

5 Stats to Unlock Giving by Generation

Neat. Chill. Cool. Slaps. They all mean the same thing depending on your generation.

Another thing that is different and yet the same: giving. Across generations, donors are still giving to charity—and they're giving more. What's behind these upward trends, and how can your organization harness this momentum to deepen relationships and bring on better outcomes for those you serve?

Annual giving jumped in every generation from 2022 to 2024.

Gen Z's giving went up

16%

Millennials' giving went up

22%

Boomers' giving went up

27%

Individual giving has been on the rise, an encouraging reality as instability looms. People are actually doing more, not just thinking about it or talking about it. Connect with your supporters. Share mission updates. Ensure that when they give, they're thinking of your organization.

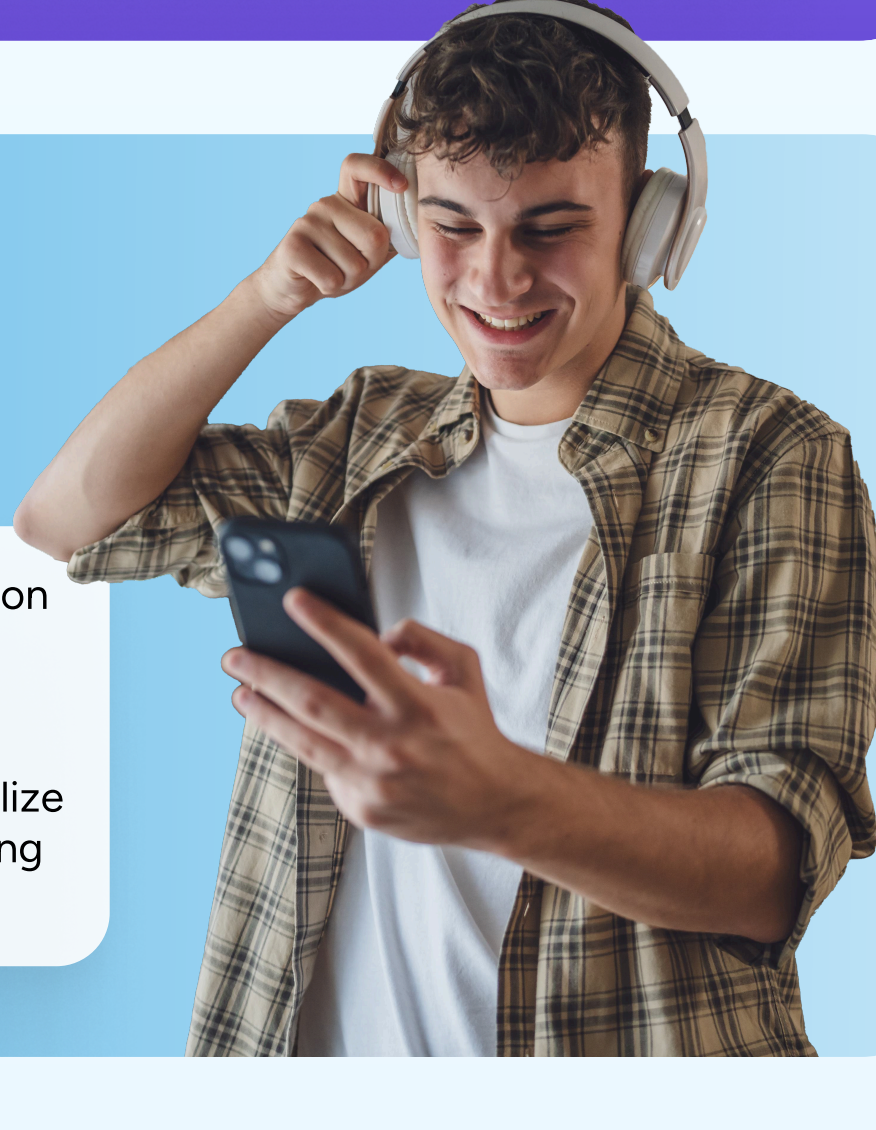
From Boomers to Gen Z: Giving Trends by Generation

Data shows that every generation gives differently. Watch this [video on demand](#) for a deeper understanding of donor behavior across generations to unlock new revenue opportunities and strengthen donor relationships.

Gen Z giving was up

16% from 2021 to 2024.

Gen Z wants more frequent communication than any other generation. They're even beginning to embrace more traditional communication (as in e-mail and regular mail) as they age. Don't forget to personalize your donor outreach, alongside segmenting your lists, for optimal donor engagement.



Millennials gave more in 2024 than Gen X despite making \$23,000 less, on average.

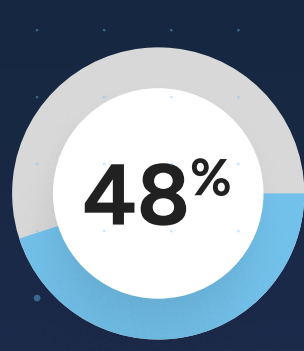
Millennials hold an overwhelming belief that charities are more effective than government, and they show support with engaged giving and volunteering. Consider how you can best connect with this generation to grow your donor engagement.

How can you increase donor retention, no matter the generation? **Recurring giving.**

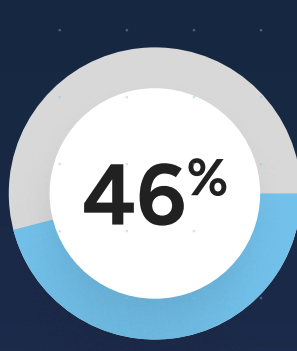
This stable, year-round revenue stream fuels reliable, long-term sustainability for your organization. [Open these e-mail, social media post, and text message templates](#) and drive monthly giving today!



% of people who somewhat or completely agree that they're likely to give on impulse



Gen Z



Millennials



Gen X



Boomers

This should be The younger the donor, the more likely they are to give on impulse. Reactive giving, whether as a flash point response to a crisis, natural disaster, or an election, is on the rise. Evaluate your communications to make sure, when those flashpoint moments arise, you're marketing to your youngest supporters.



Boomers hold 51% of all wealth and give at 2x the rate of any other generation

Boomers have a strong commitment to giving, prioritizing it as one of the last parts of their budget to cut. With a nearly \$70 trillion wealth transfer on the horizon to Gen X and Millennials, what can you do to ensure their philanthropic nature transfers, too?

Donors are not waiting. They're giving now. By spotlighting your impact, maintaining regular, tailored outreach, and making it easy to give, you can grow donor relationships into long-term partnerships.


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