GENERATION TO GENERATION

For the Lord is good and
his love endures forever;

his faithfulness continues
through all generations.

Psalm 100:5

MATURES

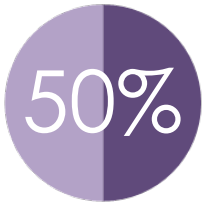
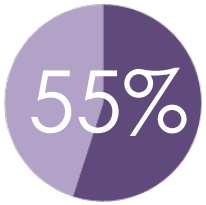
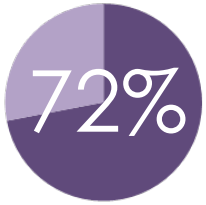
born before 1945
27 million in the U.S.

We Can Do It!
WAR PRODUCTION CO-ORDINATING COMMITTEE

Housewives!
SAVE
WASTE
FATS
FOR
EXPLOSIVES!
Take them to your
meat dealer

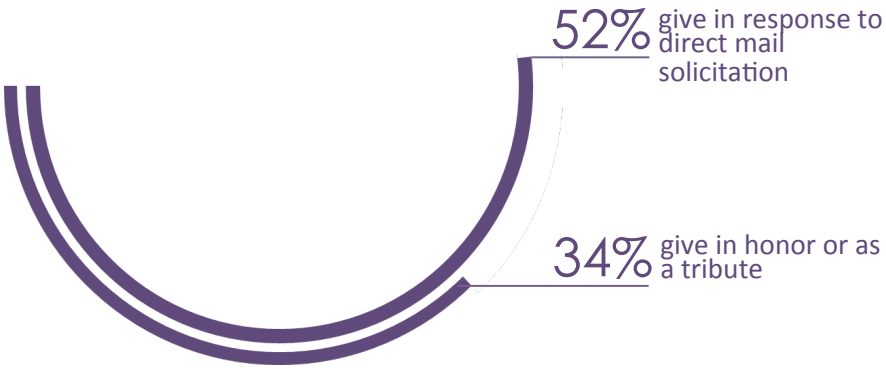
TOTAL GIVING

GIVING PREFERENCES

	PLACES OF WORSHIP	LOCAL SOCIAL SERVICES	CHARITY (DONATE GOODS)	CHARITY (KIDS)	CHARITY (HEALTH)
MATURES					
BOOMERS					
GEN X					
GEN Y					

GIVING PATTERNS

MATURES



BOOMERS

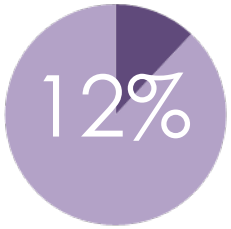
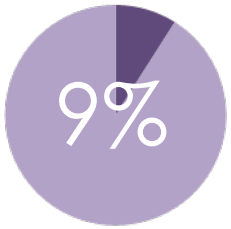
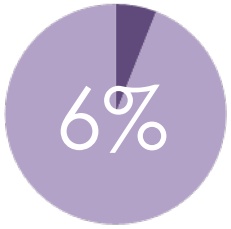
GEN X

GEN Y

TECHNOLOGY USE

	INTERNET	SOCIAL MEDIA	MOBILE PHONE
MATURES	60% banking 80% email	58% youtube 59% facebook	30% primary 17% text 7% only phone
BOOMERS			
GEN X			
GEN Y			

GIVING & SOCIAL MEDIA

	MATURES	BOOMERS	GEN X	GEN Y
VIEW ONLINE VIDEOS ABOUT CHARITIES THEY SUPPORT				
SHARE INFO ABOUT CHARITIES WITH FRIENDS				
FUNDRAISE FOR CHARITIES				

BABY BOOMERS

born 1946-1964
76 million in the U.S.

ERA
YES
SORRY
NO
STOP THE WAR IN
VIETNAM NOW!

