

Talking Age ...

... Talking Generations

Meet your supporters ...

Dan McGregor
Early 20's
Single with partner

Caroline and Mark Taylor
Early 40's
Children 8, 11 and 13

Shirley and Brian Reynolds
Early 60's
Children 29 and 33

Marjorie Brown
Late 70's
Widowed

**The last 70 years have seen
perpetual changes in our
every day lives.**

Marjorie Brown



Shirley and Brian Reynolds



Caroline and Mark Taylor



Dan McGregor

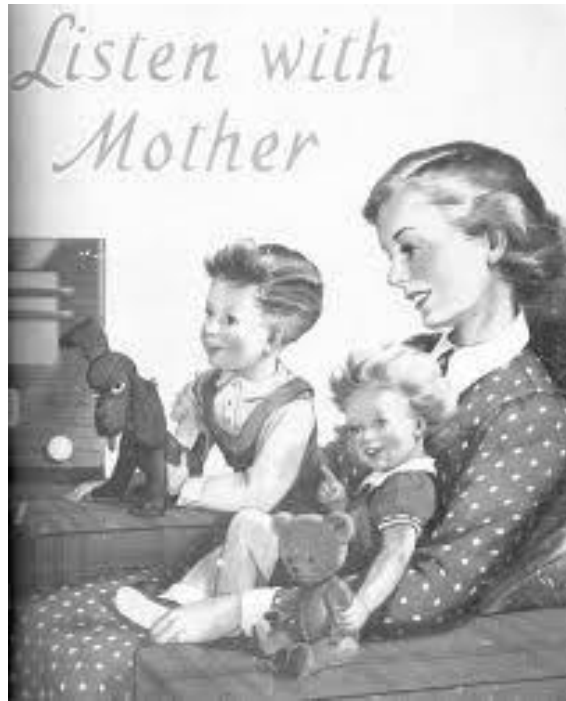




jWINsight



jWINsight



jWINsight



jWINsight





jWINsight



jWINsight



jWINsight



jWINsight

**We are not all alike
and neither are our donors**

Four ways of donating



Five ways of paying



The Bank The Bank Sort Code 40 24 32
The High Street

Pay: _____ Date _____
_____ £ _____
_____ Mr John Smith

Cheque Number 002319 Sort Code 40 24 32 Account Number 16593124 08

Standing Order Request
You are hereby authorised to set up a Standing Order on the account as specified below.

Acc No: _____ Sort Code: _____

Account Name: _____

Beneficiary: _____

Acc No: **22552519** Sort Code: **90-26-10**

Account Name: **just-one**

Payment Details: Your bank may require up to 2 business days to process this request, so please enter the start date accordingly.

Amount: £ _____ Starting on: **00/00/00**

Repeating every _____ (month, week, etc.) on the _____ day.

Payment Reference: **50-** _____

The account will at all times contain sufficient funds to enable each payment to be effected on the due date.

