

Attitudes of Baby Boomers and Traditionalists toward the Use of Social Media in Fundraising:

Quantitative Analysis of Current Fundraising Strategy

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I have adhered to the university policy regarding academic honesty in completing this  
assignment

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### Abstract

Millions of people use social media daily. Nonprofit organizations use social media and the Internet to communicate their mission and to do fundraising. This paper is focused on the attitudes of baby boomers and traditionalists toward using social media in nonprofit fundraising. The study looked at a sampling of older Americans' psychological reasons for giving, their attitudes toward social media, their characteristics, and the worldview of the myths associated with baby boomers and traditionalists. The research shows that a significant number of older Americans use social media to stay in touch with family members and friends, but they are reluctant to use social media to its fullest capability. At present, baby boomers and traditionalists feel that using social media for nonprofit fundraising lacks in personal relationships, security, and privacy. Quantitative methods and the postpositivist worldview design were used to examine and explore the effects of social media fundraising campaigns directed toward baby boomers and traditionalists. A structured survey questioning the usage of social media for fundraising or others purposes was distributed online and around Ward 5 of the Washington, DC Metropolitan Area. The data collected from seniors will be analyzed using statistical measures in IBM SPSS.

*Keywords:* social media, nonprofits, fundraising, philanthropy, fundraising culture, social networking, baby boomers, traditionalists.

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## **Introduction**

The nonprofit sector has been growing steadily in both size and financial impact for more than a decade. Between 2001 and 2011, the number of nonprofits increased by 25% (Urban Institute, 2013). However, social media has changed the way nonprofits reach people due to the accessibility of technology (Dixon & Keyes, 2013). Not all nonprofit organizations use social media channels due to the cost, expertise needed for training, and IT staff needed to reach large target audiences (Geller, Abramson, & de Leon, 2010). Another factor is the difficulty of conducting a successful fundraising campaign, which encompasses all prospective donors through social media, regardless of their age, gender, or demographics (Robert, 2002). In addition, one of the largest giving sectors, baby boomers and traditionalists, is not completely on board with the use of social media. The intent of this paper is to explore the reasons why baby boomers and traditionalists give, their attitudes and characteristics, and prevalent myths and beliefs regarding social media. This quantitative research (Creswell, 2014) will also review how age, gender, and equipment accessibility affect giving via social media.

## **Statement of the Problem**

The ultimate goal of a nonprofit fundraising strategy is to win the donors' trust and loyalty to their cause; but most importantly, it is giving. A quantitative study conducted by Georgetown University's Center for Social Impact Communication and Ogilvy Public Relations Worldwide discussed why nonprofits should reevaluate the traditional fundraising model, and design strategies and campaigns to include social media (Dixon & Keyes, 2013). However, social media has changed the way nonprofits reach people due to the accessibility of technology (Dixon & Keyes, 2013). This has affected the giving of one of the largest giving sectors, baby boomers and traditionalists, who are not completely on board with the use of social media. Baby

boomers/traditionalists feel that using social media for nonprofit fundraising lacks in personal relationships, security, privacy, and accessibility. Mature generations seem to prefer to give via direct mail and face to face. Therefore, the challenge is to understand how givers' attitudes and behaviors have changed, and what tools are needed to communicate with them regardless of their age, gender, or demographics (Robert, 2002). This study will explore the effectiveness of social media fundraising campaigns directed toward baby boomers/traditionalists in the Washington, DC, area.

### **Purpose and Significance of the Study**

Social media gives nonprofits the ability to reach large targeted audiences at a reduced staff cost (Geller et al., 2010) by just a few clicks of the mouse. However, given the advancements in technology, and the fact that baby boomers/traditionalists typically are not technology savvy, nonprofits need to revamp their strategies to include this generation. The problem is finding the right formatting tools, which include all generations and make for a successful fundraiser.