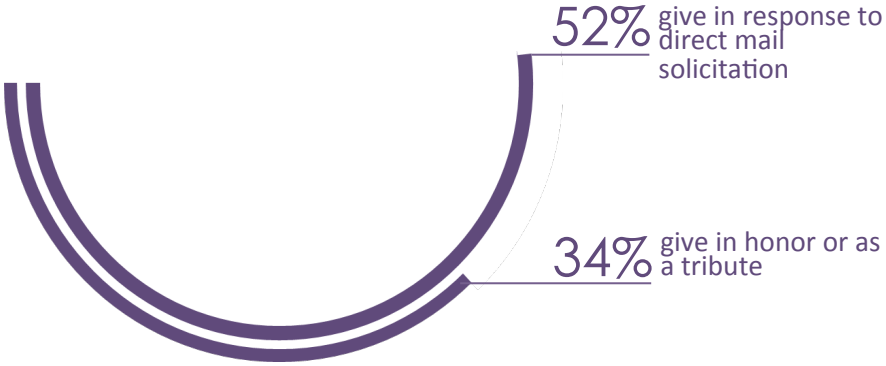
TOTAL GIVING

GIVING PREFERENCES

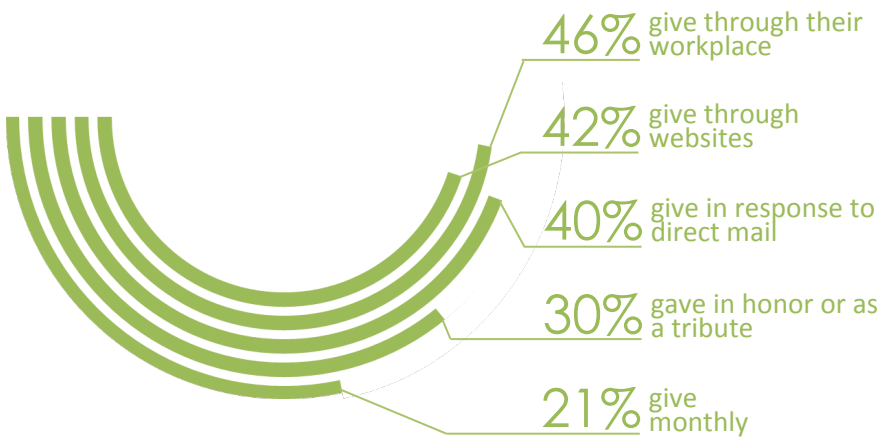
	PLACES OF WORSHIP	LOCAL SOCIAL SERVICES	CHARITY (DONATE GOODS)	CHARITY (KIDS)	CHARITY (HEALTH)
MATURES	50%	55%	72%		
BOOMERS	46%	52%	63%		
GEN X					
GEN Y					

GIVING PATTERNS

MATURES



BOOMERS



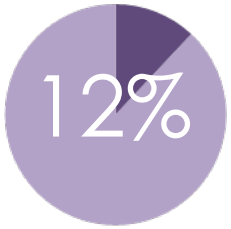
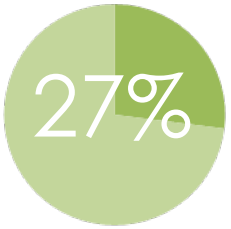
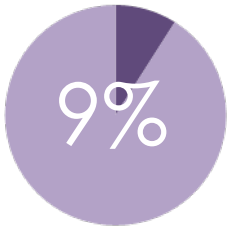
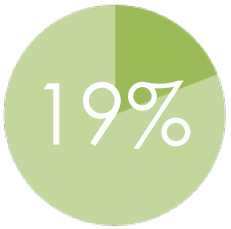
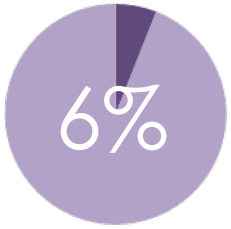
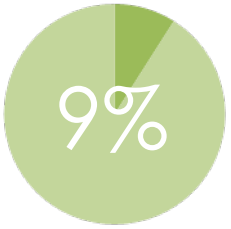
GEN X

GEN Y

TECHNOLOGY USE

	INTERNET	SOCIAL MEDIA	MOBILE PHONE
MATURES	60% banking 80% email	58% youtube 59% facebook	30% primary 17% text 7% only phone
BOOMERS	74% banking 87% email	81% youtube 71% facebook 46% linked in	60% primary 41% text 16% only phone
GEN X			
GEN Y			

GIVING & SOCIAL MEDIA

	MATURES	BOOMERS	GEN X	GEN Y
VIEW ONLINE VIDEOS ABOUT CHARITIES THEY SUPPORT	 12%	 27%		
SHARE INFO ABOUT CHARITIES WITH FRIENDS	 9%	 19%		
FUNDRAISE FOR CHARITIES	 6%	 9%		

GENERATION X

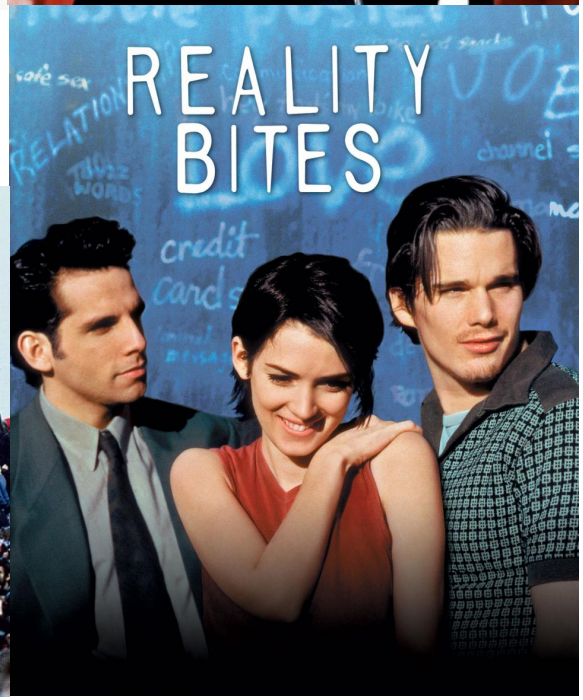
born 1965-1980
51 million in the U.S.

