

GENERATIONAL MOTIVATION

FOR ALL GENERATIONS:

- Authenticity
- Transparency
- Accountability
- Protection of privacy



CIVICS

1925–1945

- No hassle experience
- Referral builders
- Face-to-face relationship
- Tell client stories
- Stress credibility



BABY BOOMERS

1946–1964

- Make them feel a part of the team
- Focus your attention when with them
- Keep it positive



GEN X

1965–1980

- Hands-on, including with their families
- Skeptical – be authentic
- Will scrutinize your information – be transparent
- Techno literate



GEN Y

1981–2000

- Techno fused
- Fun, freedom, flexibility
- Stay in touch and give them options
- Referral builders



GEN Z

2001 and later

- Short attention span – Twitter, texting
- Very socially conscious
- Poised to be biggest donor generation (ever)

3fold