The purpose of this research is to understand why baby boomers and traditionalists seem unwilling to use social media for giving, and to assess how nonprofit organizations can include these groups in their planning. The research looks at boomers/traditionalists' reasons for giving, their attitudes toward social media, their characteristics, and the myths generally associated with boomers/traditionalists. Moreover, as the world of technology continues to move forward at a rapid pace, the author of this study hopes to encourage a change in the worldview (i.e., myths) surrounding the older generation and their use of computers, and also find ways to fund the development, implementation, and training of a program(s) to assist older generations in purchasing electronics or to increase their accessibility to technology. The more baby

boomers/traditionalists feel they retain control of their lives, the more confident they will become with social media.

### **Theoretical Perspective**

Social media has changed charitable giving behavior and the way nonprofit organizations reach people. This paper will explore the reasons why baby boomers/traditionalists give, their attitudes, their characteristics, and the world's perception/myths/beliefs regarding baby boomers/traditionalists' use of social media. Also for the purpose of this study, I have combined the two groups, baby boomers/traditionalists, due to their similar attitudes toward giving via social media. Therefore, the study will utilize a quantitative methodology and postpositivist worldview design to test or verify and refine so that we can understand the world's present perception (Creswell, 2014).

### **Research Method**

The post positivist worldview and a quantitative methods design will be utilized to examine and explore effective social media fundraising campaigns directed toward baby boomers and traditionalists via the collection of data from a structured survey; published journals; transcripts; articles pertaining to nonprofit fundraising strategies; and data analysis, interpretation, write-up, and validation. The study will also review how age, gender, and equipment accessibility affect giving via social media. A structured survey will be distributed in the Ward 5 community of the Washington, DC Metropolitan Area. The results from the survey will focus on a diverse group of people age sixty and older living in Ward 5 of Washington, DC. Participants will be asked questions related to accessibility to technology, beliefs regarding social media, and attitudes toward nonprofit donations. Participants will be able to complete the survey

online or via pen and paper. The completed survey information will then be placed in SPSS, a statistical analytical software program, to be coded and analyzed.

### **Definition of Key Terms**

***Social media:*** Social media are sites that provide content created by users. Grossman (2007) defines the term as “a website for keeping track of your friends and sending them messages and sharing photos.” It is a form of electronic communication, and such websites are used, for example, for social networking and microblogging. Users of social media create online communities to share information, ideas, personal messages, pictures, videos, updates on their lives, and organize events, all without leaving their computers. Social media sites include Facebook, Twitter, YouTube, blogs, discussion boards, and any other outlets in which users share their thoughts and opinions with others (Sammons, 2011).

***Peer-to-Peer fundraising:*** The act of soliciting nonprofit donations directly from one’s online contacts using web-based tools such as email or social networks (Greater Giving, 2014).

***Web 2.0:*** The business, technology, and communications revolution that views the Internet as a participatory platform rather than simply a means to present information. Nonprofits can cost-effectively leverage the Web 2.0 platforms to build their donor base (Greater Giving, 2014).

***Social networking:*** Web-based, interactive communication in which participants in online communities share content in a controlled way with members of their own personal network. Nonprofits can engage in social networking to communicate with their constituents and drive giving (Greater Giving, 2014).

### **Delimitations of Study**

The researcher chose to survey only people age sixty and above regarding their attitudes toward the use of social media, and not people in Generations X, Y, and Z because these latter

groups, in most cases, have grown up with social media and have no issue using it for fundraising. Due to time constraints, the researcher chose a small sample group from the Washington, DC Metropolitan Area, Ward 5, and age sixty and older to represent the boomers and traditionalists.

### **Limitations of Study**

The research will examine a cross-sectional rather than longitudinal sample, thereby limiting the results. The study has additional limitations due to the following: (a) time constraints for research; (b) the small sample size; (c) external validity issues (i.e., generalizations made by survey participants); and (d) the recipients' bias to their cultural experiences and worldviews. This study is also limited by the questionnaire, as it does not allow the recipients an opportunity to add comments, and in scope, due to the time allowed for the project.

### **Summary**

The research will be focused on a diverse collection of participants age sixty and older from Ward 5 in the Washington, DC Metropolitan Area. The study will use the postpositive method as a basis for how the study is constructed and the data analyzed. The research will use a quantitative design with survey questions administered online and distributed in the Ward-5-accessible areas. The following literature review will guide the research design of the study.