DON'T WORRY, MOTHER...IF THE MARRIAGE DOESN'T WORK OUT, WE CAN ALWAYS GET DIVORCED

HIV AID

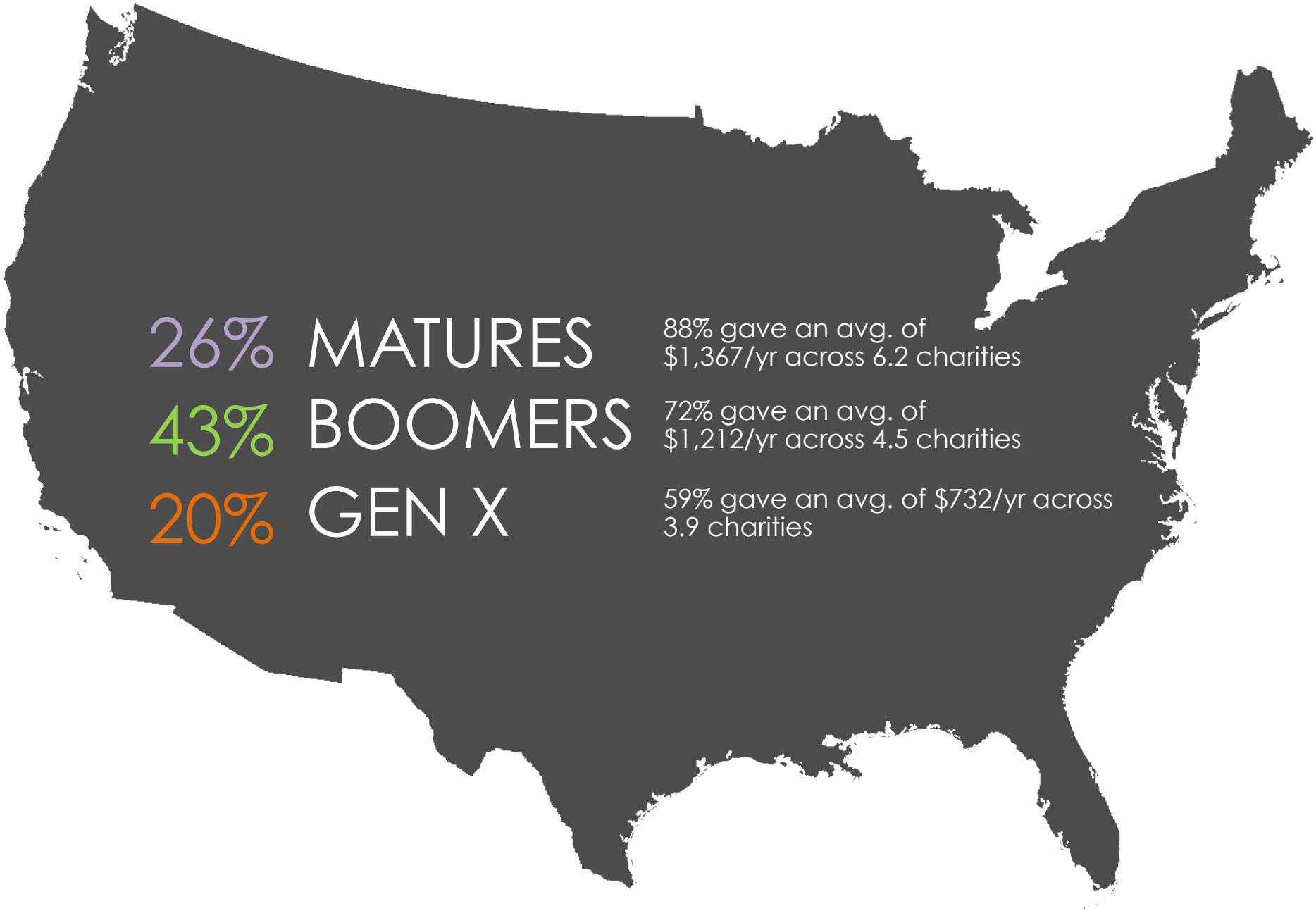
http://www

MTV
MUSIC TELEVISION®


REALITY BITES

EINE WELT OHNE MILITÄR ES GILT DIE MILITÄRISCH GEDRÄNGTE TEILUNG DURCH BÜRGERRECHTE DES WELTBÜRGERS ZU ERSETZEN
LONG LIVE DALAI LA
HIS WALL HAS

TOTAL GIVING



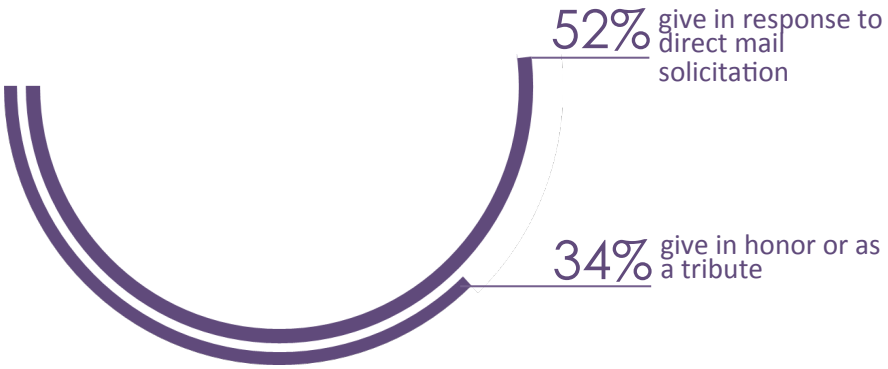
GIVING PREFERENCES

	PLACES OF WORSHIP	LOCAL SOCIAL SERVICES	CHARITY (DONATE GOODS)	CHARITY (KIDS)	CHARITY (HEALTH)
MATURES	50%	55%	72%		
BOOMERS	46%	52%	63%		
GEN X	40%	37%	56%		39%
GEN Y					

