

GEN X

When Gen X can afford it and gives by donating money, **they give nearly twice as much as Boomers who have identical financial profiles.**

Gen X is more careful about who they give money to than Boomers, and want more information about the organization before they make a decision. While Boomers usually make the choice to give from among existing channels, Gen X is more likely to create new channels for giving that mesh with their beliefs.

Gen X and Y are the first generations to have large numbers with initial career goals focused on some element of philanthropy/social consciousness and who choose to pursue college degrees in the field. Boomers are more likely to have chosen another field of study and add giving as a personal philosophy choice or transfer to the field later in their career life.

THE GEN X/Y CUSP

In January 2008, the Obama campaign took in \$525,000 online donations in 1 hour after the South Carolina primary win, led by contributions from Gen X and Gen Y

Giving via mobile phone passed the \$500,000 mark in 2008, led by Gen X and Gen Y. Mobile donations are expected to increase ten-fold in 2009. The TEXT2HELP mobile donation service has been used by the Red Cross and the Obama and McCain campaigns – a set donation of \$5 is contributed by texting GIVE to 2HELP, the charge is added to the mobile subscribers monthly bill. mGive, another mobile service with a \$5 donation per text program, is in use by Make-A-Wish, UNICEF and PBS as well as hyper-local orgs like the Columbus Zoo and the Chicago 2016 Olympic Bid.

The charm of mobile giving for Gen X and Gen Y:

- It allows these more impulsive generations to give easily and instantly when the spirit hits them
- Gen X & Y are very sensitive to waste – text donations save paper (and trees) and minimizes administrative costs so more of their donations go to the cause and not to overhead
- The small set donation amount doesn't feel like an imposition and puts giving within the reach of even high school allowances

P2P Fundraising (“The Next Generation of ePhilanthropy”) helps charities plug into the social networking landscape and target the millions of Gen X/Yers who populate them. Their tools include fundraising widgets, converting young activists into donors, and integrating online and mobile giving into their programs.

CULTURE

GEN Y

Gen Y are the children of Boomers (the first modern socially conscious generation), who were taught social consciousness-driven values early and that they are powerful enough to make a difference. This is the very vocal youth contingent that helped put Obama in office.

80% of Gen Y surveyed reported they have volunteered with civic organizations

Source: www.theboomerblog.com, Echo Boom: The Boomer's Greatest Legacy

Gen Y prioritizes personal happiness as a critical quality-of life element and will structure their lives around it – changing jobs on a whim, expecting and asking for special treatment because it's what will make them happy.

Gen Y creates exceptionally unique ways of giving back, often centered on the socially-based human needs of the individual. They don't feel they need to go big to matter and embrace the concept of micro-giving – making the world better one person at a time.

Arianna Asfaro, 16-year-old 2009 American Idol contestant from San Diego (who made it to the next round on Jan 13th) created “Adopt a Grandfriend” after she visited her grandmother in a nursing home and realize many residents had no visitors. Once a month she and her friends go to entertain and visit with the residents.

FUTURE



CULTURE OF FUTURE

Who is CultureofFuture.com?

Culture of Future principals are Jody Turner, founder, and Kathy Baylor, VP of Research. Jody holds US West Coast and European perspectives from San Francisco and Los Angeles, while Kathy covers Asia and the East Coast perspective from NYC and Tokyo.

Our work extends beyond tracking trends: the depth and breadth of our resources, experience, and understanding of how trends synergize with business allow us to create custom-tailored practical applications aimed at maximizing business growth, reach, and longevity in today's markets. Our mission is inspiring and assisting country, community and company in the redesigning of how we live, work, and play with creative and conscious consumption innovations.

The dynamic Culture of Future network includes some of the world's most influential designers, style arbiters, eco power players, retail gurus, tech innovators, athletes, artists, entertainment & media pros, culinary culturists, fashion & beauty mavens, and urban tastemakers. Visit cultureoffuture.com to view our client list of top global brands and innovation businesses.