### **Literature Review**

For years, nonprofit organizations have developed fundraising strategies and campaigns using different communication vehicles. In 1865, the Salvation Army used appeal letters, and in 1917, the Girl Scouts started selling cookies to their neighbors, thereby creating an emotional appeal and a start to a relationship-building strategy. In time, there was telemarketing and the World Wide Web, both of which offered a variety of different ways to communicate with potential donors. Some of the most effective fundraising practices utilize multichannel, peer-to-peer, and interaction techniques (Andresen et al., 2012).

Research shows that 84% of Americans continue to donate to nonprofit organizations, even though their disposable income has been affected by the economic downturn (Saad, 2008). Also, a study conducted by Blackbaud showed that baby boomers give 43%, traditionalists give 26%, Generation Xers 20%, and members of Generation Y give 11% (Rovner 2013). Fundraising approaches are complex and change often. A multichannel fundraising strategy involves using mail, email, social media, telemarketing, and texting to reach donors. The peer-to-peer method is based on staff, donors, and volunteers personally asking people they know for donations. The interaction fundraising technique is simple: Get out of the office and meet people.

Multichannel fundraising has changed charitable giving behavior and the way nonprofit organizations reach people. A quantitative study of 2,000 people conducted by Georgetown University's Center for Social Impact Communication and Ogilvy Public Relations Worldwide discussed why nonprofits reevaluated the traditional fundraising model, design strategies, and campaigns to include social media (Dixon & Keyes, 2013). The challenge then becomes finding

ways to encompass social media to reach all prospective donors by identifying their different means of communicating.

The use of technology presents challenges for both nonprofits and donors. For nonprofits the challenges are cost, expertise required, and the lack of IT staff to reach all potential donors. The challenges for donors are the expertise that is required, lack of access to devices, and the rapid development of new devices before the present ones are mastered. Nonprofit organizations are working hard to use all the technological tools in their arsenal. Social media are one of the latest tools being used by nonprofits today. However, one of the largest giving sectors, baby boomers and traditionalists, are neither heavy nor sophisticated users of social media.

In a survey conducted by Johns Hopkins Nonprofit Listening Post Project (Geller et al., 2010), 1,100 nonprofit organizations also identified a resistance, disinterest, or lack of knowledge by older staff, board members, volunteers, donors, and senior executives in using social media. Nonprofit organizations, however, cannot afford to overlook prospective donors just because these donors have not mastered the latest technology.

Social media tools used by nonprofit organizations include Facebook, Twitter, blogs, YouTube, email, smartphones, and texting. More than 800 million people use Facebook (Parr, 2011), while Twitter claims more than 100 million users (Twitter Blog, 2011), and YouTube has one billion unique users (YouTube.com, 2012). Social media contains a wealth of information, but it can become cluttered and confusing. The mature age group wants announcements, updates, and informative information sent to them in a clear and concise manner (Dixon & Keyes, 2013).

Nonprofit organizations need a way to consolidate all their information into one social media website. This would enable them to reach the broadest range of prospective donors and

also learn what motivates people to give. However, in order to successfully design such a website, a nonprofit organization would have to first understand the attitudes of baby boomers toward social media. The questions to be addressed are many. How do we measure the effectiveness of using social media for fundraising? Why do people give? What are the characteristics of donors? What are the beliefs and preferences of older donors regarding technology? Can Facebook and FaceTime effectively substitute for face-to-face, in-person interaction in fundraising? Will an organization's publishing of their mission on Facebook get people to share it with their friends and family? Is the cost of maintaining a social media website justified by the increase in donations?

Recent research has shown that the utilization of social media services helps charities continue to operate. The study used a mixed-methods approach, including qualitative and quantitative data, to address the issue of why charities use social media, and the strategies they employ in an attempt to succeed. The results showed that social media is used primarily to build relationships, with little direct focus on fundraising. It also revealed how charities perceive social media (Phethean, Tiropanis, & Harris, 2013).