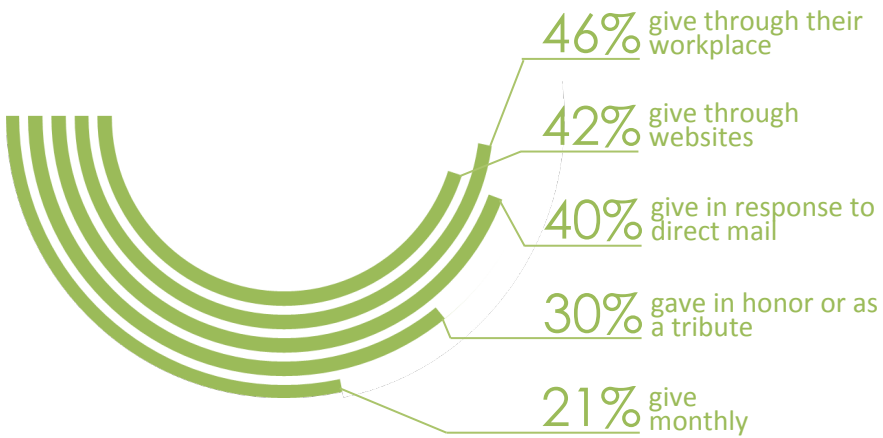
PLUS: 49% WANT TO SEE THE IMPACT OF THEIR GIVING

GIVING PATTERNS

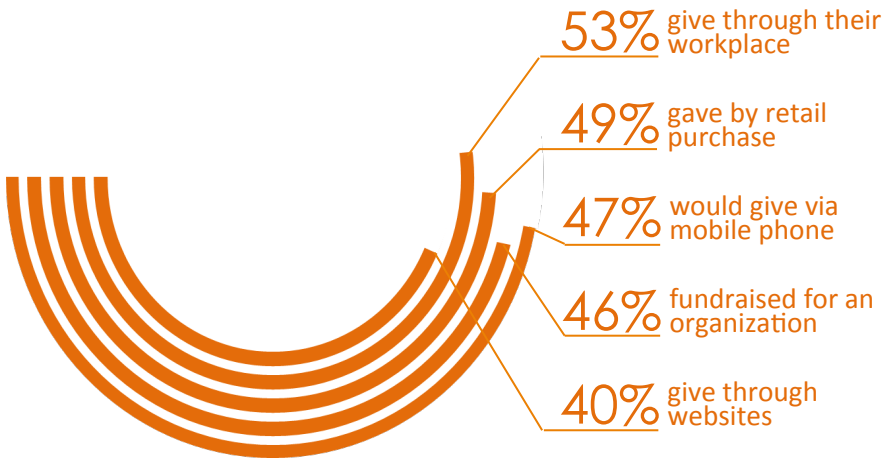
MATURES



BOOMERS



GEN X

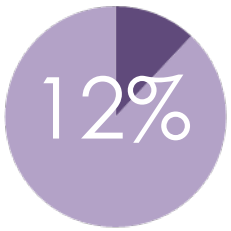
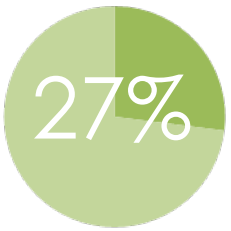
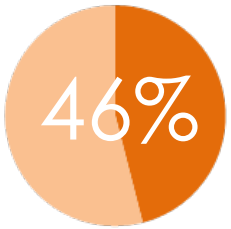
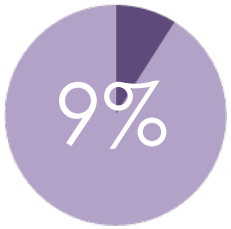
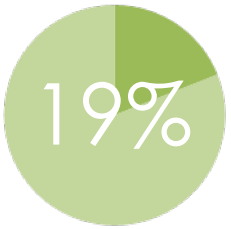
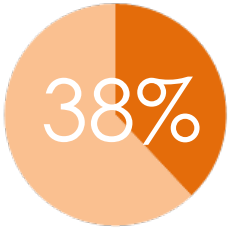
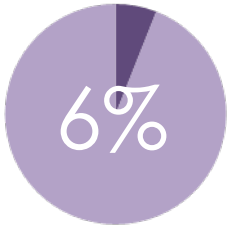
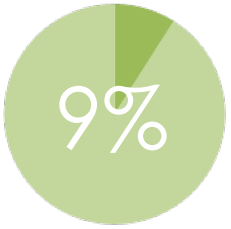
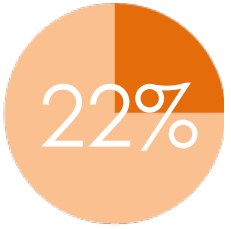


GEN Y

TECHNOLOGY USE

	INTERNET	SOCIAL MEDIA	MOBILE PHONE
MATURES	60% banking 80% email	58% youtube 59% facebook	30% primary 17% text 7% only phone
BOOMERS	74% banking 87% email	81% youtube 71% facebook 46% linked in	60% primary 41% text 16% only phone
GEN X	78% banking 86% email 61% shopping 49% music	92% youtube 77% facebook 57% linked in	86% primary 67% text 48% only phone
GEN Y			

