



How Generations Give: Fundraising from a Modern Family

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Let's Connect



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Before 1945

Nicknames:
Silent Generation, Matures,
Greatest Generation

Age now: 72+

% who give: 88%

Average gift: \$1,367

organizations: 6.2

% of total: 26%

1946 - 1964

Nickname: Baby Boomers

Age now: 53 - 71

% who give: 72%

Average gift: \$1,212

organizations: 4.5

% of total: 43%

1965 - 1979

Nickname:	Gen X
Age now:	38 - 52
% who give:	59%
Average gift:	\$732
# organizations:	3.9
% of total:	20%

1980 - 2000

Nickname:	Millennials, Gen Y
Age now:	17 - 37
% who give:	60%
Average gift:	\$481
# organizations:	3.3
% of total:	11%

2001 - present

Nickname: Gen Z

Age now: 16 and younger

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Baby Boomer



Jay Pritchett

Born: 1947

3 children, 1 stepchild

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

Millennials

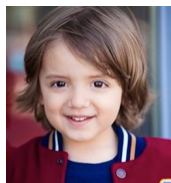


Manny Delgado
Jay's stepson

Born: 1999

Also: 4 Millennial grandchildren

Gen Z



Joe Pritchett
Jay's son

Born: 2013

How would you?

Create a cultivation plan for Jay Pritchett

Here's what we know:

- Founded successful Florida closet business, headquarters in your area
- Youngest child, stepchild, & grandchildren at your school
- 2 oldest children went to public school
- Daughter recently took over operations of business
- Has made irregular, minor gifts to your school

Questions? Let's Discuss!



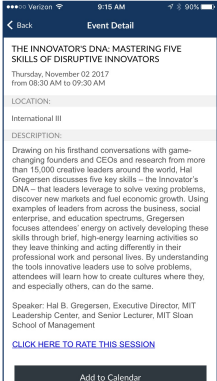
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