

# The Next Generation of Supporters

## Motivations and Needs

AUSTRALIAN RESEARCH STUDY 2023



3.  
MOTIVATIONS  
AND NEEDS



More Strategic is Australia's leading fundraising, research and experience management consultancy specialising in insight-driven strategies for not-for-profits.

More Strategic has conducted research on behalf of many of Australia's largest and most respected charities. We have a particular passion for collaborative research that is beneficial to the whole charity sector.



### Fundraising Strategy

- Program strategies
- Practice audits
- Predictive modelling
- Benchmarking
- Analysis



### Experience Management

- Journey mapping
- Dialogue and Feedback
- Motivational segmentation
- Moments that matter



### Marketing & Research

- Brand and Proposition development
- Supporter and public research
- Social and services marketing research

# Executive Summary

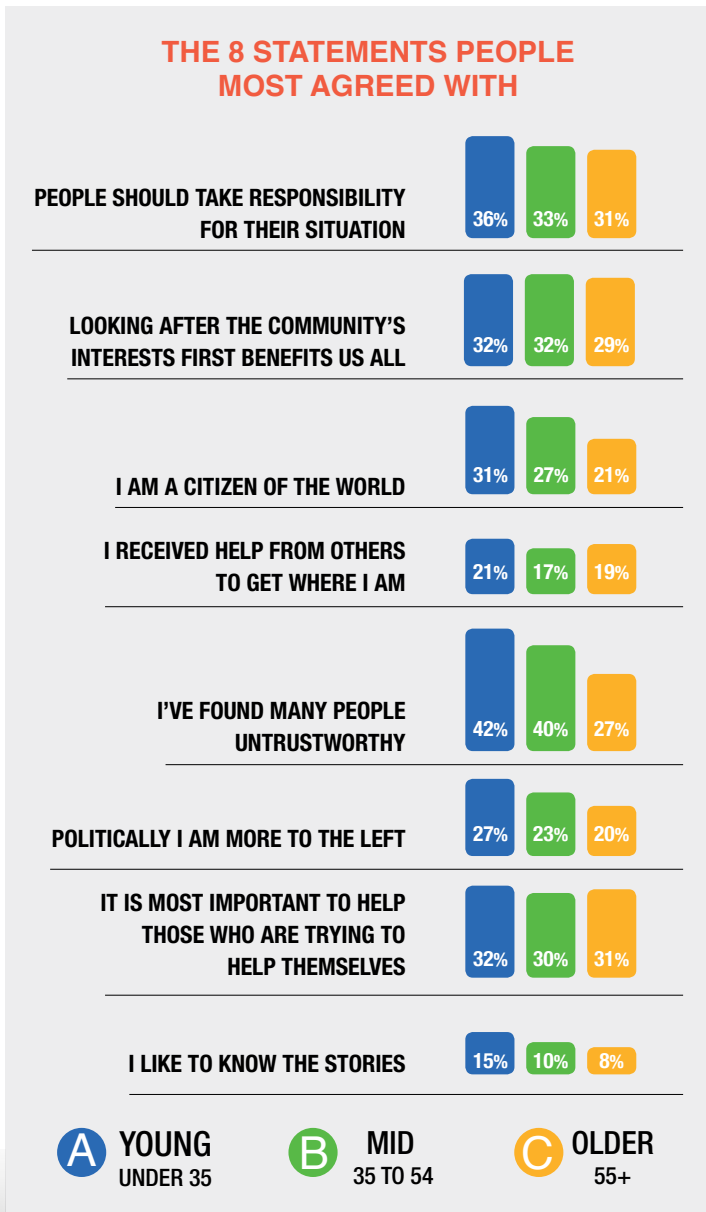
1. Young people are more public in their support. Use them to amplify your message and normalise giving.
2. Young people are still forming their identities and are more likely to be looking to protect those they love, have a sense of belonging and want to gain knowledge. Help them learn, protect and connect.
3. Young people are more likely to support higher ideals of equity, rights and joy. Show how your practical actions and immediate results support these notions.
4. In keeping with other donors, most young people see themselves as caring, helpful and hopeful. Capture and affirm their identity.
5. Young donors are more emotional and say they want greater immersion in the charity's work. Offer them engaging, emotional, empathy-driving experiences.
6. They want action now. They buy into the vision but are impatient for change. Show how your immediate actions make long-lasting change, and be clear on your emotional offer.





# Values and Beliefs

How people see the world and what is important to them determines whether and to whom they donate.



- Young *people* are more: global; less trusting; left-leaning and believe in people taking personal responsibility.
- Young *people* are more public in their support and more inspired by stories than facts compared to older people.
- Younger *donors* are more left-leaning than their non donating peers, and believe in looking after community.

