

Giving across generations:

What the data reveals about how every donor gives

June 17 | 10 AM PT

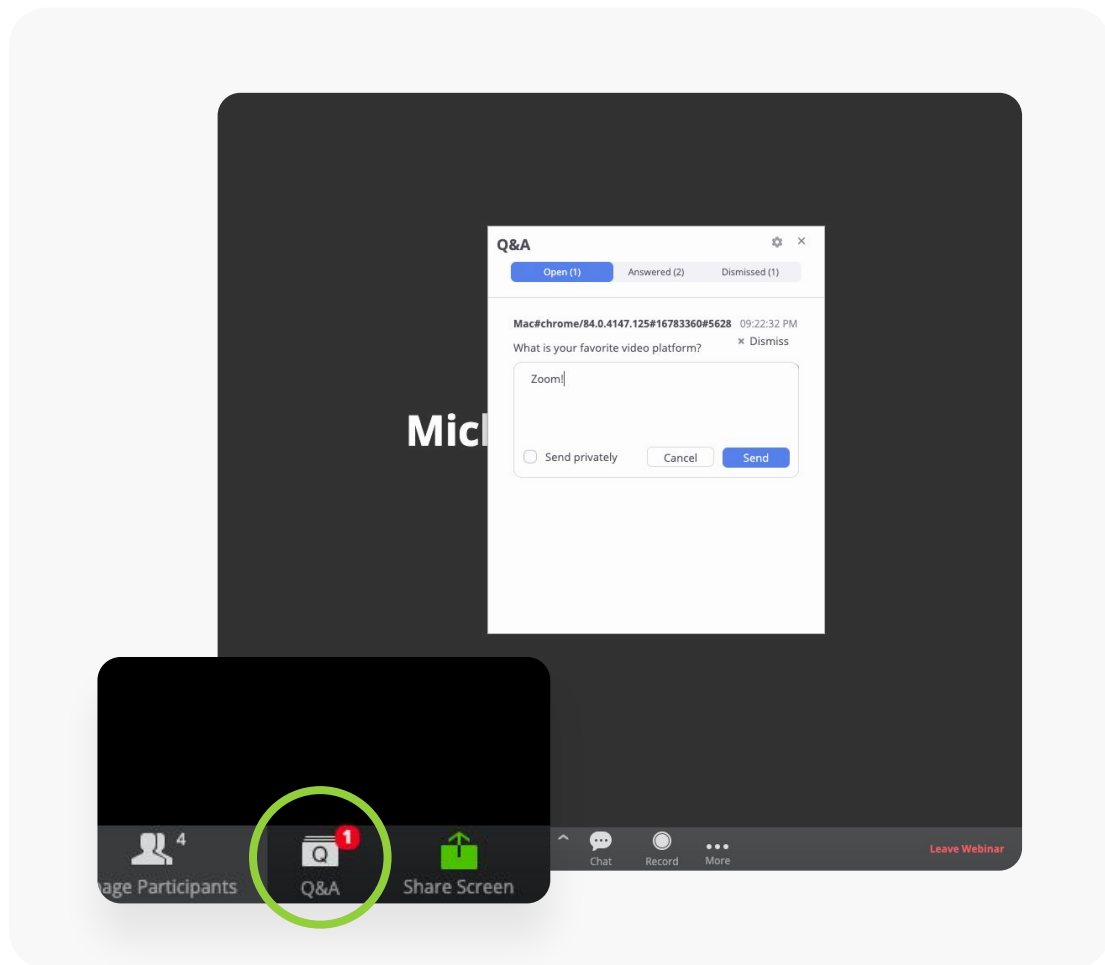
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Zoom reminders

Join in the conversation with the Q&A



Speakers



Saiba Singh

Senior Partner Marketing Manager
GoFundMe Pro



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Co-Founder & CEO
DonorDock





Together we are shaping the future of fundraising

200M+

collective community

\$40B

given across our platforms

79M

donations made last year



72M

fundraisers shared



gofundme **gofundme**PRO

Today's agenda

1. How Gen Z is giving today
2. Putting findings into practice with DonorDock
3. Shaping strategy around Gen Z behavior
4. Q&A

Agenda

**“Gen Z cares loudly
but gives sparingly.”**

The data tells a different story.

gofundme GIVINGTUESDAY

Gen Z is more generous than you think

How a network-driven generation is redefining giving

0%

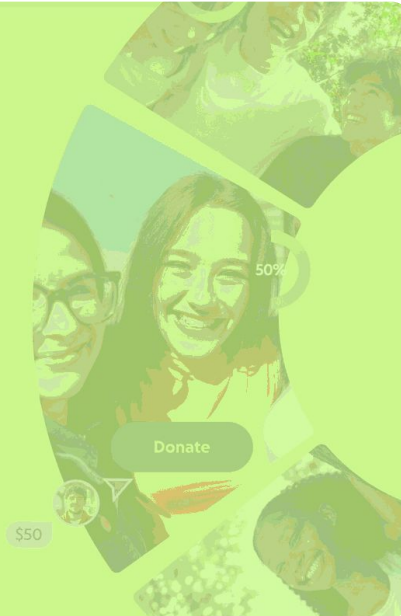
of Gen Z gave in some form in the past week

0%

say family or peers shape their giving decisions

0%

of crowdfunding users gave to nonprofits



Gen Z generosity report

The data

Gen Z gives more often and in more ways than other adults

71%

of Gen Z gave in some form in the past week

The data

Trust flows through immediate networks

57%

say family or peers shape their giving decisions

The data

Sharing is a force multiplier

10x

more likely than Boomers to share their donations on
social media.