After a review of the literature, I questioned the physiological reasons people give, the attitudes of boomers/traditionalists, the characteristics of the older generation, and the myths and stumbling blocks affecting baby boomers from utilizing social media as a fundraising tool.

### **Physiological Reason of Giving**

“Life’s most persistent and urgent question is: ‘What are you doing for others?’”

– Martin Luther King, Jr.

From childhood, people are taught how to share their toys, food, etc. with their parents and friends. Parents often tell their little ones to eat their food because “there are starving

children in Africa.” Teachers reinforce this training by teaching children to share their crayons, toys, etc. with classmates. This teaching of children how to be part of a community and to learn how to aid their fellow man is a key part of socialization. Studies show that behavior characteristics of giving of yourself and sharing your wealth with the less fortunate results in happiness and self-satisfaction.

Children who have been taught to share grow up being more active participants in life. They find self-gratification, happiness, and improved healthy attitudes when helping their community and mankind (Woodyard, 2010). Even people with less income contribute to global causes and to the needs of their community. People give to help improve and/or eradicate serious diseases and to assist with world disasters such as 9/11, Hurricane Sandy, the Haiti earthquake, and the catastrophic tsunami in Japan. Why individuals give to particular causes may never be fully understood. However, a review of the literature clearly demonstrates the rewards of giving (Woodyard, 2010).

For adults, giving also seems to be related to recognition, moral values, and tax deductions; in some cases giving may simply be due to an emotion connected to the “warm-glow theory of giving” (Andreoni, 1990). The warm-glow theory refers to how a person feels after giving or volunteering to a cause that aids their fellow man. People feel an internal peace that is difficult to explain.

### **Attitudes of Baby Boomers and Traditionalists**

For baby boomers and traditionalists alike, the positive aspects of social media include the wealth of information available, the ease with which they can stay connected to family and friends, and the entertainment value of online content. The negative sentiments boomers and traditionalists feel regarding social media include concerns about privacy and security and the

fear that heavy use of social media will result in a loss of communication skills. For boomers/traditionalists, social media is not an effective substitute for face-to-face interaction for purposes of building relationships. Also, some boomers and traditionalists find it difficult to make the transition to electronic communication and/or lack access to the different technological devices (Leist, 2013).

### **Donor Characteristics by Generations**

Researchers identified several independent variables related to giving. They are: wealth, income, age, race, gender, religion, and education. This section will focus on the different generational levels and their respective characteristics (Greenberg, 2013).

Generation Z (those born after 1994), are accustomed to high-tech and multiple information sources. Generation Z has never lived without the Internet. In most cases, their parents married late in life and are less likely to get divorced. They faced the aftermath of 9/11, school violence, economic uncertainty, recession, and the mortgage crisis. This generation values family and traditional beliefs, and believes they can make an impact on the world (Williams & Page, 2011). Generation Z, known as “PhilanthroKids,” are not necessarily the donors of tomorrow; in many case they are the donors of today and want to do it their way. In December, 2011, young people were recognized for raising as much as \$600,000 towards worthy causes (Lock, 2011).

Generation Y (those born 1977-1994) grew up with technology. They are known as the group that wants everything now. They are the ones who anticipate and imagine the next Apple technology upgrade or product and are first in line to buy it. This generation uses and masters all devices that allow them to be in real time. Their mottos are “Live for today” and “Just do it.” In comparison to baby boomers who see a future, these young people feel there is no future. Gen

Yers are easily accepting of diversity, and because of the uncertain economic times, many still live at home (Williams & Page, 2011). On average, these young people support four charities and donate an annual average gift of \$481 (Rovner, 2013).

Generation X (those born 1965-1976) grew up in an era of emerging technology as well as political and institutional turmoil, as exemplified by Watergate, the Iranian hostage crisis, and the Clinton-Lewinsky scandal, to name a few. Children in this generation were the first to whom the term *latchkey kids* applied. Generation Xers are independent, competitive, and entrepreneurial. They feel you should work to live and not live to work (Williams & Page, 2011). On average, this group supports four and half charities and donates an annual gift of \$732 (Rovner, 2013).