Show how you are helping others to help themselves

Judgements about who is “deserving” can influence the way charities frame messages to potential donors. Younger supporters appear to have a slight preference for people looking out for themselves and striving to improve their lot in life. They are a little less likely to believe we all have a responsibility to help people in need, though this is markedly different for those who donate. It is possible that younger people have been somewhat less exposed to those in need as they grew up in greater comfort and have had better opportunities. Charities need to connect with empathetic young people and use their willingness to share to amplify messages.

“Young people are very willing to tell others about their giving – they can amplify our messages.”

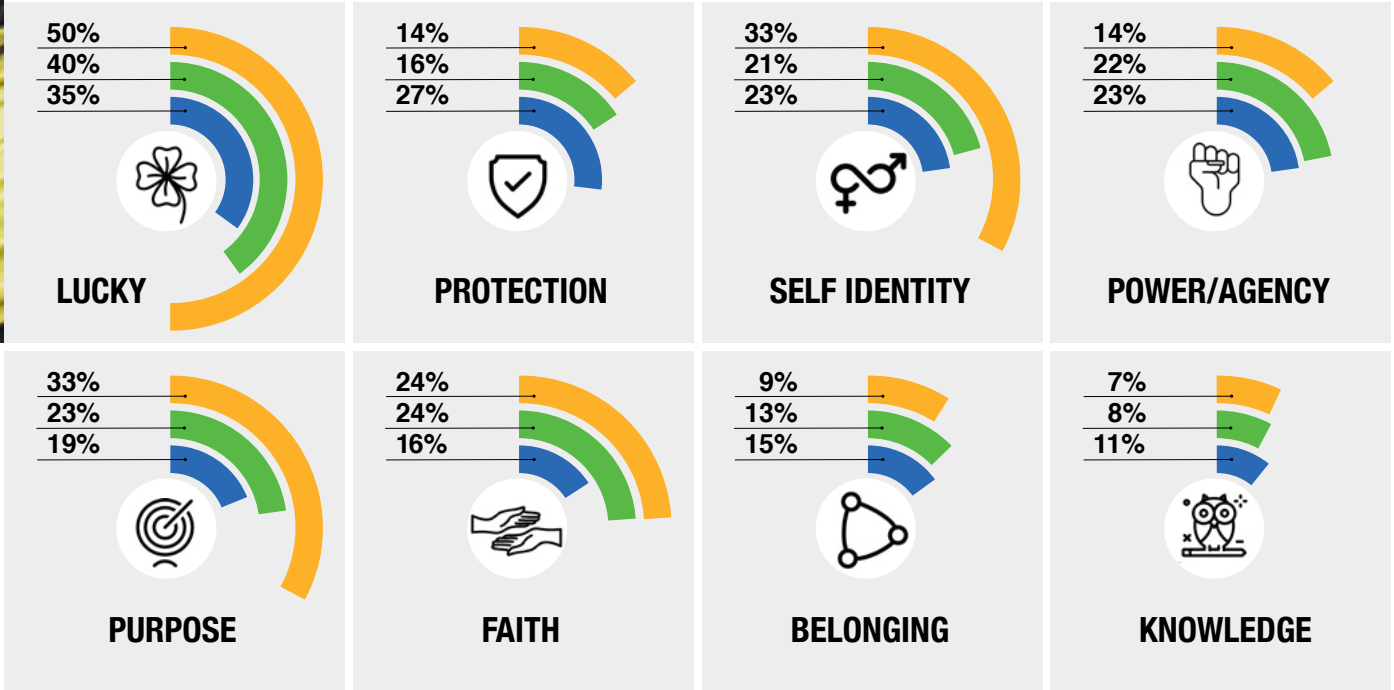


# Job to be Done

Understanding the benefits the donor receives from giving helps charities form stronger connections.

Help young people learn and connect.

## WHAT ARE THE DIFFERENT REASONS FOR GIVING AND WHAT GIVING DOES FOR YOU



Younger people are more likely to see giving as helping to protect those they love than older people.

Although not the primary motivators, young people also see greater benefits in belonging, recognition and gaining knowledge.

Half of older supporters feel lucky, giving reminds them of their own good fortune, whereas this applies to only one in three younger donors.

One in three older supporters have also achieved a greater sense of self identity and purpose through their giving; this is less than one in four for younger supporters.

Those who were expressing faith or had a sense of belonging tended to donate more.

