

Who Are Our Future Major Gift Donors?

The major gift pipeline is critical to future fundraising success. With a generational change among donors on the horizon, advancement shops need to get in the door early with their Gen X and Millennial philanthropic leaders.

Making strategic investments in pipeline development for future major gift donors means that advancement must identify who those future leaders are and then target engagement and solicitations specifically to their needs.

The average age of investors worth \$25M+ dropped by

11 years

Average age in 2014

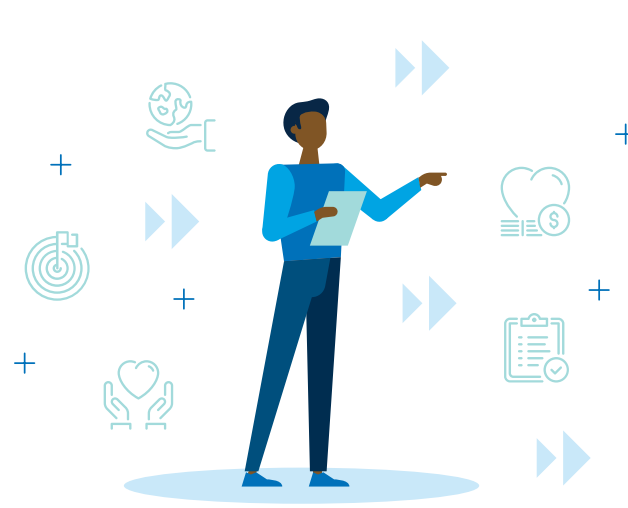
58

Average age in 2019

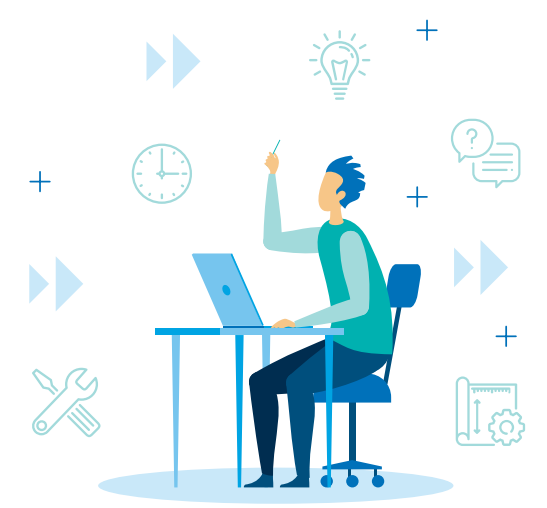
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the Corporate Climber



the Anticipated Inheritor



the Emerging Entrepreneur

- Achievement-Focused**
Motivated by the next promotion or pay raise
- Networker**
Masterfully navigates a complex bureaucracy
- Risk Averse**
Prefers a more predictable path to wealth

- Mission-Driven**
Dedicates mindshare to passion projects over salary
- Fluent in Philanthropy**
Understands wealth-culture and giving
- Hard to Impress**
Expects high-touch relationships from day one

- Innovative**
Challenges the status-quo to provide new solutions and improvements
- Time-Pressed**
Prioritizes the needs and success of their business above all else
- Discerning**
Asks tough questions in their work—and in their philanthropy, too

FUTURE VALUE FORECAST

\$320K

Average salary of a 4th year BigLaw employee

\$368K

Average Goldman Sachs employee salary

\$68T

Amount millennials will inherit by 2030 in total assets (includes real estate, etc.)

\$850K

The average amount millennials will inherit

68%

Of company CEOs on Forbes's next billion-dollar startups list are under the age of 40

450K

Number of chief executives ages 25-44 (2019)

"Top managers of Fortune 100 companies are fundamentally different: they're younger, more of them are female, fewer of them were educated at elite institutions, [and] they're making it to the top faster..."
— Harvard Business Review

Among young inheritors, an urge to redistribute
"Resource Generation, a group that allows young inheritors [18-35] to talk openly... We definitely have a portion of the community who are giving away all inherited wealth."
— The New York Times

Entrepreneurs Expect to Donate
Percent of Investments Earmarked for Philanthropy by Age Group

35 and under	36 to 54	55 and over
7%	6%	5%

CULTIVATION STRATEGIES

Create opportunities for corporate climbers to own the impact of their dollars.
Birmingham Southern College uses fundraising products with explicit price tags, impact statements, and stewardship next steps to encourage mid-level donations. Fundraising products from each division are organized online through a campus-wide gift registry page for donors to easily navigate.

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Scale one-on-one relationships with the institution to give anticipated inheritors the attention they expect.

Miami University in Ohio assigns a centralized stewardship staff member to keep mid-level donors informed and engaged. Stewardship staff rely on one-to-many customizable communications during their pledge period and then handoff the relationship to a gift officer when the pledge is fulfilled.

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Build delayed donation opportunities for emerging entrepreneurs to promise future funds to the institution.

University of California, Berkeley asks emerging entrepreneurs to promise a portion of their equity in a firm to be donated upon a liquidity event. In return, over-extended entrepreneurs receive mentors, exclusive networking opportunities, and access to hiring events.

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