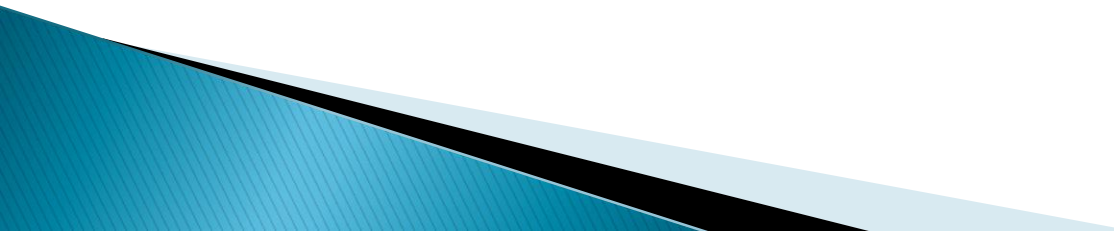


# DONORS OF THE FUTURE

## 12 Key Trends and What They Mean for the New Giving Landscape

Commissioned by New Ventures in Philanthropy, Forum of Regional Associations of Grantmakers and the Council on Foundations Community Foundation Leadership Team

Source: “Donors of the Future Scan” by Millennium Communications Group  
58 Salem Street, Andover, MA 01810 [www.millencom.com](http://www.millencom.com)

1. Racial and ethnic diversity will increase among new donors
  2. Wealth appreciation in all distinct/different population groups will become significant
  3. Concept of endowment will be challenged as new donors enter the system, from recent immigrants to self-made entrepreneurs
  4. Interest in giving internationally will increase among all donors
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5. Sending money home among foreign-born will increase in all income categories

6. Flash giving, triggered by international crises, will empower many donors and give new donors entry points

7. Donors will become increasingly attracted to self-informed learning and giving communities that maintain connections, share knowledge, and sponsor events

8. More donors will take care of all of their giving—flash and more sustained—with internet giving portals

9. More mobile population of all ages may diminish the appeal and incidence of place-based giving

10. Giving by faith-based donors will become more complex, polarization will continue, and mainstream groups will be painted by the “evangelical” brush Muslim giving will become very hot

11. Donor demand for streamlined, 24/7, customized interface will push donor-serving initiatives to serve donors anywhere at any time

12. People will increasingly expect to see themselves (or people like them) in leadership roles of organizations to whom they give their money, time, or allegiance

*As younger donors enter the field, these trends will become more extreme and more universal*