**A** YOUNG  
UNDER 35

**B** MID  
35 TO 54

**C** OLDER  
55+

“Supporting causes is one way younger people may be experimenting with their identity development”

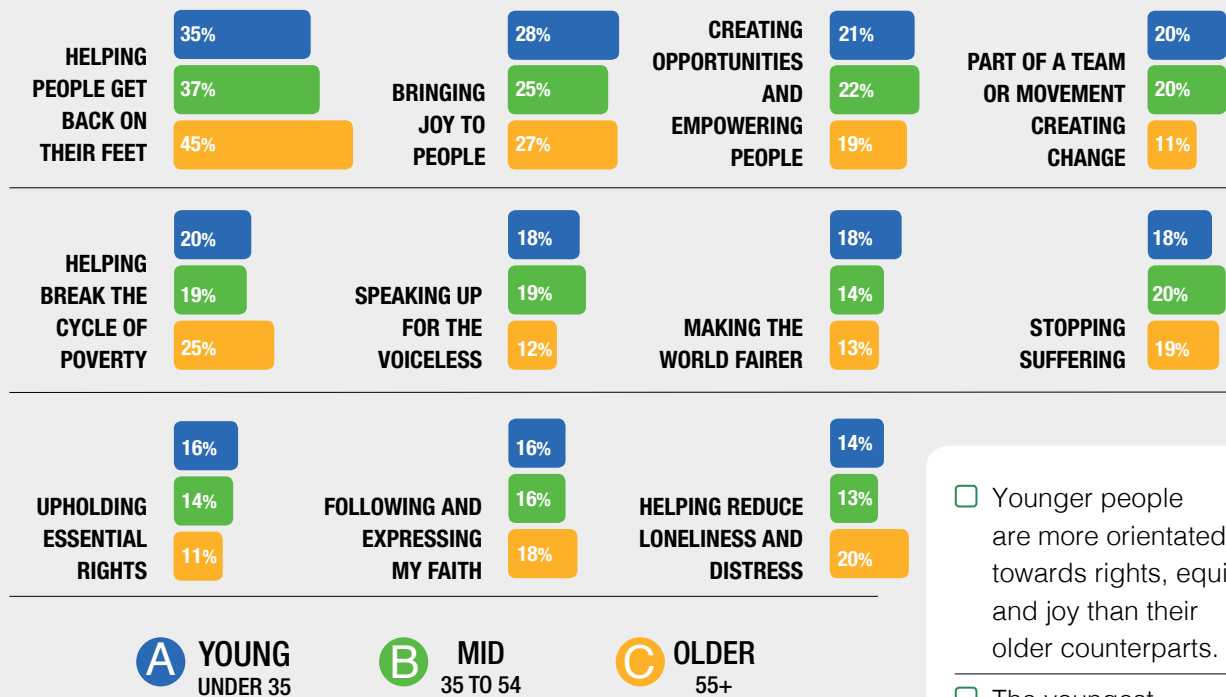
Based on the work of Clayton Christensen of Harvard, who theorised that every purchase does a job for a buyer that is not necessarily a functional one, we identified 13 personal benefits of giving. Older supporters appear to be more intrinsically orientated, with giving supporting their own view of themselves, whereas the younger supporters are perhaps still forming their identities. The younger age group were also less likely to be expressing their faith through their giving. We have observed a trend of faith in action where donors express their beliefs more through giving than observance, but this appears to be less true for younger donors. From our interviews, young people spoke of the need to gain skills through volunteering to get the jobs they seek. Charities need to help young people belong and recognise their contribution – in whatever form it may take. Young people may appreciate the thanks. Older supporters want to do the thanking.

# Moral Outcomes

What people want to achieve through their giving impacts who and how they support.

Show how practical actions support higher ideals

## GENERALLY, WHAT DO YOU ACHIEVE THROUGH YOUR DONATIONS?



- Younger people are more orientated towards rights, equity and joy than their older counterparts.
- The youngest group (19-24) were strongest on feeling like they were part of a movement creating change.
- There were only small differences across the age groups for expressing their faith and again faith donors are higher value.

“Young people are more idealistic and less practically orientated than the older group.”

The older supporters appear to be somewhat more practical in their outlook, seeking to get people back on their feet, break the cycle of poverty or reduce distress. The younger respondents supported more idealistic notions of fairness, rights and joy. From our research, we have often seen differences in attitudes between the provision of practical support and showing dignity, for example, when addressing

