

**MOMENTUM** 2022 Annual Conference and Trade Show - August 30 - September 1, 2022 **LeadingAge**  
Ohio

## Engaging Next Gen Donors

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### Where to start?

- Identify what next gen means to your organization
- Gen X, Millennial , Gen Z, etc.
- Do your research
- How will this help your organization?
- Is it worth it?
- Engage other departments of your organization
- Don't underestimate the time and resources needed

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### Identify your champion

- Not a coworker
- Donor or volunteer is great
- Should have some connection to your organization
- Should have a peer network and be well connected
- Ideally, should be someone in the age demographic you are interested in cultivating
- Should be someone who is comfortable speaking in front of groups and able to present to your Board.

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### Develop goals and objectives for the group

- What do you want to accomplish?
- What is your budget?
- Why should someone want to join the cohort?
- How much will you ask each person to contribute?
- How will you structure the grant process?
- How much time/resources will you need from other departments in your organization

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### Recruit steering committee

- Utilize your champions network
- Analyze your giving history data and identify prospects
- Make it fun
- Don't recruit too many people (3-5 works best)
- Think outside your normal recruiting channels
- Identify groups or organizations to connect with and get to know their memberships

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### Develop Curriculum

- What is the cohort going to learn and how will that happen?
- Seek input from other departments/resources to help develop the curriculum
- Don't re invent the wheel, there are so many resources already out there, try to curate the best curriculum for your cohort
- Make it easy to access and utilize the best technology available

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### Recruit cohort members

- Utilize steering committee members contacts
- Check out other non profits who are engaging the demographic you are targeting, how are they doing it, what are they offering that you are not?
- Offer perks (networking opportunities, access to individuals and companies you are close to, information and data, etc.)

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### How it worked

- Steering committee (5 members) met and planned out the program with staff support
- The steering committee picked a name for the group and planned a cool kickoff event (art exhibit and a brand new art gallery)
- Steering committee invited prospective cohort members to that event
- The cohort kicked off with a 3 hour retreat facilitated by outside facilitator
- The cohort reviewed data provided by their organization and decided to focus on one aspect of a certain issues

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### How it worked continued

- The cohort ,with staff help, put out a RFP to appropriate agencies
- Agencies applied for the grant and the cohort did site visits
- The cohort narrowed the selection down and invited them to present to the cohort
- The cohort chose the grant recipients, awarded the grants and monitored the progress

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Repeat the process

- Start recruiting for your next cohort before your first cohort is over
- Change what did not work, each cohort will have its own "personality"
- It is ok to change the program because of lessons learned

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Thank You!!

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