



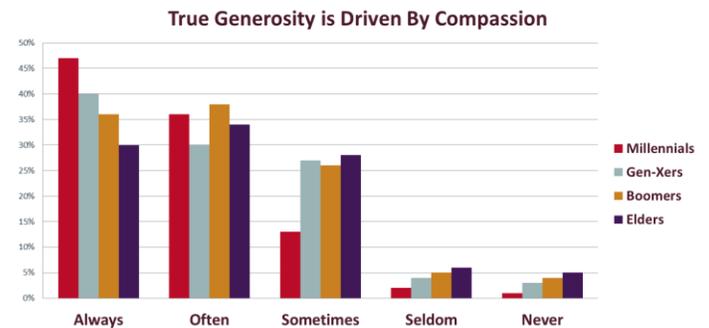
Millennials and Generosity

Millennials have different motivations for being generous. For Millennials:

- Generosity comes from the heart, not the head; they give out of passion, not duty; more likely to give in the spur of the moment.

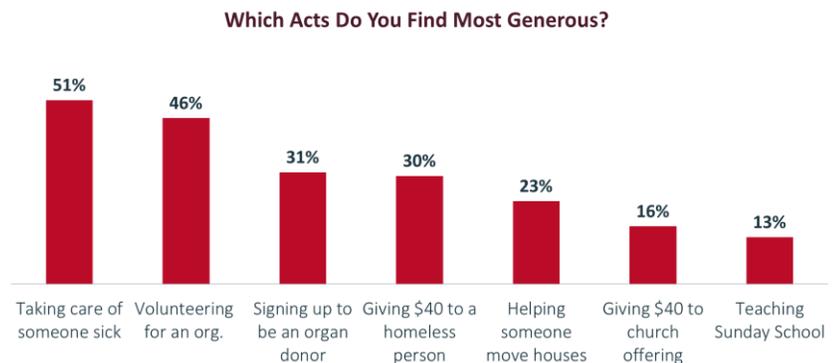
Response:

- Engage them in activities they care about; Encourage them to see connection between caring and giving; Review your giving channels, do they match their habits?



When deciding where to donate money, what are the top motivating factors?

- How passionate I am for the cause – 64%
- How well the organization explains what happens with donations – 44%
- How big a difference my donation will make – 33%
- Whether someone I know has needed the sort of help the organization needs – 27%
- Taking care of someone sick – 51%
- Volunteering for an organization – 46%
- Signing up to be an organ donor – 31%



Younger donors expect to see tangible results. They are:

- Motivated by seeing how their actions impact someone's life; They give to results, not activity.

Response

- Learn to describe ministry in terms of results on people's lives; Bring to life the real changes happening in your ministry

NOT FOR DISTRIBUTION – AVAILABLE TO *DARING GENEROSITY* FORUM PARTICIPANTS ONLY

Research findings provided by Thrivent Financial

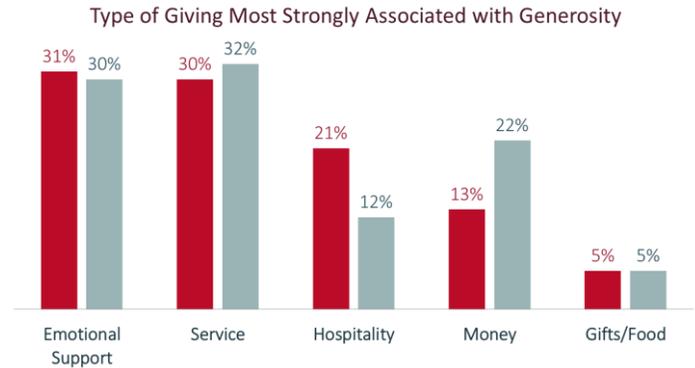


How important is generosity?

- 80% of Millennials said Very - Extremely Important
- 72% of Gen-Xers said Very – Extremely Important
- 61% of Boomers said Very – Extremely Important
- 70% of Elders said Very – Extremely Important

Generosity is about more than money

- Millennials think about hospitality, service, and emotional support more than money. They have an intuitive understanding about generosity as whole-life is a gift to the church.



Response

- Recognize and honor generosity in all its forms; “don’t let us off the hook with money”; Acknowledge the burden of debt.

Engaging Millennials in Generosity

- Give them a cause to care about and engage in
- Show how their gifts change lives
- Honor generous acts of all kinds (non-monetary), and encourage them in financial aspects of generosity
- Help them find financial margin; acknowledge the burden of debt, knowing they want to be more generous but don’t feel financial freedom to be so.