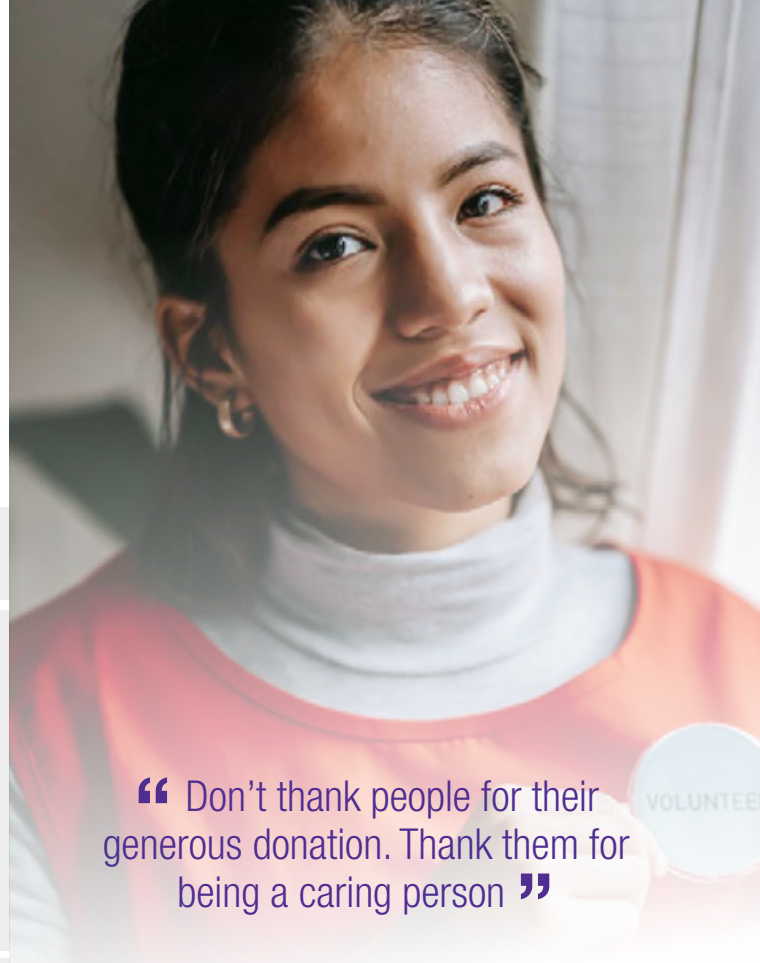
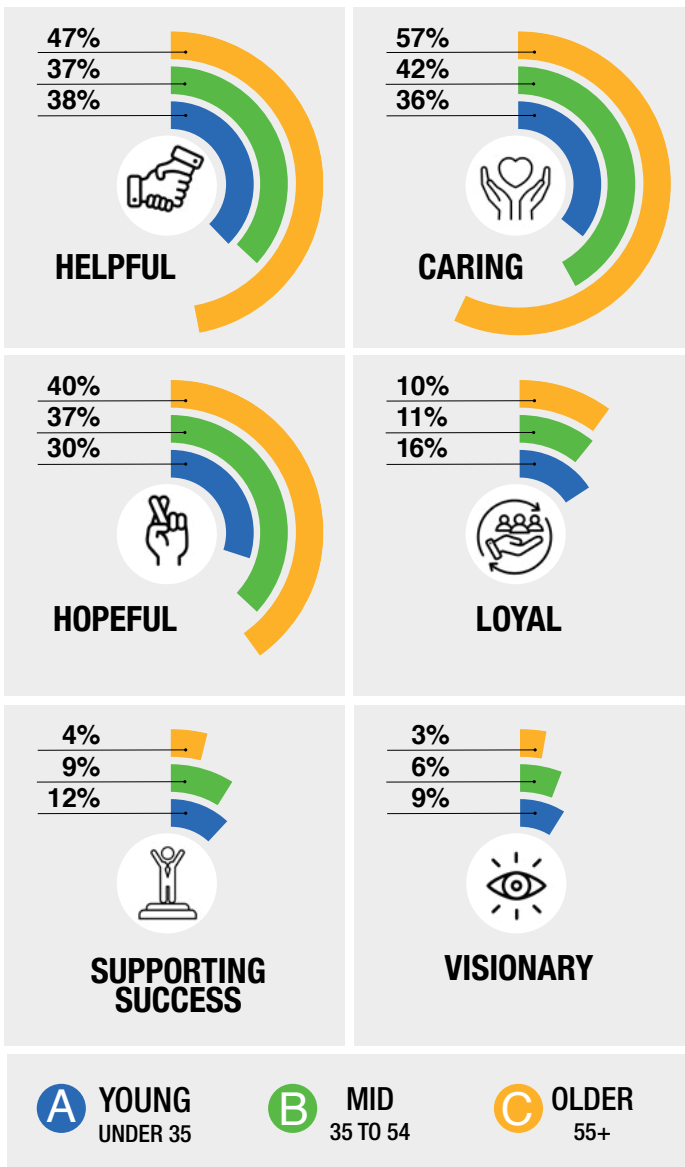
homelessness. In most cases, we find donors less able to separate the two, and this may still be the case for the younger audience. Again, we also see that belonging is more important, especially for the under 25's – we need to let them in. An issue could be framed as 'rights and equity' or 'recover and break the cycle' but will appeal to different audiences.



