Dynamics of American Generosity

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• What are the generational dynamics?
  How has giving changed from one generation to the next?

• What are the year-to-year dynamics?
  What fraction of families give regularly? Occasionally?

• What are the parent-to-child dynamics?
  What actions are parents using effectively to socialize their children’s giving?
How has giving to secular organizations changed?

35-43 year-olds

Projection range based on 1930s cohort

Source: Author's calculations based on the National Study of Philanthropy 1974 and the Center on Philanthropy Panel Study 2001 and 2009
How has giving to religious congregations changed?

35-43 year-olds

Projection range based on 1930s cohort

Source: Author's calculations based on the National Study of Philanthropy 1974 and the Center on Philanthropy Panel Study 2001 and 2009
What percent of families give *regularly*? *Occasionally*?

<table>
<thead>
<tr>
<th>Category</th>
<th>Seldom (0,1)</th>
<th>Occasional (2,3)</th>
<th>Regular (4,5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Needs</td>
<td>15.6%</td>
<td>28.2%</td>
<td>56.2%</td>
</tr>
<tr>
<td>Health</td>
<td>11.1%</td>
<td>20.7%</td>
<td>68.2%</td>
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<tr>
<td>International</td>
<td>4.3%</td>
<td>0.8%</td>
<td>94.9%</td>
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</table>
What actions are parents using effectively to socialize giving?

Questions for further discussion

1. If fewer people acquire the practice of giving in religious congregations, then what institutions will introduce them to the practice? Family? Schools? Non-profit organizations?

2. What actions can a non-profit organization take to transform its occasional givers into regular givers?

3. How can a non-profit organization help their parent-donors introduce their children to the practice of giving?

=> Engagement.

Relationships.
Thank you.