GIVING & SOCIAL MEDIA

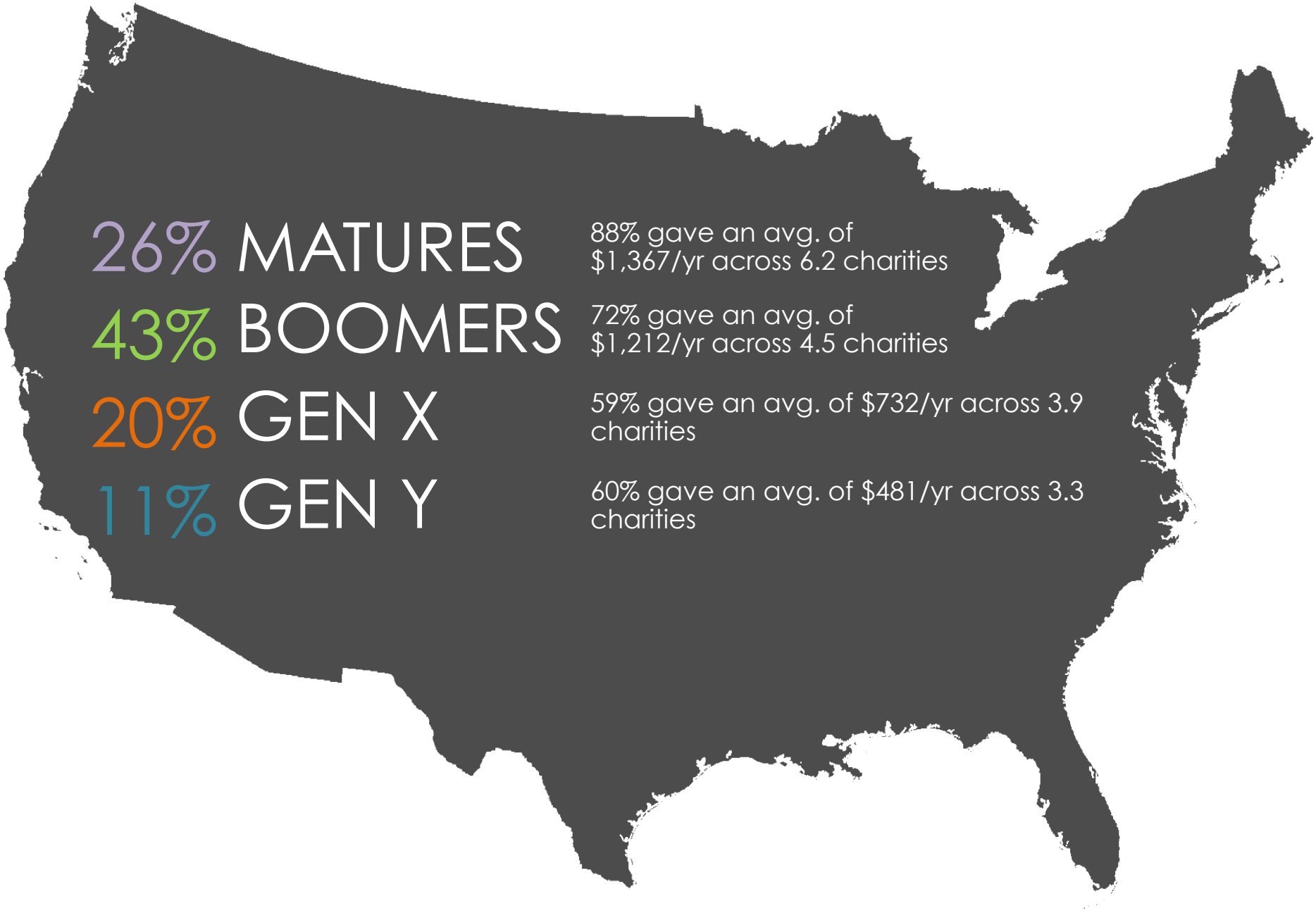
	MATURES	BOOMERS	GEN X	GEN Y
VIEW ONLINE VIDEOS ABOUT CHARITIES THEY SUPPORT	 12%	 27%	 46%	
SHARE INFO ABOUT CHARITIES WITH FRIENDS	 9%	 19%	 38%	
FUNDRAISE FOR CHARITIES	 6%	 9%	 22%	

