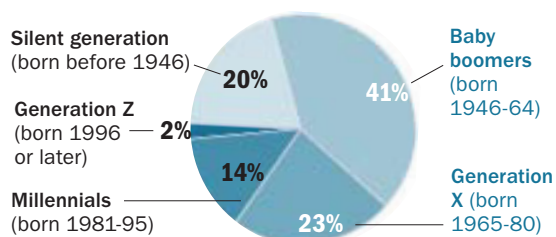
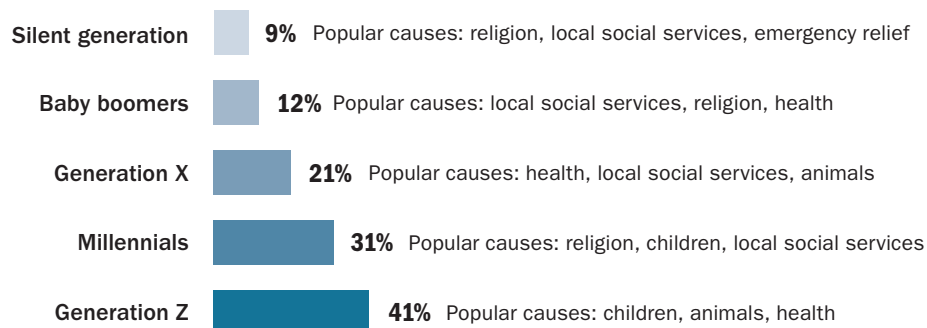


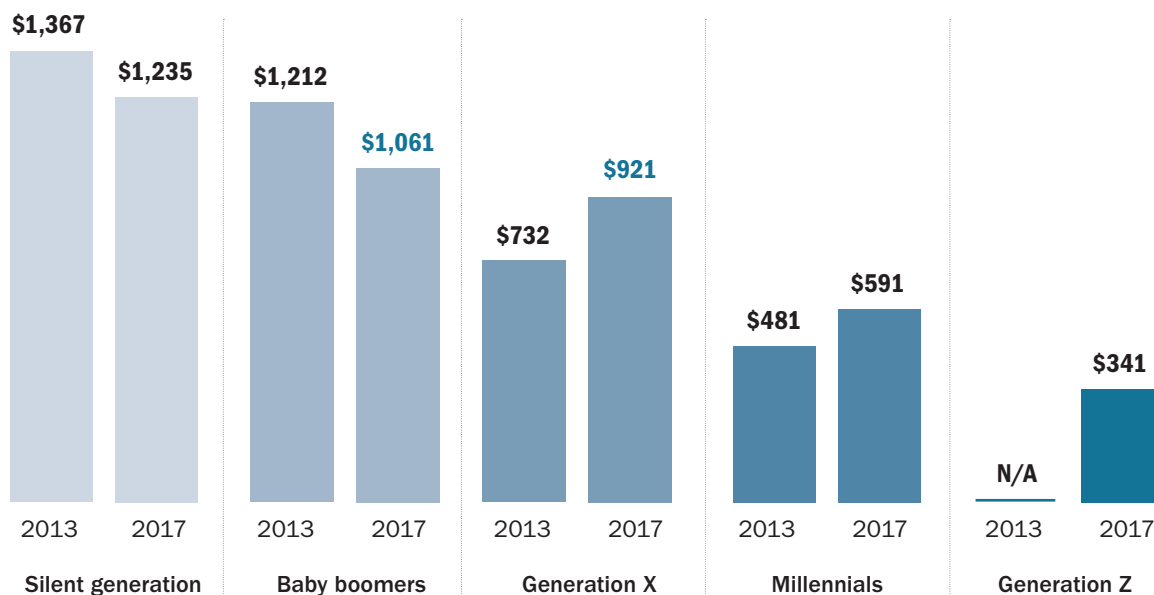
## Nearly 2 in 3 charitable dollars come from boomers and Gen X



## Young donors are the most likely to increase giving in 2018



## Gen X is gaining on boomers in average annual donations

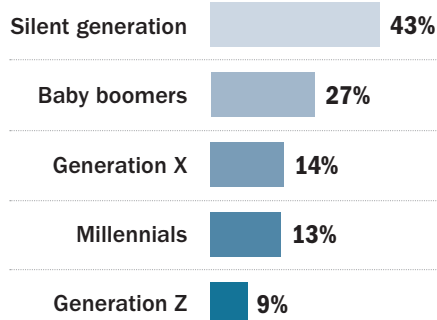


## How They Gave in 2017



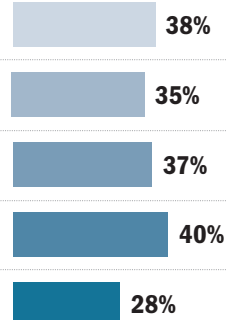
### Direct mail

Still favored by the oldest donors



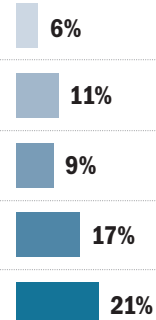
### Website

Popular with all generations



### Social media

Preferred by Gen Z and millennials



### Smartphone

Popular with Gen X and younger donors

