

*The Generational Disruption Of  
Nonprofits And Philanthropy*

*With Chuck Underwood*

# Generational Training, Knowledge, Strategies

**Business.**

**Government.**

**Education.**

**Religion.**

**Philanthropy.**

# How Generations Are Created

## 3 Truths

- 1. Formative years mold core values.**
- 2. Five living generations.**
- 3. Generational values guide decisions.**

# America's Living Generations

G. I.	<b>1901 - 1926</b>	<b>90+</b>
Silent	<b>1927 - 1945</b>	<b>71 to 89</b>
Boomer	<b>1946 - 1964</b>	<b>52 to 70</b>
Gen X	<b>1965 - 1981</b>	<b>35 to 51</b>
Millennials	<b>1982 - 1998</b>	<b>18 to 34</b>

# Silents

**Birth Years: 1927 – 1945**

**Current Age: 71 to 89**

**How Many Born: 46,582,000**

**Formative Years: '30s to early '60s**

Silents

**Depression  
Breadline**

**W W II**

**Air Raid  
Drill**

**“Children should be seen and not heard”**

Silents

# **Struggling With The Conformity**

**Conformist**

**Nonconformist**

# Silents

**White men: smooth sailing...**



Silents

**Silent Women: the before-and-after**

Silents

**Silent Minorities: the before-and-after**

# Silents

- ✓ **Excellent in the “helping professions”**
- ✓ **Loyal employees**
- ✓ **Excellent work ethic**

Silents

**So much to give...**

Silents

**TV Spot - Energizer**

Silents

**Erase old tapes**

# **The Not-So-Silent Generation**

# Silents

**It is  
a new world  
at  
the top of life!**



## AS DONORS & VOLUNTEERS

- Possess all basic *giving* core values
- Have the ability, energy to participate
- More wealth than prior generations
- Overlooked: so celebrate them!
- Courtesy
- Thoroughness
- Gentleness. “Slow down”.

# Boomers

WE  
WIN !

# Boomers

**"The \$3 Billion  
Wedding Business"**

**1952**

**Boomers**

**79,907,844 Mouseketeers**

**Boomers**

**When America is getting so much right**

# Boomers

*"A Golden Age  
For Kids"*

*The Wonder Years*

**Optimism. Idealism.**

**Empowerment. Engagement.**

**Right-and-wrong.**

**Make America better.**

**Boomers**

*Woodstock*

**Boomers**

**Kent State  
1970**

**The Consciousness Movement  
1961 - 1975**



# The Consciousness Movement

CIVIL RIGHTS Movement

WOMEN'S Movement

WAR PROTEST Movement

ECOLOGY Movement

SEXUAL Revolution

DRUG Revolution

RELIGION Revolution

YOUTH EMPOWERMENT

# 2<sup>nd</sup>-Wave Boomers

Miss the social protests  
Some don't feel like Boomers  
Some values different, most similar

# 2<sup>nd</sup>-Wave Boomers

**The Seventies: sex, drugs, rock 'n roll**

# Boomers

***Aging is mandatory. Growing old is optional.***

# Boomers

- ✓ Exuberant
- ✓ Outgoing
- ✓ Assertive
- ✓ Aggressive
- ✓ Comfy in spotlight
- ✓ Forever Young !

**Boomers**

**Walt Disney World**

Boomer Nation:

2010s & 2020s

# AS DONORS, VOLUNTEERS

Boomers

- Possess all basic giving core values
- Possess more than 50% of U.S. wealth
- How long will they live?
- How much \$ do they need to retire?



# AS DONORS, VOLUNTEERS

Boomers

- Career Next: volunteerism?
- As donors: aggressive about use of \$
- Demanding, selective, creative
- Probe for “make a difference” values
- Pitch to their core values
- Marketing pieces: concise, thorough

# **GenX: 58,541,842 Armies Of One**

**Birth Years: 1965 – 1981**

**Current Age: 35 to 51**

**How Many Born: 58,541,842**

**Formative Years: '70s - early 2000s**

**“A New Breed of Whiz Kids”**

**Women, minorities advance.  
Household incomes increase.**

## **All About Survival**

- **Divorced parents**
- **Time-poor parents**
- **Permissiveness**
- **Mobile Society**

**Leaders And Heroes Fall In Disgrace**

**CORE VALUES**

**Independent**

**Self-reliant**

**Cynical and distrustful**

**Weakened patriotism**

**Self-focused**

**Females: surging.**

**Males: searching.**



**“I am woman, hear me roar”**

**Helen Reddy song, 1971**

**GenX**

**TV spot – Secret Deodorant**

**TV spot – Hummer**

**GenX**

**The Family-First Generation**

# AS DONORS, VOLUNTEERS

**GenX**

- **Childhood: unfavorable for giving**
- **Skeptical, distrustful, self-focused**
- **Weaker sense of community, “we”**
- **Not a “joiner” generation**
- **Not a cause-oriented generation**
- **Financially uncertain**
- **Pragmatic with money**