# Self Identity

Reinforcing or changing how people view themselves has been shown to instil greater loyalty and connection to a charity.

## DESCRIBE YOURSELF AS A SUPPORTER OF CHARITIES OR NOT FOR PROFITS



“ Don't thank people for their generous donation. Thank them for being a caring person ”

- Younger people tended to choose fewer words than the older respondents.
- The top three words (caring, helpful and hopeful) were consistent across the generations, though lower in each case for younger people.
- The older respondents were least likely to consider themselves generous.
- Younger supporters were more likely to describe themselves as loyal, visionary and supporting success.
- The youngest group, under 25, were the most passionate, committed and nurturing.

Understand how giving makes them feel

The pioneering work of Adrian Sargeant and Jen Shang has shown that identity is important for strong relationships with supporters. Although this can change from cause to cause, life stage and tenure of relationship, we find, across many studies, that Australian donors generally see themselves as caring, helpful, supportive and compassionate. When people have to decide not to give (because they feel overwhelmed by the number of requests), this is at odds with their self-image and therefore causes discomfort. This is a major challenge for the sector. Understanding and then playing back an expressed identity that is personal to that donor has been shown to impact lifetime value. Charities need to find out how giving to them makes the donor feel, and the identity it affirms.



“Show how your authentic stories deliver impact, today and against your vision”

# Needs

Donors make decisions about giving in different ways and have different needs from the charities they support.

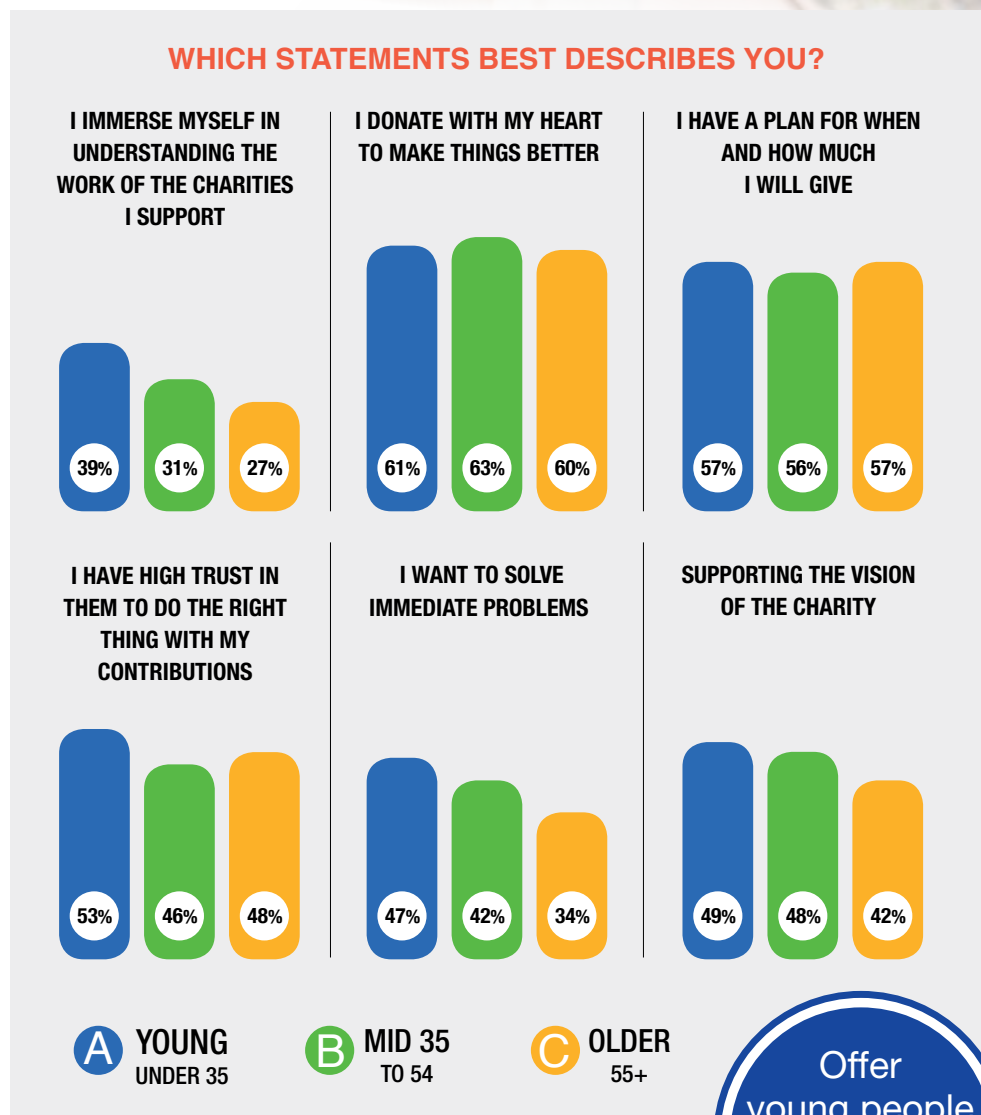
- Young *people* are more trusting, want to solve immediate problems and want to be more immersed in the work of the charity.

