



Be The Change: How Different Generations Engage with Philanthropy and Their Impact on Our Industry

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We lead your nonprofit through a thoughtful assessment to align goals with organizational values and create a bold plan of action.



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We help you assess, strengthen and energize your board members to meet the challenges of today... and tomorrow.

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“You are the best in the business and I'm not shy about telling others. We would not have been as successful in our campaign had it not been for Jenny and the entire ASP team.”

Dewayne Dickens

Executive Director | Ronald McDonald House Charities of Southern West Virginia



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TAXI OR UBER?

A Cautionary Tale ... **Campaigns of Yesterday vs. Tomorrow**

“It’s clear that **traditional fundraising tactics are faltering**. Many groups recognize this, but they often **don’t know how to change the course and don’t have the money to experiment**. Facing enormous pressure to produce big-dollar results today, they **put aside concerns about tomorrow**. They are like the proverbial frog in the pot of water slowly heating up to a boil. **They may not realize the danger until it is too late.**”

- Dave Strauss, Nature Conservancy

The Campaigns of Yesterday vs. Tomorrow



Yesterday's Campaign	Tomorrow's Campaign
Capital projects and band-aids	Systemic solutions: Disruptive and social impact
Treadmill: Every 3-5 years (Like it or not)	Mindset-driven, constant modality
The usual suspects	Diversity: Gender, generation, ethnicity
I won't wake up for less than seven figures	Micro-giving leverages and sustains
Traditional org chart (chairs and co-chairs)	Initiative-based, cohort-driven
CEO as 30/70	CEO as 70/30
Community-led and place-based	No boundaries
Monthly in-person meetings, reporting out	Concierge-based, culturally customized
Cash and individual-donor focused	Equity, family office, cause marketing (CSR)
1:1 Asks	1:1 Asks (thankfully, some things don't change)
Investing w/out soul	Socially responsible investments
Stewardship: Walls and lists	Experiences and next gen
Themes	Words matter: Movements and protest giving
Blanket prospecting and communication	A.I. (I know what you ate for breakfast)
Board will open doors (Hopefully)	Board as influencer and venture capitalist
Technology if you insist	Deal breaker

With that said...

How does this impact our work?

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Questions to Contemplate



- How do these shifts impact your work or strategic initiatives?
- What opportunity does this create to engage differently with multiple generations, diverse communities and leaders in unique ways?
- How can your organization start to shift your mindset and current practices?
- What resources will be required to be successful within a new campaign mindset?

Q & A

Thank You

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