- **Younger X'ers: time-poor**
- **Older: how will they empty-nest?**
- **Will they volunteer and give money?**
- **Family-First Generation: pitch to it**
- **Have been marketed to entire lives**
- ***Cut the crap: what's in it for me?***

***The New World***

**Birth Years: 1982 - 1998 so far**

**Current Age: 18 to 34 so far**

**How Many Born: 66,168,000 so far**

**Formative Years: 1980's to now**

**“Overparenting got way out of control  
in the past generation.”**



- ✓ **Optimistic and enthusiastic**
- ✓ **Less certain about their nation**
- ✓ **Respectful of elders' wisdom**
- ✓ **Focused on education**
- ✓ **Close relationship with parents**

**Mils**

**TV spot – Coca Cola**

**Mils**

**Team players**

**Community-active**

**Declining teen social pathologies**

**Mils**

**The Tech Revolution Guinea Pigs**

**Mils**

**9/11: Mils were age 3 to 19**

**Mils**

**Katrina: Mils were age 7 to 23**

**Mils**

**“33 killed, 15 wounded;  
Killer walked into  
classrooms, opened fire”**

**Mils**

**Mils & X'ers: our front-line troops**



# **“Generation Give”**

**Mils**

- ✓ **Patriotism, sense of nation**
- ✓ **Empowerment and engagement**
- ✓ **Activism, volunteerism, idealism**
- ✓ **Compassion for less fortunate**
- ✓ ***We. Us. Team. Group.***

**“Extended Adolescence”**

**Job Sampling, have fun**

**Postpone marriage, parenthood**

**Mils**

**59 of the 60**

**made it up the hill...**

**Dr. Todd Marrah**

## **AS DONORS, VOLUNTEERS**

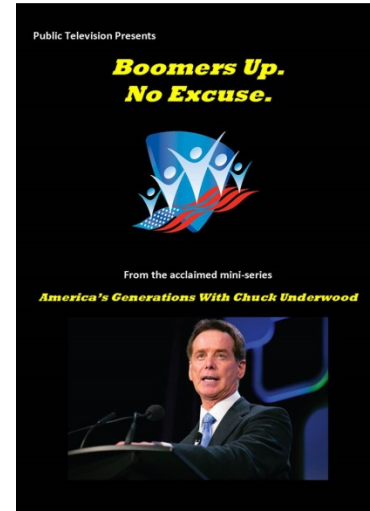
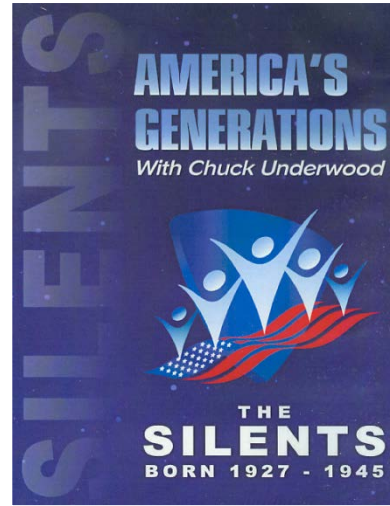
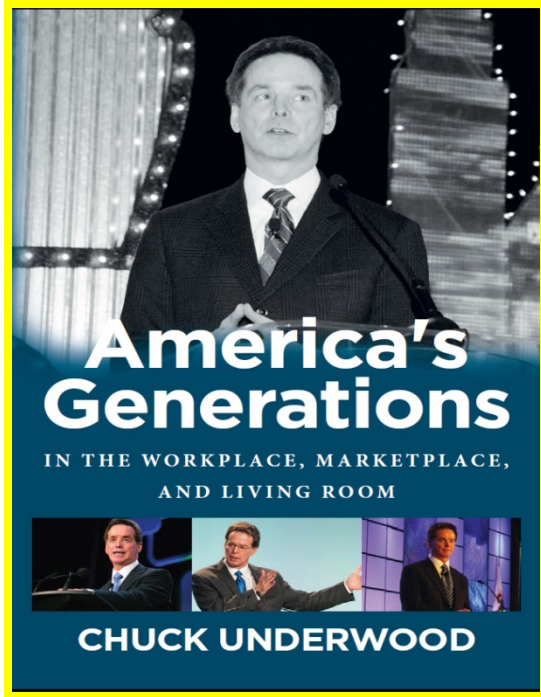
- ✓ **Possess core values for giving**
- ✓ **Few have money to give now**
- ✓ **But will give their time generously**
- ✓ **A “group-think” joiner generation**

## **AS DONORS, VOLUNTEERS**

- ✓ **Might want to do it differently**
- ✓ **Give them a voice**
- ✓ **Remind them: Millennials think big**

1. No control over birth year
2. No control over formative years
3. No control over generation

# Additional Content



Book and PBS DVD's  
[www.genimperative.com](http://www.genimperative.com)

Contact Me At Any Time

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