



Best Practices for Fundraising from a Modern Family

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The logo for Sara Leonard Group features the name 'Sara Leonard' in a purple serif font, with 'Sara' in a smaller green font above 'Leonard'. Below 'Leonard' is the word 'GROUP' in a purple sans-serif font, underlined with three horizontal lines (two purple, one green).



Before 1945

Nicknames:
Silent Generation, Matures,
Greatest Generation

Age now: 72+

% who give: 88%

Average gift: \$1,367

organizations: 6.2

% of total: 26%

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1946 - 1964

Nickname: Baby Boomers

Age now: 53 - 71

% who give: 72%

Average gift: \$1,212

organizations: 4.5

% of total: 43%

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1965 - 1979

Nickname: Gen X

Age now: 38 - 52

% who give: 59%

Average gift: \$732

organizations: 3.9

% of total: 20%

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1980 - 2000

Nickname: Millennials, Gen Y

Age now: 17 - 37

% who give: 60%

Average gift: \$481

organizations: 3.3

% of total: 11%

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2001 - present

Nickname: Gen Z

Age now: 16 and younger

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How Generations Give: Fundraising from a Modern Family



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Baby Boomer



Jay Pritchett

Born: 1947

3 children, 1 stepchild

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Gen X



Claire Pritchett
Jay's oldest child
Born: 1972



Mitchell Pritchett
Jay's oldest son
Born: 1973



Gloria Delgado-Pritchett
Jay's current wife
Born: 1971

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Millennials



Manny Delgado
Jay's stepson

Born: 1999

Also: 4 Millennial grandchildren

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Gen Z



Joe Pritchett
Jay's son

Born: 2013

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How would you?

Create a cultivation plan for Jay Pritchett

Here's what we know:

- Founded successful Florida closet business, headquarters in your area
- 2 oldest children are familiar with your organization
- Daughter recently took over operations of business
- Has made irregular, minor gifts to your area

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Questions? Let's Discuss!



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Let's Connect



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