

# The Next Generation of Giving

We can't ignore it: Around the world, donor acquisition rates have fallen and traditional channels alone just aren't cutting it anymore. The art and science of fundraising must adapt, or we might be in real trouble. In this session, you will be guided through learning how your organization can tap into the next generation of giving.

Participants will:

- Get the newest data from The Next Generation of Giving Report
- Learn the multichannel preferences and charitable habits of Gen Z, Millennials, Gen X, Baby Boomers and Matures
- Learn the dos and don'ts of omnichannel and multigenerational fundraising

Part of  
Main Street Community  
Foundation's  
*Nonprofit Education  
Series.*

**Wed., June 26, 2019**

**1:00 - 2:30 p.m.**

**Main Street Community  
Foundation**

120 Halcyon Drive, Bristol

**Presenter:  
Ashley Thompson**

**Limited Seating.**

**There is no charge  
for local nonprofits.**

**Register by June 21, 2019  
to Julie Matthews**

**Call: 860.583.6363**

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