GENERATION Y

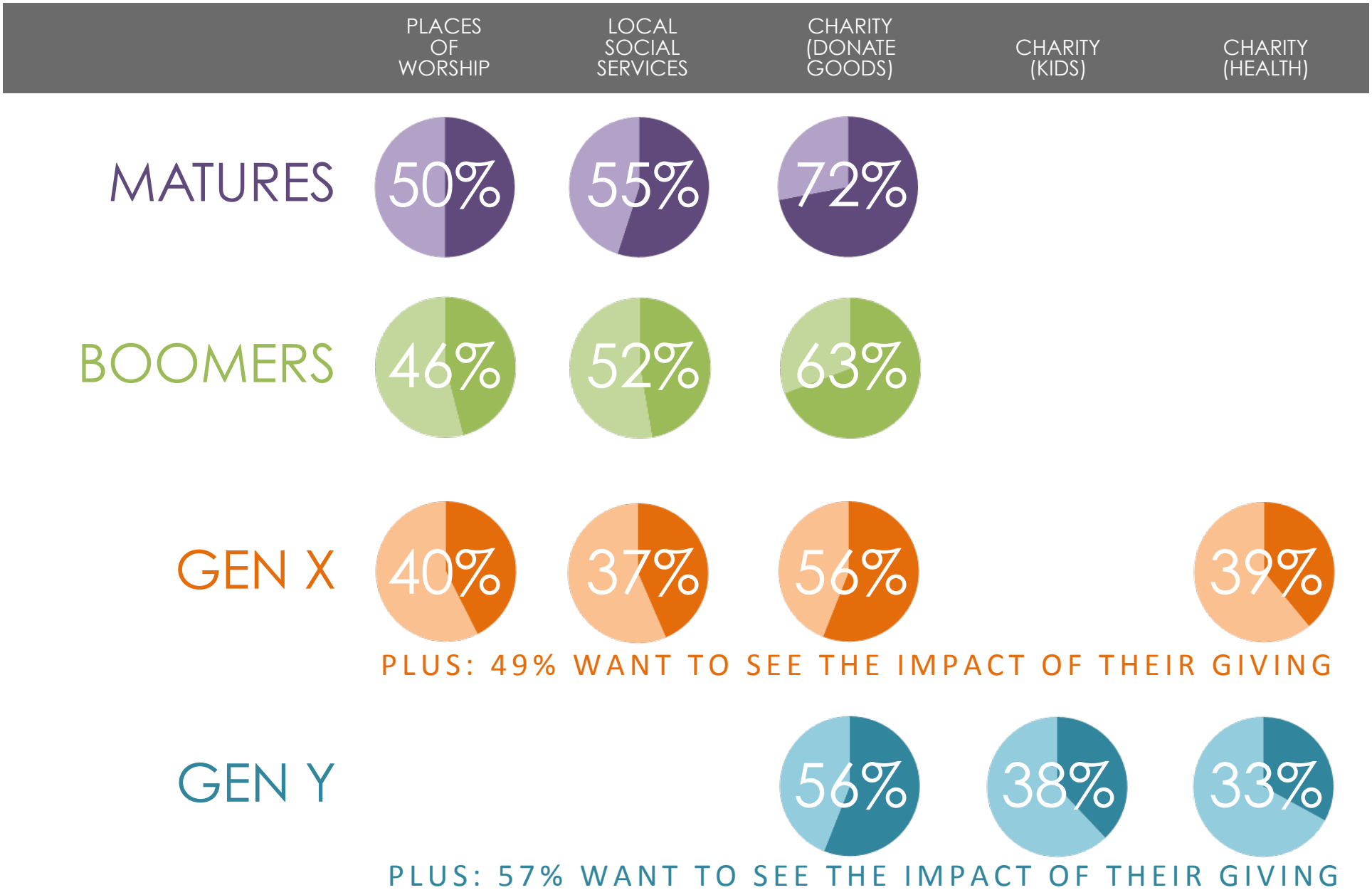
born 1981- 1995
80 million in the U.S.

BIG BROTHER
TIME
KISSINGER ON NIXON AND FORD
My Story
Exclusive interview and photos of Monica Lewinsky
American Idol
JERSEY SHORE
THE HILLS
OCCUPY WALL STREET
WE ARE THE 99 PERCENT
YouTube
CRIBS

