

**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



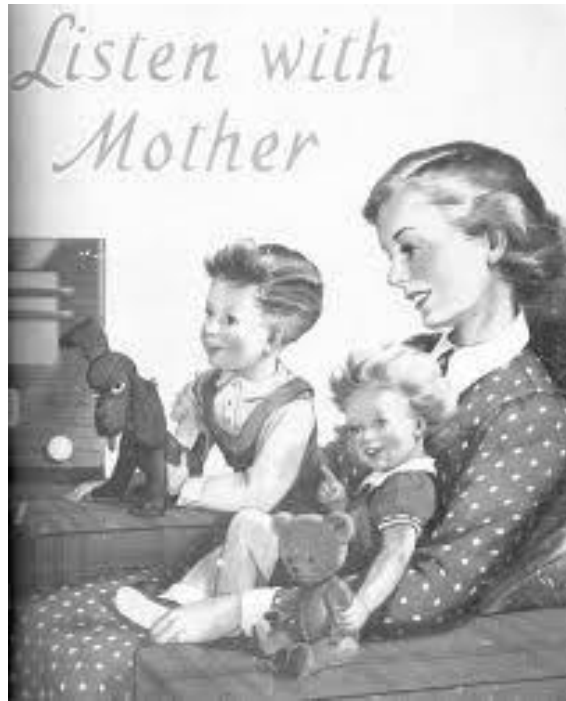


**jWIN**sight





**jWIN**sight



**jWIN**sight



**jWIN**sight





**jWIN**sight



**jWIN**sight



**jWIN**sight



**jWIN**sight



**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

Date \_\_\_\_\_

Pay: \_\_\_\_\_

£ \_\_\_\_\_

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: You must enter up to 4 digits to prevent this request appearing on your next statement.

Amount: £ \_\_\_\_\_ Starting on: \_\_\_\_\_

Repeating every \_\_\_\_\_ (days, weeks, etc.) on the \_\_\_\_\_ day.