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- Younger *self-declared donors* tend to be more trusting, delegational and make decisions with their hearts than young non donors.

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- Younger charity respondents were more likely to see their donation as an investment, want long term impact, to plan their giving, and be more delegational and visionary in their giving (this may reflect one of the charity partners propositions).

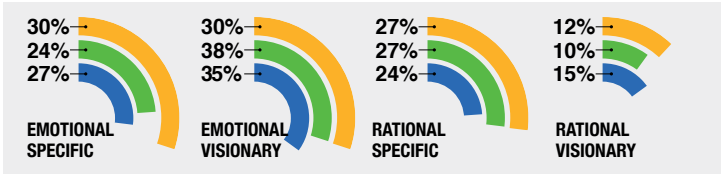


Across all our studies we see that younger respondents say they want to be more immersed. This is coming from a place of seeking knowledge more than questioning the organisation as their trust scores are high (though they are yet to be convinced charities have the impact they could). Whilst there is no evidence to say they will consume what you provide, we need to find the right way to engage with this vital audience. They are seeking emotional, authentic stories that deliver against the vision of the organisation.

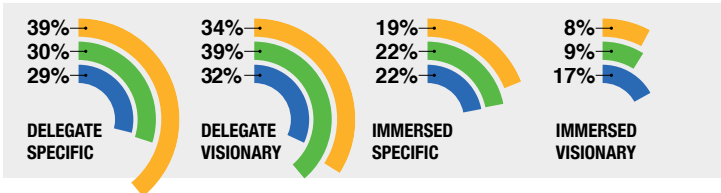
# NEED Segments

People cluster around combinations of needs. Recognising the unique combinations for each supporter builds stronger connections.

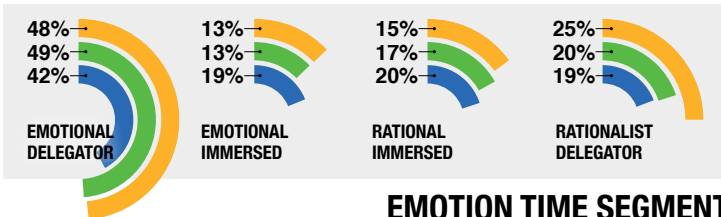
## EMOTION SCALE SEGMENT



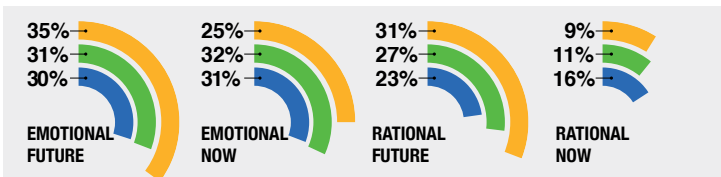
## INVOLVE SCALE SEGMENT



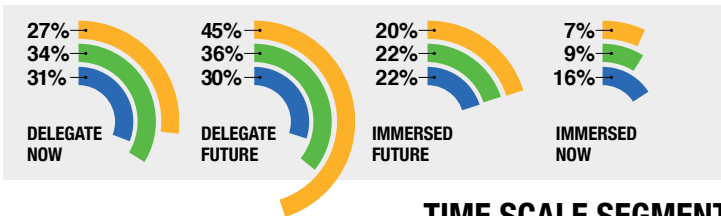
## EMOTION INVOLVEMENT SEGMENT



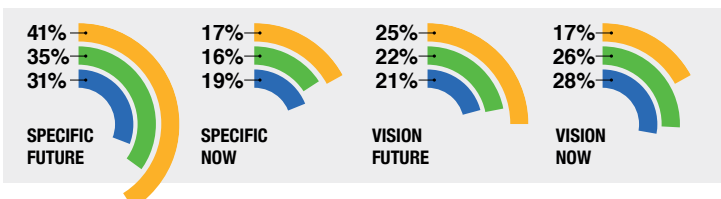
## EMOTION TIME SEGMENT



## INVOLVED TIME SEGMENT



## TIME SCALE SEGMENT



**A** YOUNG  
UNDER 35

**B** MID  
35 TO 54

**C** OLDER  
55+

Young people are much more likely to be Immersed Visionaries, though the majority are still Delegational Visionaries.

Young people are more likely to be Rational Visionaries though the largest segment is Emotional Visionary.

Most young people are Emotional Delegators; this is lower than for other age groups, and young people are more likely than others to be Emotionally Immersed.