TOTAL GIVING

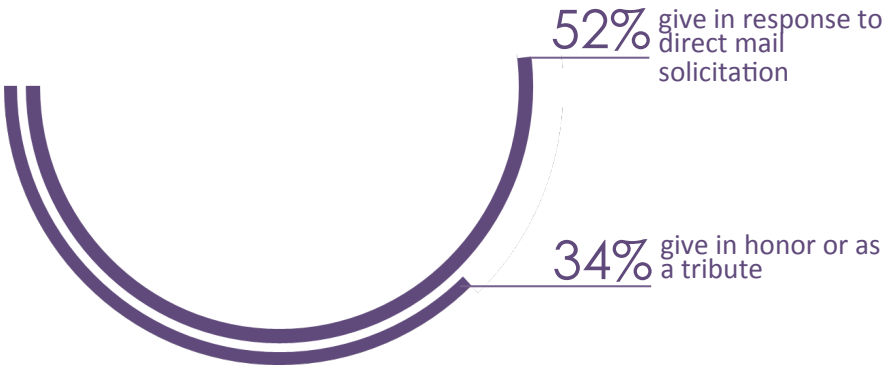


GIVING PREFERENCES

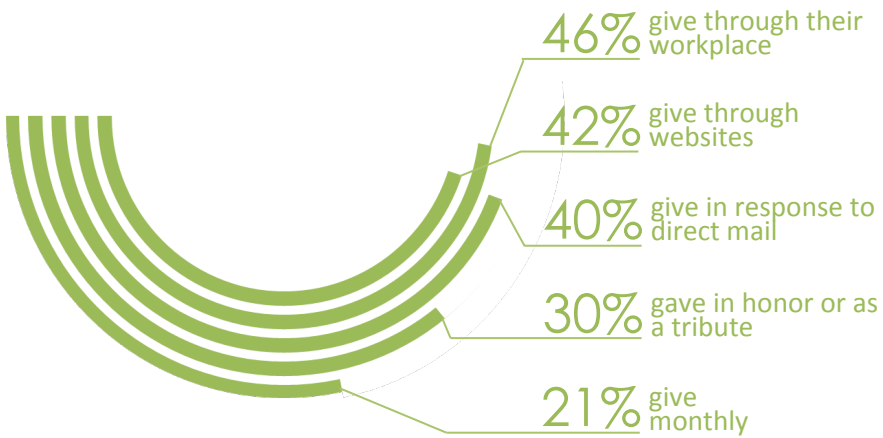


GIVING PATTERNS

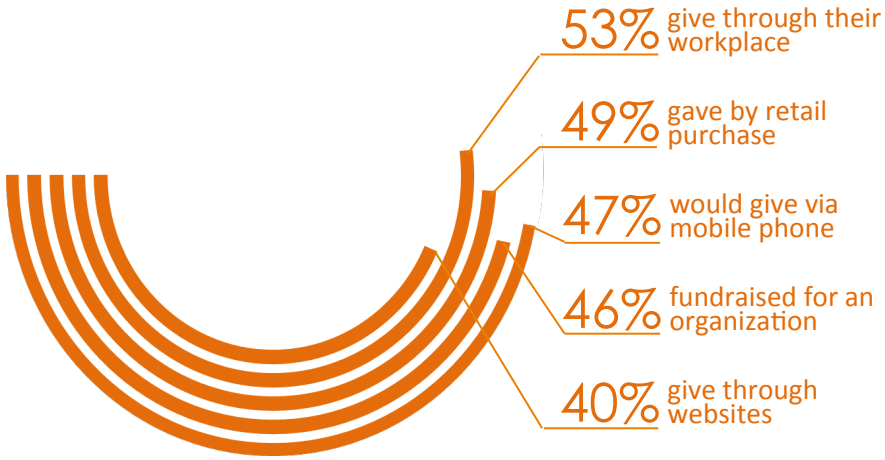
MATURES



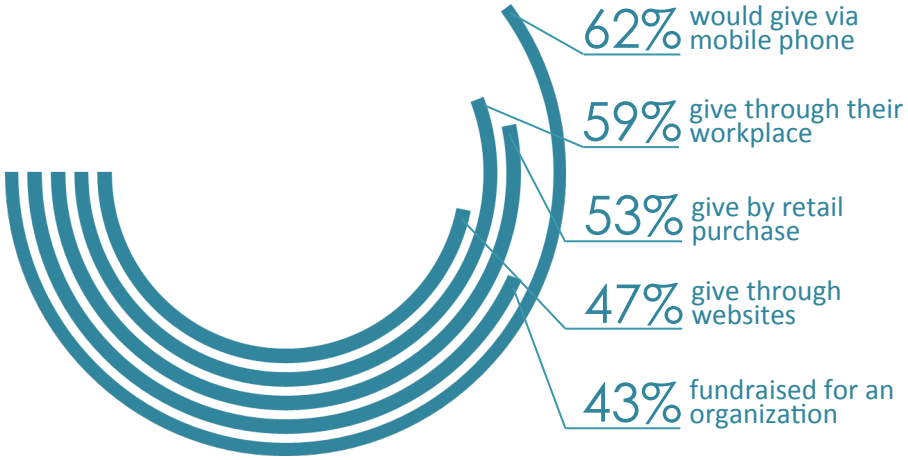
BOOMERS



GEN X



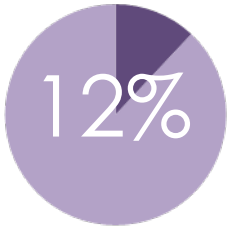
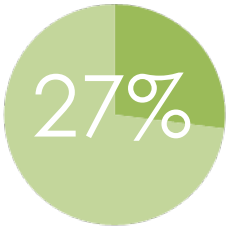
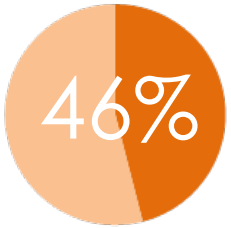
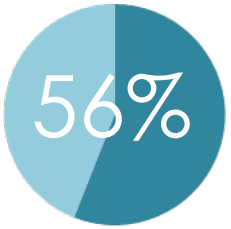
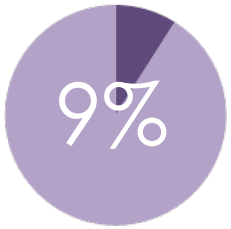
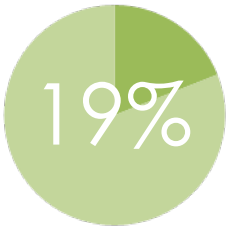
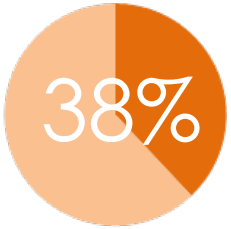
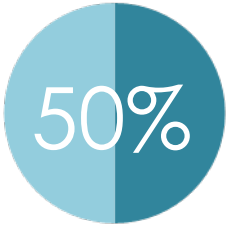
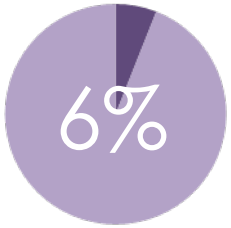
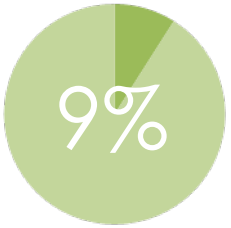
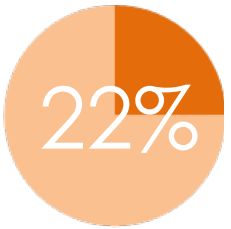
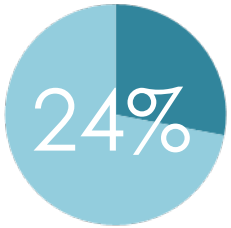
GEN Y



