

GENERATIONAL MARKETING

TALKING IN YEARS

TRADITIONALISTS

1945 and earlier
Age: 77+



20.02 Million

Communication



Marketing



3 Tips:

1. Use simple, straightforward content and imagery
2. Do not take their loyalty for granted
3. Show respect and up your 'thank-you' game

BABY BOOMERS

1946 - 1964
Age: 58 - 76



71.6 Million

Communication



Marketing



3 Tips:

1. Use narrative-styled presentations of information
2. Focus on what "they can do" for your organization
3. Create a story around their giving strategy

GENERATION X

1965 - 1980
Age: 42 - 57



65.2 Million

Communication



Marketing



3 Tips:

1. Use transparent and honest approach
2. Focus on where and how their gift is being used
3. Use nostalgic messaging in your marketing

XENNIALS 1977 - 1985 Age: 37 - 45

MILLENNIALS

1981 - 1996
Age: 26 - 41



71.1 Million

Communication



Marketing



3 Tips:

1. Use multi-channel approaches (connect media)
2. Focus on building trust and connection to the mission
3. Heavily swayed by peer reviews and word-of-mouth



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