The data

Community fundraising platforms fuel the giving ecosystem

91%

of Gen Z using community-powered fundraising platforms gave to nonprofits—16 percentage points higher than their peers who don't use these platforms.

Participation is a signal

What we learned

- Giving is social
- Trust comes through people
- Participation often comes before donation

Recommendations

- Track participation, not just donations
- Treat shares and advocacy as engagement signals
- Build pathways from participation to giving

What does it look like to put this data to work?

Practical use in DonorDock

Shaping your strategy around Gen Z behavior

Practical approaches built around how Gen Z actually shows up

The participation ladder

- **See → share:** Gen Z often enters through expression and community before donating money. Make every campaign easy to discover and share on social.
- **Share → fundraise:** Supporters who share become mobilizers. Give them the tools to rally their networks around your cause.
- **Fundraise → give → repeat:** Community fundraising is an on-ramp. Gen Z users of platforms like GoFundMe are more likely to give to registered nonprofits than peers who don't use them.

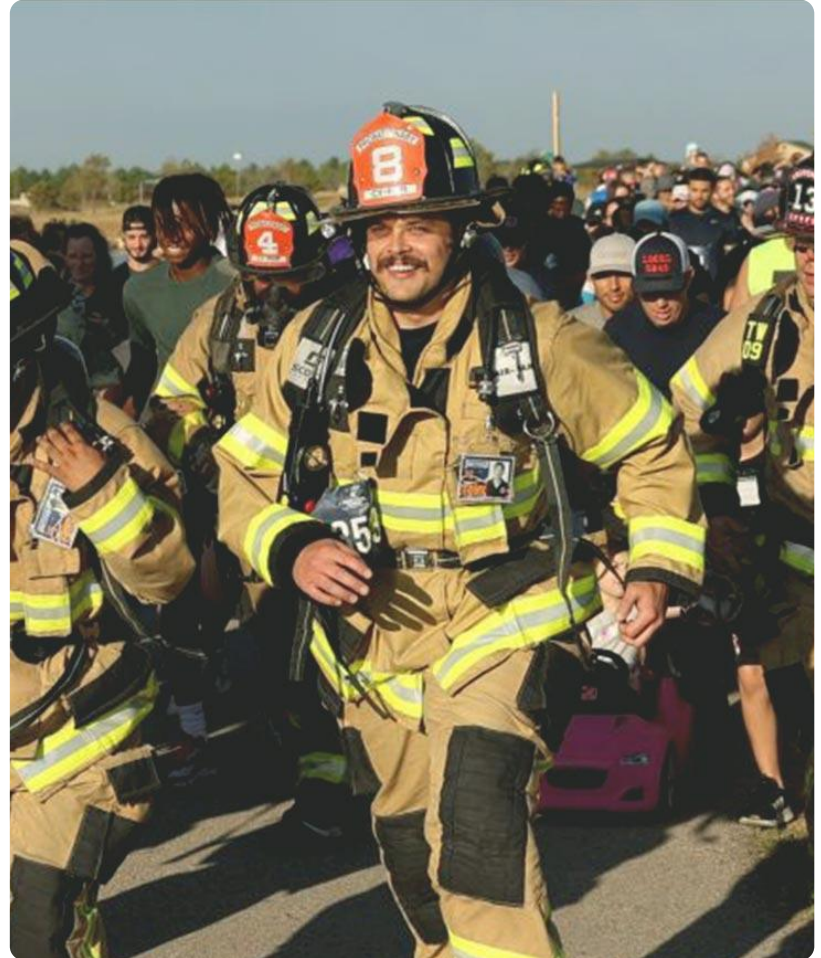
Expand your reach

**Expand your reach
into new communities
of supporters**



Inspiration to continuous support

**Turn inspiration into
continuous support**



Turn supporters into champions

From one-time givers to champions



**Equip supporters to
amplify generosity
within their networks**

Key takeaways

What to take from today

1. **Gen Z is already giving.** Stop treating them as future donors.
2. **Participation is a leading indicator.** Sharing, advocacy, and fundraising often come before giving.
3. **Trust is built through people.** Design for relationships and social proof.
4. **Community fundraising is an on-ramp.** Use it to grow your supporter base and identify future champions.

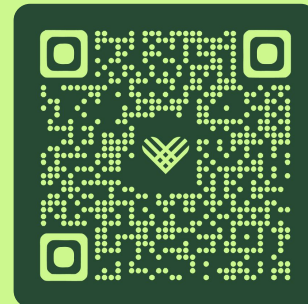
**Gen Z isn't disengaged.
They're just engaging
differently.**

Resources

Explore the full
Gen Z report



Giving Pulse
reports



Q&A

Thank you