



“Charities looking to bolster their fundraising efforts should focus their attention on the Baby Boomers, from whom the bulk of money will come ...” — FORBES, 8/12/2013

“**Boom!**” is Masterworks’ **3-hour workshop** on next-gen donors, with an emphasis on the large and in-charge Baby Boomers.

In Boom! you will find out how next-gen donors are reshaping philanthropy, why they represent the next great cohorts of donors to build your organization’s fundraising around, and how you can tap into their coming-of-age and enormous economic clout.

This workshop is presented by Kn Moy, Masterworks’ Senior Vice President of Strategic and Applied Foresight.

Kn presents far-and-wide on the next generations of donors and volunteers, including keynoting recently at the Big Ten Alumni Relations Institute (BTARI) of the Big Ten Conference. He was recently invited to join the faculty at the Lilly Family School of Philanthropy at the Center on Philanthropy at Indiana University.

The focus of Boom! is to help decision-makers and strategy implementers grapple with the complexity and uncertainty of five key trends converging to transform philanthropy today:

1. Demographic shifts are redefining philanthropic participation.
2. Technological advances are disrupting everything for the next gens.
3. Today, next-gen donor preferences and motivation are far less influenced by the functional attributes of your fundraising offers and services than the subconscious sensory and emotional elements derived by the total donor experience. That experience is the charity’s total value proposition because no nonprofit can avoid delivering a total experience in today’s “Experience Economy.”
4. Social networks both enable and disrupt how nonprofits are engaging their constituents.
5. Interest in civic engagement and the giving of time, talent, and treasure is accelerating among the next gens.

In Boom! we will examine how the convergence of all these trends is changing the fundraising landscape for nonprofits today, increasing both the complexity and urgency of harnessing all these forces to create faster, better, and more sustainable revenue.

In this insight-rich workshop, participants will learn about a **new engagement model that is radically reordering how we will engage donors and volunteers** — a content-based, relationship-centered, engagement-focused **donor experience model** that works much more effectively with the next gens than the interruption focused, transaction-centered approaches of the last century.

What Leaders at Wycliffe Bible Translators Said

Recently, over two dozen key leaders of Wycliffe Bible Translators' development, creative, communications, advancement, and marketing teams, along with key members of Wycliffe's executive leadership team — attended Boom!

Here was the unsolicited feedback that we received:

"Awesome. Such great insights and strategies."

"We needed to hear that. This changes our strategic thinking ... everywhere."

"Let's integrate this into our marcom and development strategies now."

"Our major gifts team rallied around Kn Moy's presentation and we built our fiscal 2016 strategic plan using many of the important principles that will allow us to better serve our Boomer partners in the coming year and beyond."

"Our prospect research team developed analytical scoring for our major donor file and the results supported Masterworks' presentation and vastly helped shape our caseloads and prospect lists."

"I would highly recommend that organizations make it a point to have their senior leadership in the room during Masterworks' presentation."

— **Kyle Willis**, Associate Director of Major Gifts

"We are changing! Immediately, we formed teams to green light and strategize new opportunities to more effectively utilize our marketing, donor acquisition and retention budgets. New strategies are being tested, with enhancements integrated into our traditional acquisition programs ... results are promising ... I encourage you to attend Masterworks' Boom! workshop."

— **George Fisher**, Sr. Director of Development and Gift Planning

We can bring Boom! to you and your team. Our objective is to help as many nonprofits as possible evolve their fundraising practices — from last century approaches to the new fundraising model. For information, email kmoy@masterworks.com.

