



MULTIPLY 417

Passion: The Bridge between People and Purpose



Weekly Tip December 4, 2023

Do not forget your Boomers!

Hey Rick,

Our development strategy must be comprehensive and that certainly includes strategies that are focused on age or generation segmentation. We know that x, M, and z generations have their own nuances and they certainly need to be addressed as we look to the future of who will be our strongest partners.

But let this tip serve as a reminder, that while future thinking is great, you CANNOT let it distract you from a critical focus on your strongest givers, BOOMERS (1946-1964).

As a reminder:

1. 61% of all giving comes from Boomers and their parents (Builders or Silent)
2. They list religion or faith as one of the top two categories they give to
3. They have all the money and will give away nearly 10 trillion in the next 15-20 years (a part of the great wealth transfer of 70 trillion)

Issues that may affect or modify your strategy:

1. Their online giving level has increased 43% in the last 3 years.
2. Similarly, their use of smartphones has increased from just under 50% to 71%
3. Because of tax law changes, they are increasingly looking for smarter ways to give their donations and maximize their tax liability.

So if you have not already made adjustments in your development outreach to this generation, based on just the issues I've listed above, you need to consider adapting at least in these three ways.

1. Make sure you are using a multi-channel approach. Don't give up on regular mail, but increasingly add email, texting, and other channels to your communication strategy.
2. Provide ongoing communication/education for your older gen partners about non-cash, tax-advantageous giving strategies.
3. Make sure a HUGH part of that education and information you send out in #2 above

is about QCDs. QCDs or Qualified Charitable Donations are a monster opportunity for your partners (70+ and older) and your organization especially when combined with the realities they will face as they enter their RMD (required minimum distribution) years (age 73+).

Don't know these terms? Email and ask, I'd be happy to walk you through the issues, as well as suggest some further strategies to allow you to maximize this opportunity. Just hit the email button below

Blessings,

Rick

P.S. Thanks again to the gang at Freewill. They are an amazing organization serving thousands of non-profits in the arena of wills, legacy giving, non-cash gifts and giving from IRA's, etc.

Email me and just ask

[Please make sure you check out the website](#) It will give you a better idea of the ways we are trying to serve faith based ministries like Youth for Christ chapters, and other Christian based ministries.

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