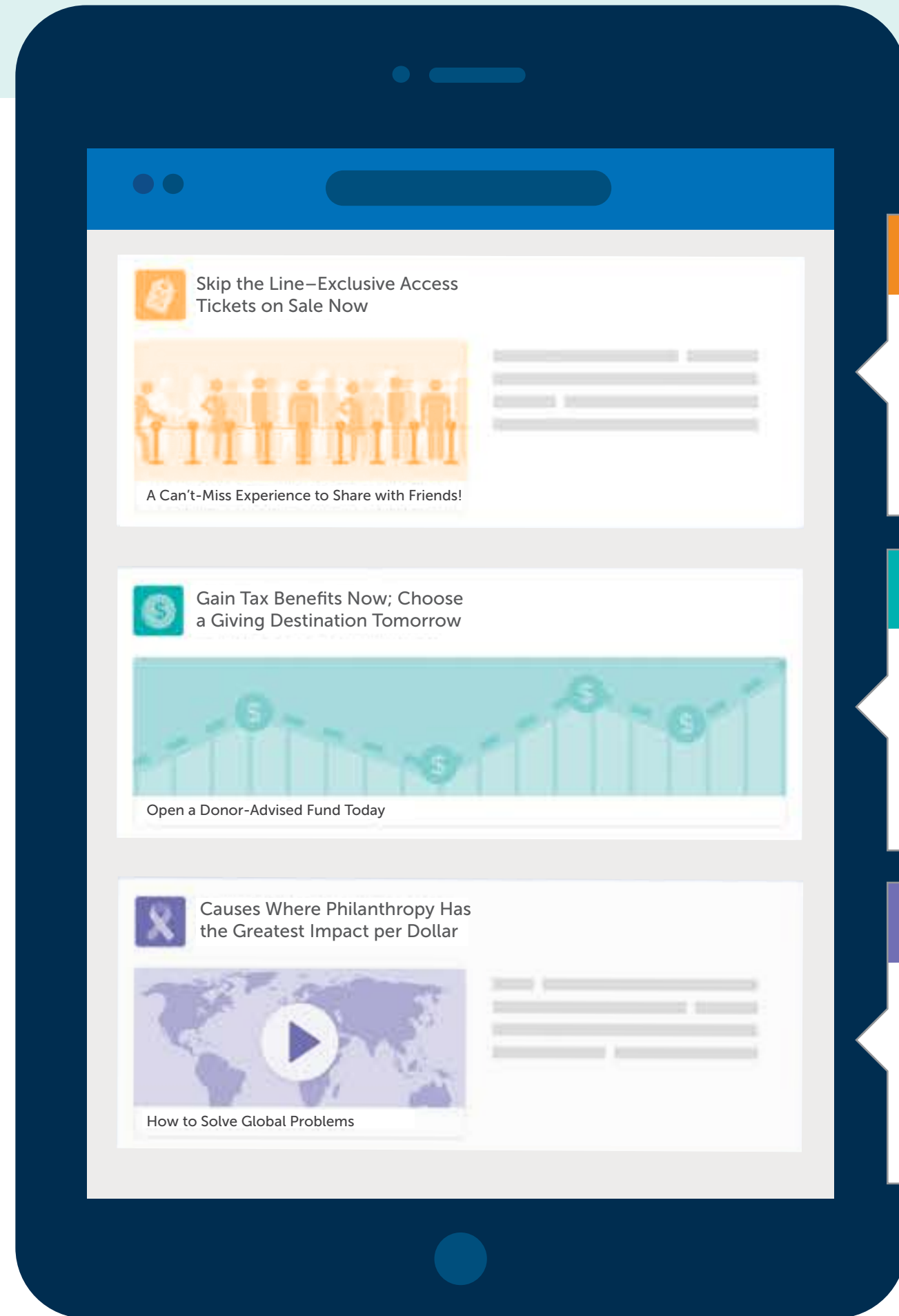


Targeting the **Next Generation** of **Principal Gift Donors**

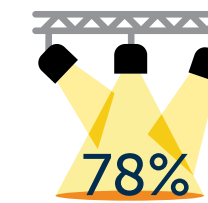
The next generation of high net worth donors thinks differently about giving than their predecessors did. For millennials, **philanthropy is a tool to change the world.**

To move the needle with future core supporters, advancement teams must focus on strategies that speak directly to this goal.



Provide Return on Experience

Rising donors aren't interested in thank-you gifts and trinkets. When they invest in colleges and universities, these **donors seek exclusive experiences** that acknowledge their giving and provide opportunities for them to have an impact on the institution or a cause in which they are interested.



of millennials would rather spend money on an experience than on a physical item.

SOLUTION

Scale unique stewardship opportunities that only higher education can provide:

- Open doors to unique perspectives, thought leaders, and campus resources
- Share ideas about future strategy and planning
- Create opportunities for donors to lend their talents on and off campus

Make Giving Urgent Today

When they plan their philanthropy, today's **donors have a wide variety of nonprofit organizations from which to choose.** These donors use giving vehicles, such as donor-advised funds, to gain tax benefits today while delaying decision-making indefinitely.



in charitable assets is currently held in donor-advised funds.

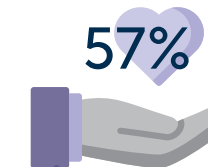
SOLUTION

Develop new urgency levers to convince donors to give now:

- Frame investments as a means of solving societal problems
- Ask for gifts with immediate impact
- Deploy time-limited matching campaigns

Focus on Change, Not Charity

Rising donors want to do good by any means necessary. They are not afraid to mix for-profit and philanthropic initiatives to solve the problems they care about. These **donors expect the organizations they support to push the boundaries of philanthropy** in order to maximize impact.



of millennials would like their charitable contributions to make a difference today.

SOLUTION

Embrace donors' multipronged approach to problem-solving:

- Promote multi-institution partnerships that increase donor impact
- Determine your institution's stance on current hot-button issues
- Communicate the ROI of giving to higher education