The baby boomer generation (those born 1946-1964) is the group that has aspired to higher education, wealth, and social status. Baby boomers grew up in a time of protest and sweeping social change. The 1960s and 1970s featured the Civil Rights Movement, the Women's Movement, flag-burning and Vietnam War protests, "Black Power," and more. This generation was the first to be faced with increased racial and gender diversity. Terms associated with baby boomers are *glass ceiling* (Women's Movement) and *equal opportunity* (Civil Rights Movement). Although this generation dealt with many challenges, they have a positive attitude. They are committed to, and involved in, community activities (Williams & Page, 2011). On average, this group supports five charities and donates an annual gift of \$1,212 (Rovner, 2013).

The traditional generation (those born 1930-1945) is comprised of predominately white males. Although women represent the largest segment of the group, the men in this group had the highest employment rates. Traditionalists continue to lead, work, and/or contribute to the workforce, and are overrepresented among corporate offices and board members. They hold

three-quarters of the nation's wealth. The traditional generation was noted for developing the space program as well as for developing vaccines for polio, tuberculosis, tetanus, and whooping cough. They are patriotic and believe in conformity, authority, and rules (Williams & Page, 2011). On average, this group supports seven charities and donates an annual gift of \$1,367 (Rovner, 2013).

### **Social Media Myths**

Social media is widely used by all generations for a variety of activities. However, there is a perception that older generations are not savvy enough to use social media to its full capacity. According to Wandke, Sengpiel, and Sönksen (2012), some of these myths include:

- Just wait and see, which means that when the younger generation matures, this problem will dissipate because they will not have to be trained.
- Older people are not interested in using computers.
- Older people consider computers as useless and unnecessary. This myth is about what older people need in their everyday lives.
- Older people lack the physical capabilities of installing and adjusting the settings on the computer to fit their needs.
- Older people simply cannot understand interactive computing technology, which means that older people are not familiar with computer jargon such as *file*, *browser*, *link*, and *scrollbar*, to name a few.
- You cannot teach old dogs new tricks.

This study reflects how some people feel about the older generation, which might be true in part, but not in totality. Also, if the just-wait-and-see myth is accepted as truth, there will probably be nothing done to aid mature adults in their drive to become computer savvy.

The Pew Internet Research Project (Smith, 2014) appears to dispel the myths, noting that baby boomers and traditionalists have increased their Internet usage as follows: by 75% for those ages 50 and older and by 54% for those age 65 and older. The problem some baby boomers and

traditionalists have with nonprofits using social media as a fundraising tool is security, privacy, and accessibility.

However, while the methods by which fundraising is conducted have changed, so have the attitudes of baby boomers toward the use of social media for fundraising. Research confirms that older donors contribute more to charity than do younger donors. Also, a cross-generational comparison of charitable giving shows the preferences in terms of how donors choose to interact with their charity of choice varies by age group (Charity Navigator, 2014). Younger donors are more apt to use social media due to ease of access, ownership of digital devices, and their knowledge of the different products available to them, e.g., computers, iPhones, iPads, smartphones, texting, and instant messaging, to name a few (Greenberg, 2013). Whereas research confirms that a high percentage of baby boomers do not trust using social media and digital devices. Those in this generation who do own digital devices do not use them to their full capacity (Wandke et al., 2012).

Baby boomers and traditionalists are impressed with technology but view social media as changing the worlds' thinking from private to public. Some older users have a fear of common everyday events being viewed as negative postings. For example, if an older user is employed and a Facebook picture is posted on social media showing the person holding a glass of wine or a can of beer, their employer might perceive the picture as a negative image, which might be cause for dismissal. They fear their identity might be stolen just by using email. The news media provide constant reminders that social media have security issues. The New York Daily News reported in October 2011 that Facebook accounts were hacked 600,000 times per day at the point users were logging in (Jaccarino, 2011). In addition, in April 2014, NBC News, in regards to AOL email accounts, stated that "there was unauthorized access to information regarding a

significant number of users' accounts" (Pepitone, 2014). AOL did not give any concrete information regarding their security issues. Moreover, the database of financial institution JPMorgan Chase & Co. was hacked. And, hackers have figured out how to steal people's electronic income tax refunds.

