



## **People You Need to Know**

*... Grappling with our Changing World*

# Introduction

- Welcome
- Our Goals Today
  - To Provide a Broad Perspective
  - What Has Changed in the World
  - What We Can Do
- What's at Stake if We Do Nothing



# Facts You Need To Know



- The World Population
  - 7.125 Billion People
  - 3.562 are under 30
- The Needs in the World Today
  - Spiritual Needs
  - Societal Needs—Includes everything from poverty, homelessness, human trafficking, addiction, abortion, domestic violence, crime, etc.
- The Key to Success involves training, equipping and mobilizing millennials

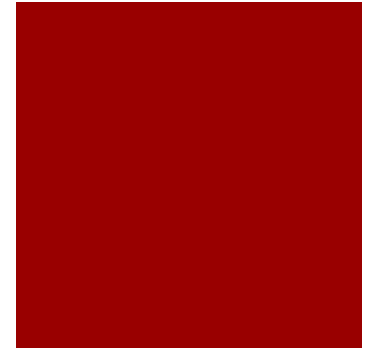
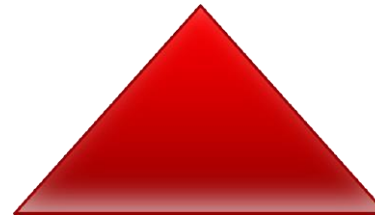
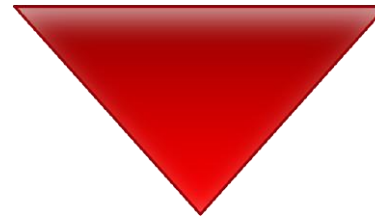
# Demographic Shifts in US



- The US Population is 314 Million
- There are six generations living in America Today
  - Greatest Generation (1908-1924)—92-108 (3%)
  - The Builders (1925-1946)—70-91 (14%)
  - The Boomers (1947-1964)—52-69 (33%)
  - The Busters (1965-1980)—36-51 (28%)
  - The Millennials (1981-2000)—16-35—(14%)
  - The Z Generation (2001-16)—0-15—(8%)

# The World of Philanthropy

- The Current Situation
  - Pareto Principle—80/20
  - 80% of resources come from 20%
  - It's True!
- The Ideal Situation
  - Stronger
  - More Stable
  - Less Vulnerable



# 2015 US Giving Statistics



- The Total Amount Given--\$360 Billion
  - 80% by Builders and Boomers--\$288 Billion)
  - 12% by Busters (X)--\$43 Billion
  - 8% by Y and Z--\$29 Billion
- What Happens Next?
  - In 20 years Builders and Boomers will range in age from 72-111
  - Projected Unrecoverable Losses could be 60% or \$172 Billion
- The Future Lies in the Hands of the Millennials

# The Millennials



- Who Are They?
  - The largest generations in American history
  - They are well educated
  - They are Self-Confident
  - They are Relational
  - They are Well-Traveled
  - They are great parents
  - They are demanding
  - They are brutally honest
  - They are creative, engaged, involved and aware

# The Millennials (Continued)



- The Way They Act
  - Not motivated by money
  - Spend 6-8 hours per day on social media
  - Job tenure is typically 18-24 months
  - Purchase online
  - Give online
  - Pay bills online
  - Post, tweet, pin, and stayed “Linked In”
  - Spiritually Minded
  - 35% go to church



# A Comparative Graphic

	Builders	Boomers	Generation X	Generation Y
View of Life	"I am grateful for it."	"I will conquer it!"	"I will endure it!"	"I will change the world."
Work	"I see work as a duty and privilege."	"I live to work."	"I work to live."	"I work to make a difference."
Work Style	Commitment, Tenure-Oriented	Seek personal fulfillment and status	Tentative, Divided Loyalty	Network, teamwork, opportunistic
Relationships	"I'm loyal and private."	"I network to get ahead."	"Friends are my family."	"I'm connected globally."
View of Self	"I'm humble and resourceful."	"I am the center."	"I'm lonely and need community."	"I play a role on a team."
Family	Close Family	Dispersed Family	Latchkey Kids	Looser family definitions
Marriage Patterns	Married Once	Divorced, Remarried	Single Parent	Desire lifelong partner but cautious
Purchasing	Purchase with cash	Purchase with credit card	Struggles with purchases because of debt	Purchase online
High Tech	Slide Rule	Calculator, TV	Computers	Smart Phones
Money	Save it Now	Buy it Now	Want it Now	Get it Now
Morals	Puritan Ethics	Sensual	Cautious	Tolerant but scrupulous

• The Millennials, Thomas Rainer and Jess W. Rainer, B&H Publishing, Nashville, TN.

# Factoids

## ■ Intriguing Statistics

- 9 out of 10 believe it is their responsibility to make a difference in the world
- 3 out of 4 believe their role is to serve others
- 6 out of 10 believe they will make a great contribution in their lifetime
- The balance between work and life is the number one factor in job selection
- 70% say the smart phone is vital in their lives
- 75% say they are spiritual but not religious
- Most are unable to define their beliefs
- 3 out of 4 would like to be mentored by someone older



# Trending



## ■ Quotable

- *"Doing the same thing in the same way and expecting different results is absurdity." (Einstein)*
- *"You have the perfect organization to accomplish what you are currently accomplishing." (Dallas Willard)*
- *"Here in a nutshell is the challenge we face: (1) young people (millennials) will be entering the marketplace in greater numbers and more quickly than we can prepare them, and (2) older people will be retiring in greater numbers than we can replace them." (Tim Elmore)*

## ■ Four Big Trends

- Welcome to my "Online World!"
- Less Dependency on Charitable Giving
- Collaborative Efforts
- Micro Giving

# Exercises Worth Considering



- Go through each of the factoids mentioned earlier with individuals who are a part of your management team and ask them what the relevance (if any) this fact will have on your work. And what intervention strategies could you introduce?
- Are there unmet needs in your space that your organization could address?
- Collaboration—Are there collaborative relationships that can be introduced that could broaden the depth and impact of your primary mission?!
- Don't dive in the shallow end of the pool! Are there pilot programs you can introduce that can be tried to assess their viability.
- Do you have a vision broad enough, a need great enough, and a database big enough to launch a micro-giving campaign.
- Vet plans and vision with a team of millennials!
- If you don't have a millennial on your board, get one or more!

# Conclusion

- Global Fundraising Network
- New Website—[www.aspirangroup.com](http://www.aspirangroup.com)
- New [Email—Jerry@aspirangroup.com](mailto:Jerry@aspirangroup.com)
- Website Posts
- Service Packages
  - *Development Audit*
  - *Certification Programs*
  - *Church Leadership Certification*

