

Knowing Your Non-Profit's Customers: A Generational Guide

As a non-profit leader, understanding your customers – donors, members, and spouses – is crucial for success. With multiple generations interacting with your organization, it's essential to tailor your approach to meet their unique needs and preferences.

Generation X (Born 1961-1981)

Values	Communication	Motivations
Independence Work-Life Balance Social responsibility	Email Phone Calls In-Person Interactions	Supporting Causes Volunteer Opportunities Recognition

Tips:

- Highlight the impact of their input
- Offer flexible options for service to the group
- Recognize their contributions publicly

Millennials (Born 1982-1996)

Values	Communication	Motivations
Diversity Social Justice Transparency	Social Media Email Text Messages	Making a Difference Storytelling Community Involvement

Tips:

- Share compelling stories and visuals on social media
- Provide regular updates on your organization's impact
- Offer opportunities for feedback and involvement

Generation Z (Born 1997-2012)

Values	Communication	Motivations
Authenticity Diversity Social Activism	Social Media Text Messages Online Platforms	Supporting Causes Innovation Community Engagement

Tips:

- Utilize Instagram and TikTok for storytelling and awareness
- Highlight your organization's commitment to social justice and diversity
- Offer opportunities for young people to get involved and lead

Key Takeaways:

1. Understand your customers' preferences and tailor your communication approach.
2. Highlight the impact of their support and involvement.
3. Utilize social media and online platforms to engage with different generations.
4. Foster a sense of community and inclusivity.

By understanding and adapting to the unique needs of Generation X, Millennials, and Generation Z, your non-profit can build stronger relationships, increase engagement, and drive meaningful change.