TECHNOLOGY USE

	INTERNET	SOCIAL MEDIA	MOBILE PHONE
MATURES	60% banking 80% email	58% youtube 59% facebook	30% primary 17% text 7% only phone
BOOMERS	74% banking 87% email	81% youtube 71% facebook 46% linked in	60% primary 41% text 16% only phone
GEN X	78% banking 86% email 61% shopping 49% music	92% youtube 77% facebook 57% linked in	86% primary 67% text 48% only phone
GEN Y	86% banking 80% email 61% shopping 62% music 54% video	97% youtube 90% facebook 55% linked in 55% twitter	98% primary 72% text 76% only phone

GIVING & SOCIAL MEDIA

	MATURES	BOOMERS	GEN X	GEN Y
VIEW ONLINE VIDEOS ABOUT CHARITIES THEY SUPPORT	 12%	 27%	 46%	 56%
SHARE INFO ABOUT CHARITIES WITH FRIENDS	 9%	 19%	 38%	 50%
FUNDRAISE FOR CHARITIES	 6%	 9%	 22%	 24%

What does this mean?

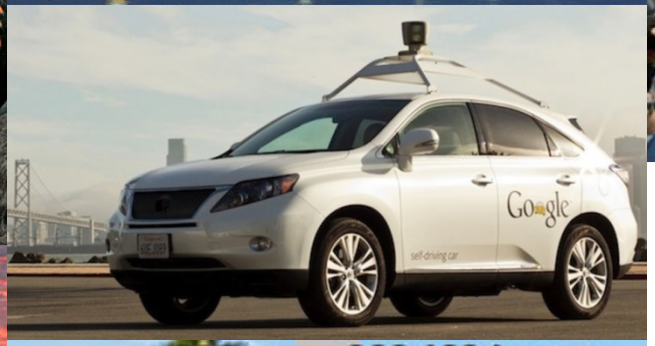
COMMUNICATION METHODS

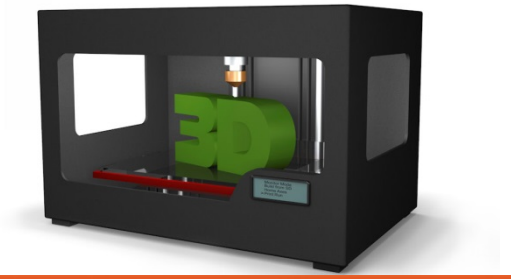
SHIFTS IN GIVING

FROM	TO
CASH OR CHECK	ELECTRONIC GIVING
DUTY & DELIGHT	SEEING IMPACT OF GIVING
GIVING TO INSTITUTIONS	GIVING TO CAUSES
GIVING MONEY	GIVING TIME & EFFORT
RESISTANCE TO TALKING ABOUT MONEY	DESIRE TO TALK ABOUT MONEY
LONG-TERM GENERAL COMMITMENTS	SHORT-TERM SPECIFIC COMMITMENTS

GENERATION Z born after 1995

FINANCIAL
REFORM
NOW!
VANTED

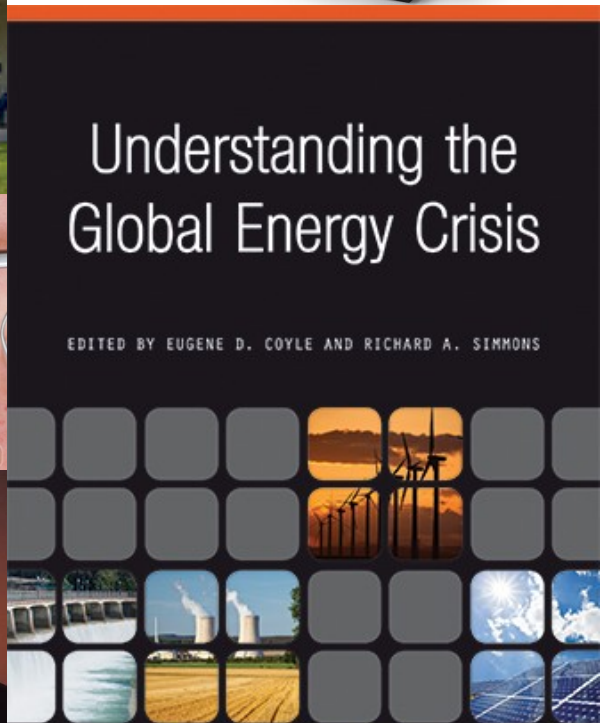

Google
self-driving car



936,439 homes
lost to foreclosure
FORECLOSURE

Mobile
PC
Notebook
Remote Server
Database

PHANDROID


Understanding the
Global Energy Crisis
EDITED BY EUGENE D. COYLE AND RICHARD A. SIMMONS

GENERATION TO GENERATION