Young people are equally split between Emotional Immediate and Future; this is similar to others. They are higher than others on Rational Immediate.

Young people are equally split between Delegate Immediate and Future; this is lower than others. They are higher than others on Immersed Immediate.

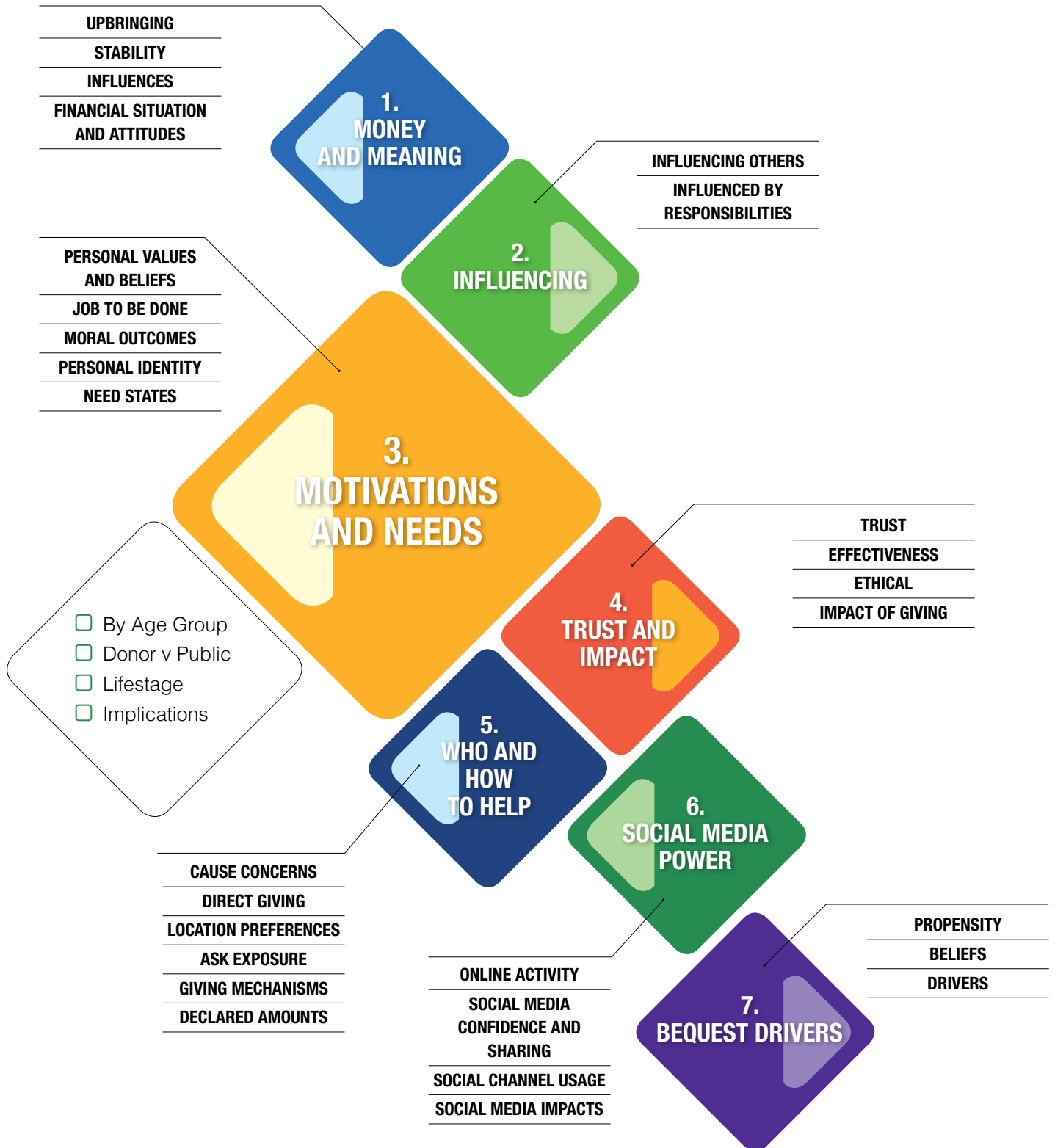
Young people are the highest on Vision Immediate and lower on Specific Future.

These unique combinations of needs reinforce the desires of young people to act now, to be immersed, and to support the vision of the organisation. When we look at the differences between the public donors and non-donors within the under 35 group, those that are Emotional Delegators, Emotional Visionaries, Emotional Future and Delegate Now were more likely to be donors.



# Publication Series

This is the third of seven publications exploring in great depth the lives of Young People and how they think, feel and behave towards causes and giving.



# About the study

Before commencing the research project, we reviewed existing published studies of generational giving attitudes and conducted analysis of the 10,000+ respondents to recent studies we have conducted over the past two years.