Signed: _____ Date: _____

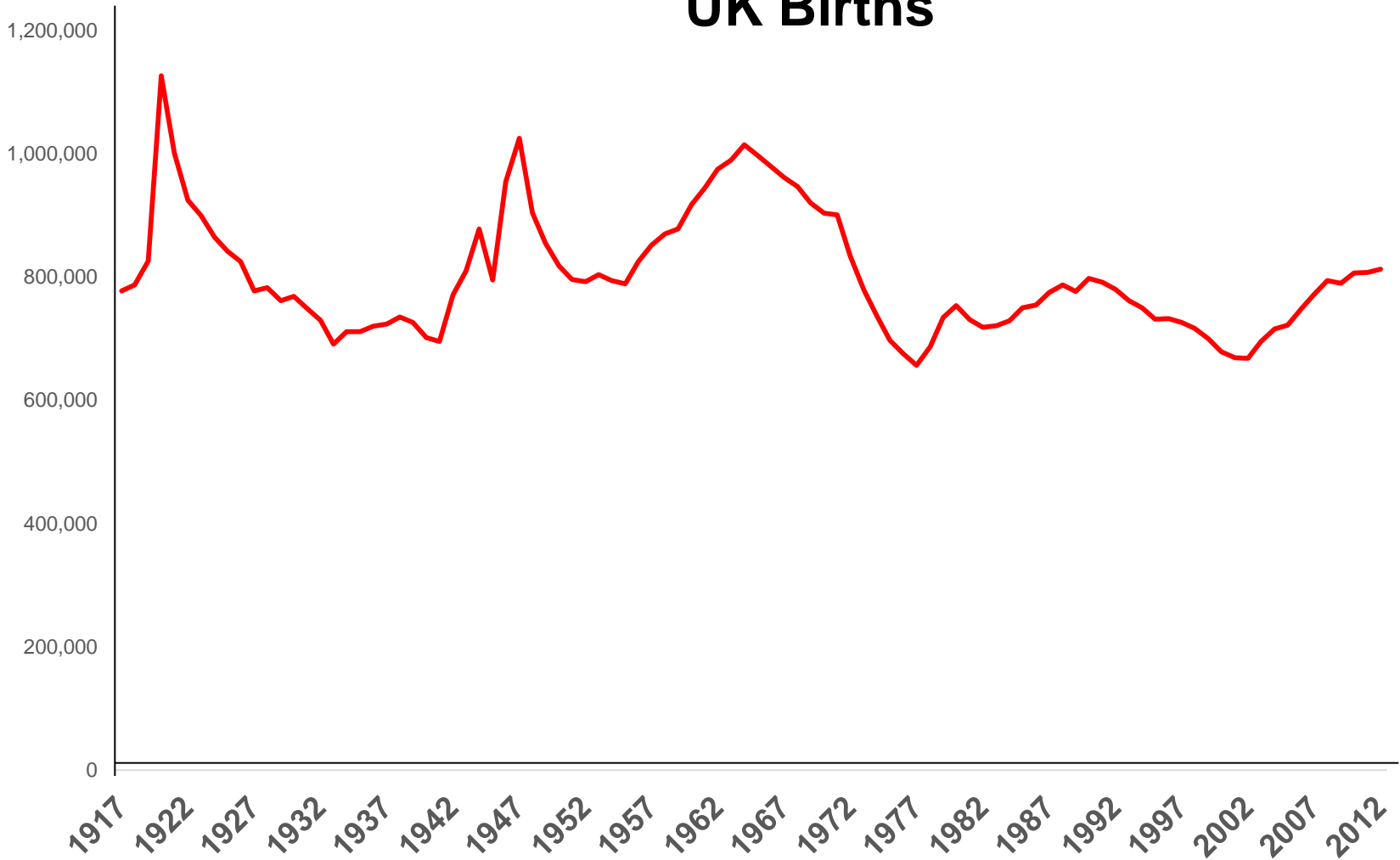
Address: _____

This is to keep your payment safe
payments can also be made

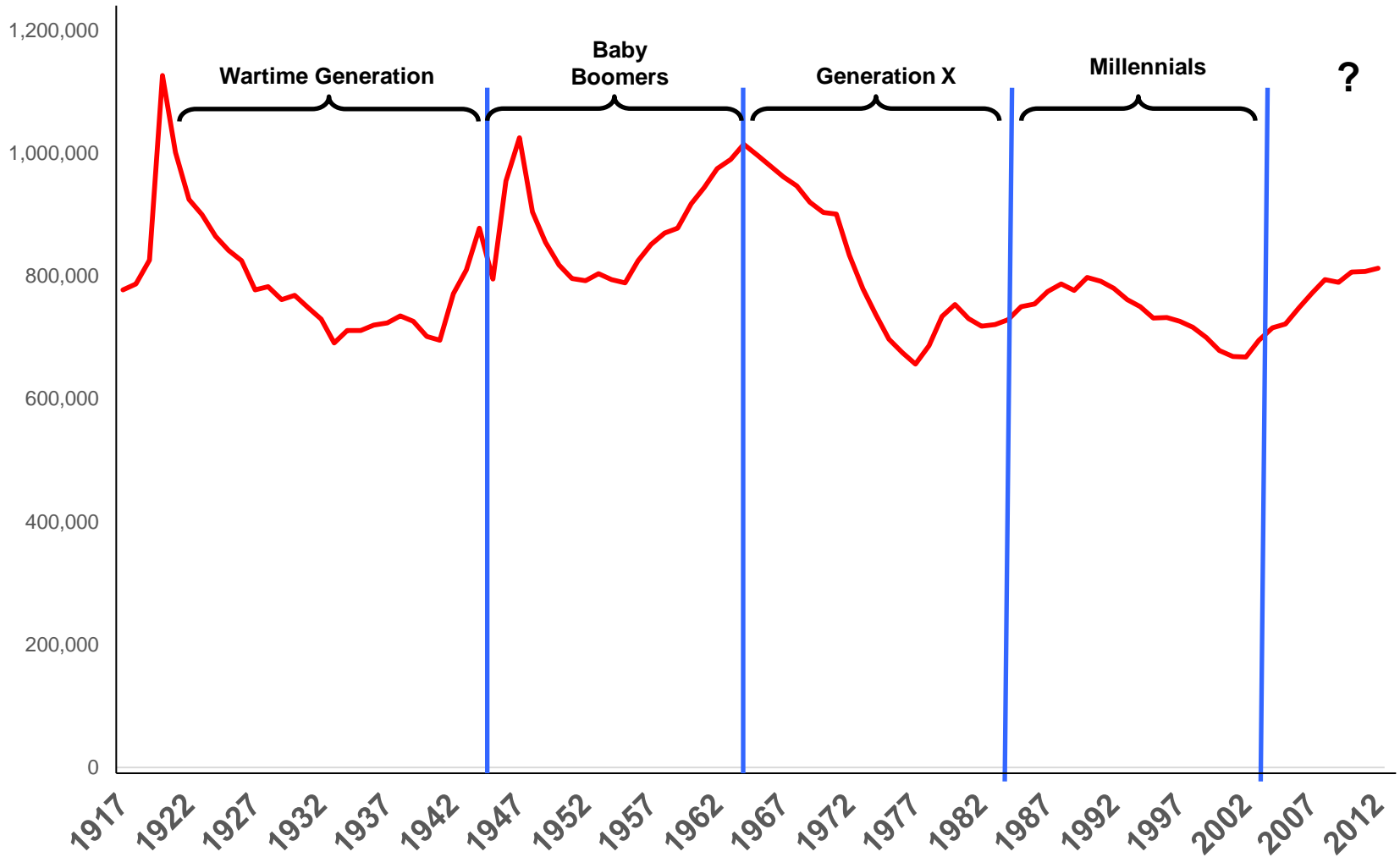


**The last century saw
successive baby booms**

UK Births



Generations



Generations



18 – 30 Millennials



30 – 49 Generation X



50 – 69 Baby Boomers



70 + Wartime Generation

Who gives cash?



Who responds to cash appeals?



Who cancels their direct debits?



Who gives by direct debit?



Who gives single online gifts?



The Digital Divide



- Charities know all about Dorothy Donor and the Wartime Generation ...
- ...and for many the Baby Boomers are now becoming the rock upon which individual giving is built.

- Coming soon to a charity near you – Generation X – Thatcher’s Children – ***just don’t expect to have their names and addresses!***
- Here an introduction to Generation X:-
<http://www.youtube.com/watch?v=HeEWtNaW6KE>
(Get past the ad!)