



Fundraising and the Next Generation, + Website: Tools for Engaging the Next Generation of Philanthropists

Emily Davis

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Step-by-step guidance to key fundraising methods to attract, engage, and retain donors of all ages

Fundraising and the Next Generation brings readers up to date on cases, research, opportunities, and challenges regarding philanthropy's next generation. Readers will learn practical strategies for cultivation, solicitation, and stewardship of Gen X and Y philanthropists using new technologies and traditional tools. *Fundraising and the Next Generation* covers the behaviors, key characteristics, and approaches for working with philanthropists under the age of forty. In addition, other age cohorts will be discussed to provide perspective, comparison, and related strategies.

- Includes step-by-step tools for setting up next gen technology in your organization and engaging Gen X and Y as donors
- Features a glossary of social media terms, a list of academic resources for development and professional advancement, and an assessment toolkit
- Defines the key characteristics of the four current generations, their habits for charitable giving, and how every development office can successfully engage them in philanthropy
- Provides a website with additional information beyond the book

Savvy fundraising leaders understand that successful and sustained philanthropy is not just an issue for today. Long-term planning and diversified strategies allow fundraisers to access every prospective contribution possible. Timely and relevant, *Fundraising and the Next Generation* brings readers up to date on cases, research, opportunities, and challenges regarding philanthropy's next generation.

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