

**12 key trends emerging from the Donors of the Future scan, and their implications for community foundations and the CFLT**

	TREND	WHAT MEANS FOR COMMUNITY FNDNS, IN DONOR CONTEXT	CFLT ACTION POTENTIAL (highest leverage = * )
<b>1</b>	Racial and ethnic diversity will increase in almost all communities at large.	<ul style="list-style-type: none"> <li>change shape of potential donor pool</li> <li>make complying with new standards more complex</li> <li>increase need for skills to map community population</li> <li>require cf's to reach and engage diverse populations, or lose market share and community influence</li> </ul>	<ul style="list-style-type: none"> <li>Vigorous leadership on standards re diversity</li> <li>Get materials on reaching diverse donors in CFmarketplace</li> <li>Encourage development of community mapping tools, workshops</li> </ul> <p style="text-align: right;">* *</p>
<b>2</b>	Wealth appreciation in virtually all communities of difference will become significant.—more AA, Asian, gay, Hispanic, women, young, self-made	<ul style="list-style-type: none"> <li>“adult white middle class men” become smaller slice of high wealth pool</li> <li>cf's must become skilled at identifying and reaching new high wealth, to stay even</li> </ul>	<ul style="list-style-type: none"> <li>Identify and highlight cf success stories as become available</li> </ul>
<b>3</b>	Concept of endowment will face continuous pressure as new donors – from recent immigrants to self-made high-wealth entrepreneurs –enter the system	<ul style="list-style-type: none"> <li>cf's will need to compete with, and often lose to, non-endowed options</li> <li>cf's called to develop more non-endowed special fund options</li> </ul>	
<b>4</b>	Interest in giving internationally will increase among all types of donors.	<ul style="list-style-type: none"> <li>cf's will need to be able to advise donors on int'l giving, and increase capacity to help with transactions</li> <li>opportunity for cf's to become resources for local donors who need assistance here</li> </ul>	<ul style="list-style-type: none"> <li>Explore potential for systemwide cf portal to enhance international giving; possibly connect with cf's overseas.</li> </ul> <p style="text-align: right;">*</p>
<b>5</b>	Sending money home, among foreign born in income categories from top to bottom living in the US, will increase significantly	<ul style="list-style-type: none"> <li>cf's currently out of this picture. W/o changes, huge diaspora giving pool – approaching 60% of some local foreign born populations – will totally bypass cf's.</li> <li>opportunity for cf's to engage existing donors in matching remittances of workers in community (bringing community together and meeting some interest in int'l giving).</li> </ul>	<ul style="list-style-type: none"> <li>Take lead in increasing understanding in cf world of what diaspora giving is, how overlaps currently with cf work, and what threats and opportunities exist</li> </ul>

6	Flash giving– triggered by international conflict, famine, natural disasters, all unfolded instantaneously by the media – has the potential to engage and empower many donors; may be entry point or primary mode of giving for many donors.	<ul style="list-style-type: none"> <li>• cf's will have to have capacity and agility to offer reliable response mechanisms, or risk losing these donors</li> </ul>	<ul style="list-style-type: none"> <li>• Another possible arena for a shared back office cf system.</li> </ul>
7	Donors will be increasingly attracted to self-formed learning and giving communities or gatherings, that maintain connections sponsor events	<ul style="list-style-type: none"> <li>• Growth of these groups is reflection of relationships donors looking for in their giving.</li> <li>• cf's will need to explore mechanisms for connecting to or hosting these groups.</li> </ul>	<ul style="list-style-type: none"> <li>• Need to stimulate thought and action here. This trend, combined with #8, has very big implications for cf's.</li> </ul>
8	More and more donors will take care of all their giving – flash and more sustained – with internet giving portals.	<ul style="list-style-type: none"> <li>• A significant segment of the rising giving population will be potentially lost to cf's.</li> <li>• individual cf's hard pressed to compete here</li> </ul>	
9	A more mobile population of all ages, combined with out-migration from smaller towns and rural areas, and more frequent “caravanning” among retirement aged adults, diminishes the appeal and incidence of place based giving.	<ul style="list-style-type: none"> <li>• expands need for cf's to handle gifts to other locations</li> <li>• places premium on ability to identify and engage mobile retirement age adults who may spend only part of a year in a place</li> </ul>	

<b>10</b>	Giving by faith-based donors, long acknowledged as providing the majority of all giving in the US, will become even more complex to deal with. Polarization around Christian and evangelical giving will increase, as “mainstream” philanthropy institutions tag it all as “evangelical”. In current political context, Muslim giving may also become very hot.	<ul style="list-style-type: none"> <li>• instinctive distrust of Christian/evangelical giving by many cf's will likely push Christian donors toward Christian Community Foundations and other more welcoming hosts</li> <li>• cf's poorly positioned to attract endowment funds through IGT of many Christian faith donors</li> <li>• cf's may face increasing competition from Christian Community Foundation network foundations.</li> </ul>	<p>Leadership time, attention:</p> <ul style="list-style-type: none"> <li>• map Christian giving /donors already in cf's now</li> <li>• learn more about evangelical giving infrastructure</li> <li>• involve leadership from cf's where split has occurred</li> <li>• with creation of a CCF</li> <li>• develop a strategy</li> </ul>	*
<b>11</b>	Donor demand for a streamlined, 24-7, customized interface will push community foundations on the business operations side.	<ul style="list-style-type: none"> <li>• cf's will need to expand capacity to service donors anywhere, anytime.</li> <li>• Greater (shared) back office capacity will become more important.</li> </ul>	<p>Explore donor driven aspects of the Business Operations Environment of emerging CFLT framework</p>	*
<b>12</b>	People will increasingly expect to see themselves (i.e., people of their kind) in the leadership of the institutions to whom they give their money, time or allegiance.	<ul style="list-style-type: none"> <li>• cf's will face increasing pressure to change the composition of their Boards, offer leadership spots to “diverse” people.</li> <li>• cf board members and other ambassadors will need to be more visible in diverse communities</li> <li>• For populations where financial advisors are less important and prevalent, cf's will need to identify, recruit, and train ambassadors who can be involved in “the ask”</li> </ul>		
<b>ALL</b>	Trends above -- now evident among mature adults -- will all become more extreme as gen x and gen y enter and assume leadership in the system	<ul style="list-style-type: none"> <li>• There is time to prepare – but not a lot.</li> <li>• This is not just about reaching to formerly excluded donors. It's a whole new world.</li> </ul>	<p>Stimulate awareness, conversation, discussion and learning on all of these, as part of new CFLT framework.</p>	**