

Strategies to Engage a New Generation in Philanthropy

More and more philanthropic needs will need to be met by the next generation. How do Millennials see the world differently? What key trends and statistics can we see that will change the way we lead our organisations in the future? What can we do now to respond to the challenge of change?

Jerry Twombly is the Senior Partner of the Aspiran Group, an international organisation committed to addressing the development needs of nonprofit organisations. Jerry is a graduate of Miami Christian University and Grace Theological Seminary. He has written several books that include: *Funding Your Vision: New Hope for Nonprofits*, *Transforming Culture: The Church at Work in the World*, *You Snooze, You Lose: Thriving in These Turbulent Times*, and *The Organizational Planning Primer*. He has served over 1,000 different nonprofits throughout the world over the course of the last 40 years in helping them raise in excess of \$1 billion. Recognizing the changes taking place in the world of 21st Century philanthropy, Jerry has been a leader in tracking new trends and developing new programs to help nonprofits thrive in changing times. Jerry and his wife Sue live in Indiana. They have two sons and three grandsons.

Introduction

I. How Millennials (Y's and Z's) See the World

A. Trends

B. Intriguing Statistics

C. Similarities and Differences

II. **Responding to the Challenge**

A. Things You Can Do Now

B. Exercises

Conclusion