Working with our charity partners, we identified the most critical knowledge gaps and completed 34 depth interviews with donors and supporters under the age of 35.

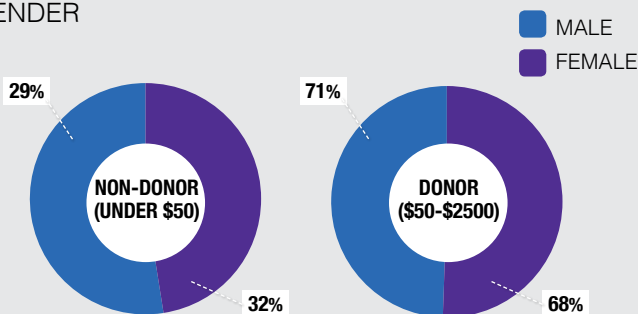
This was followed with public quantitative research amongst the Australian population with a sample size of 1500. The sample was 50% people under 35 and 50% over 35. The data was reweighted for overall analysis, and the sample of under 35's further split into three subsegments.

In addition, our charity partners invited samples of their supporters to complete the survey, with a total of 480 respondents across all ages.

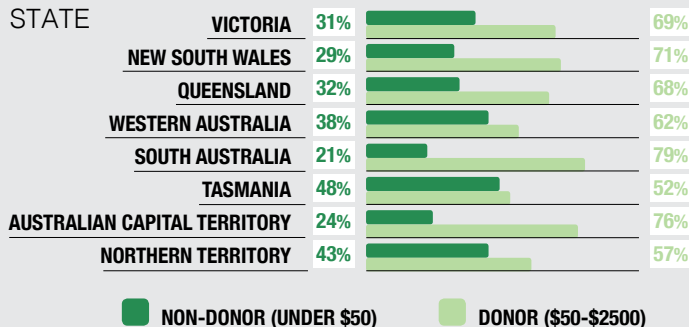
## PUBLIC PANEL COMPOSITION

1500 respondents being nationally representative across gender, state, age, and family.

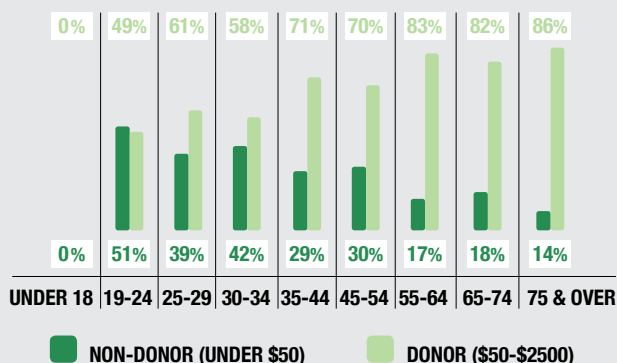
### GENDER



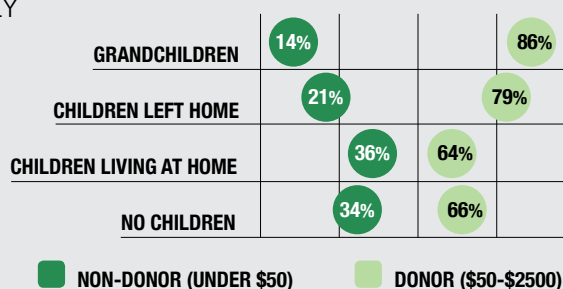
### STATE



### AGE



### FAMILY





# Our Research Partners

This project was only made possible thanks to the foresight of the following not-for-profits who provided input to the question design, contacts for participation in interviews and surveys, as well as vital funding: The Smith Family, Asylum Seekers Resource Centre, Cerebral Palsy Alliance, Ronald McDonald House Charities; Act for Peace; Royal Flying Doctor Service QLD and Wilderness Society.



# About The Authors



Martin Paul is one of Australia's most experienced and respected fundraisers. He has a passion for evidence-based decision making in the not-for-profit sector and always wants to understand why people do what they do. With a background in economics and marketing, Martin led fundraising teams at WWF, The Heart Foundation and Cancer Council before co-founding More Strategic in 2008. Martin is a popular presenter at fundraising conferences in Australia, Europe and Asia.



Katynka Powning has been involved in the charity sector from the inception of Include A Charity. Her expertise in research and insights in the charity sector is well-known having completed a large number of both qualitative and quantitative research studies. In conjunction with data from charities she uses her experience in the corporate sector to design and optimize supporter experiences to maximise lifetime income. Her clients include MS Research Australia, UNICEF Australia, Guide Dogs and Cancer Council Victoria.



# Get in Touch

If you'd like to better understand and connect with your supporters please get in touch.

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