Payment Reference: **so-** \_\_\_\_\_

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

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

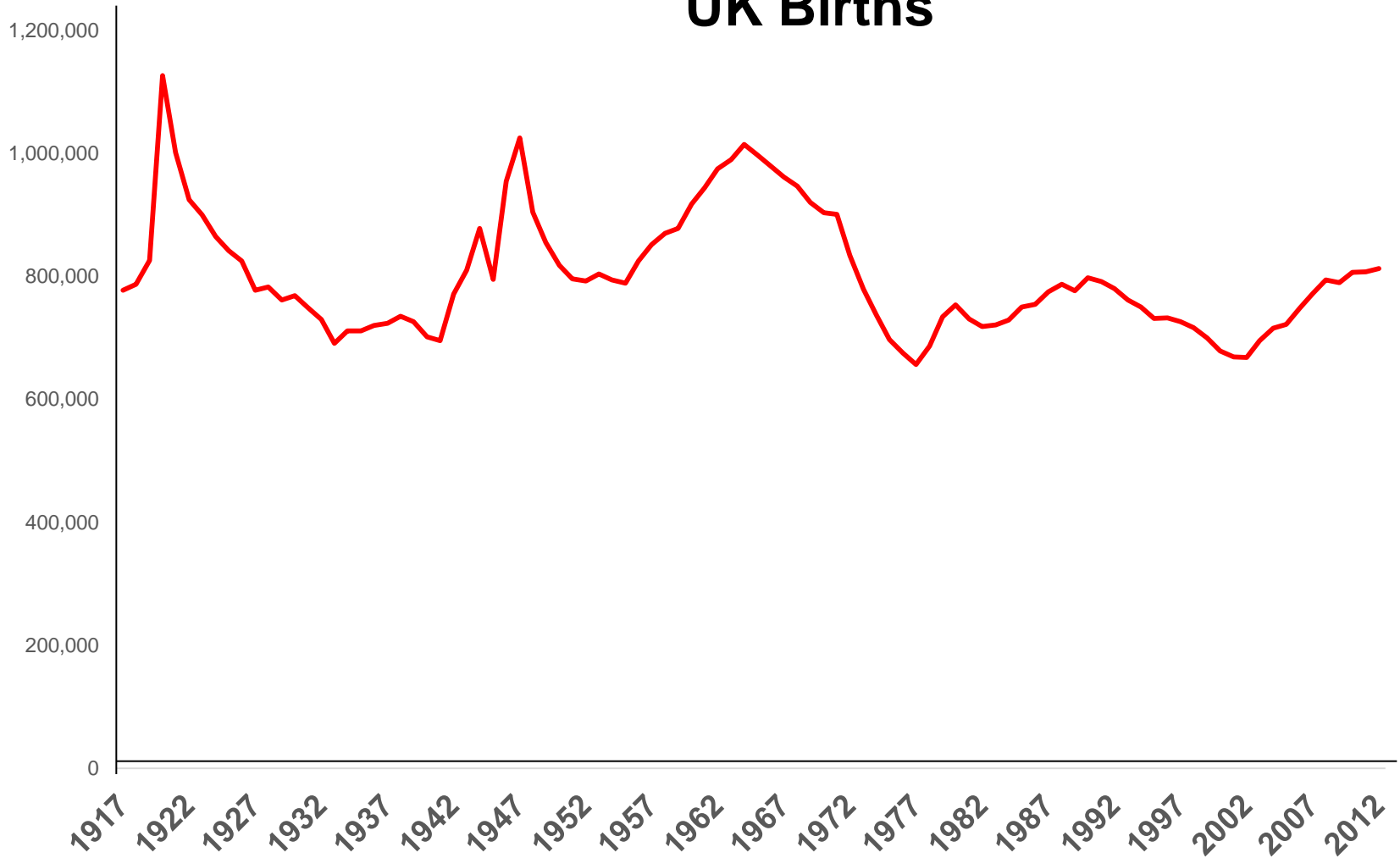
Address: \_\_\_\_\_

This is how your payment will appear on your statement

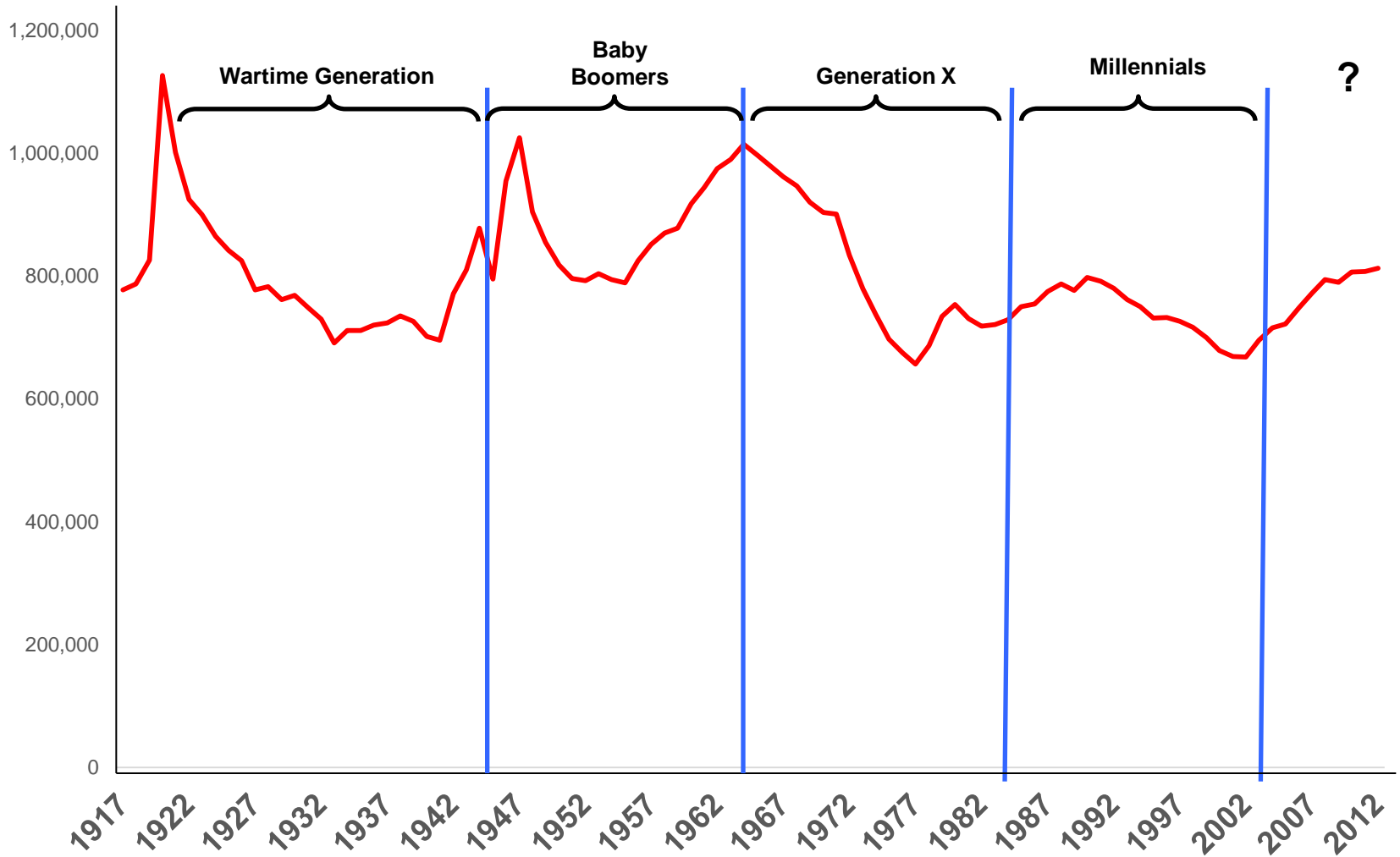


**The last century saw  
successive baby booms**

# 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!)