It seems people have lost the ability to communicate face to face. Increasingly, people use their cellphones and smartphones for communications. The older generation remembers when people met in public places and chose friends based on conversations. By contrast, younger generations are willing to choose friends based on social media and without any face-to-face interaction. Baby boomers/traditionalists also feel that Information Technology (IT) vendors and manufacturers do not focus on the needs of mature adults when developing new products.

The challenge nonprofit organizations face then becomes finding ways to reach all potential donor age groups by understanding their communication preferences. Technology provides new tools for fundraising. Nonprofits have to figure out how to reach all donor age groups across generations: Gen-X, Gen-Y, Gen-Z, baby boomers, and traditionalists. They also need to look at how race, gender, and income affect donation patterns. According to Schortgen (2006), people with the least amount of income give the largest donations to others in their communities.

Nonprofits must also track the effectiveness of using social media versus a peer-to-peer method of fundraising. Since social media is viewed as a stewardship tool, nonprofits need to focus on assuring baby boomers and traditionalists that online sharing of opinions regarding different mission statements and political platform is safe and secure.

Recent research showed that the utilization of social media services helps charities continue to operate. The study used a mixed-methods approach, qualitative and quantitative data, to address the issue of why charities use social media and the strategies they employ in an attempt to succeed. The results showed that social media is used primarily to build relationships, with little direct focus on fundraising. The results also revealed how charities perceive social media (Phethean et al., 2013).

Baby boomers/traditionalists are aware that this is the age of technology, and gadgets enable the world to communicate effectively and quickly, thus enhancing their lives. However, what they have experienced is that social media robs them of their privacy, steals their identity, and makes it easy to dismiss communication skills. On the other hand, social media allows them the ability to stay connected to their family and friends as well as be entertained by YouTube and the game network. Social media does not allow them to build a face-to-face relationship with others. Some baby boomers find it difficult to make a transition to electronics and/or they do not have access to the different technological devices.

During the election and reelection campaigns of President Obama, his administration utilized digital and information technology to aid in fundraising and to win the elections (Rutledge, 2013). Baby boomers, at the time, stepped out of their social media discomfort zone to elect and reelect President Obama. Boomers and traditionalists alike used social media to voice their opinions and share their political likes and dislikes with friends and family. They also donated to support the candidates. Social media was a tool President Obama used to win the election; and because boomers and traditionalists believed in him, they used social media. This use of social media can be compared to President Kennedy's use of the television media to win

his election. This is evidence that baby boomers and traditionalists are moving toward closing the social media digital divide.

To reiterate: Fundraising is both complex and challenging. Nonprofits have changed the traditional peer-to-peer fundraising model to include social media. The use of social media allows nonprofits to reach a larger audience/prospective donor base more efficiently. However, the problem nonprofits now face with social media is the generational divide. The traditionalist and baby boomer generations are more skeptical of social media fundraising campaigns than they are of peer-to-peer or direct-mail approaches. In spite of this knowledge, nonprofits seem to focus their fundraising efforts on single-channel giving when they should use multichannel giving that is inclusive of all generations. Given the statistics that indicate traditionalists and baby boomers are the largest donor group, nonprofits need to adapt their fundraising campaigns accordingly so as to maximize giving for each generation (Dixon & Keyes, 2013).

### **Theoretical Framework**

The nonprofit sector has been growing steadily in both size and financial impact for more than a decade. Between 2010 and 2011, the number of nonprofit organizations increased by 25% (Urban Institute, 2013). However, due to the accessibility of technology, social media has changed the way nonprofit organizations reach both long-time and prospective donors. With a couple of clicks of the mouse, emails can be sent and research of new target areas can be compiled and reviewed, to name a few time-saving steps (Dixon & Keyes, 2013). With the change in technology, the traditional fundraising model has changed.

Fundraising is complex and changes often. Nonprofit models indicate the use of multichannel, peer-to-peer, and interactive fundraising techniques. A multichannel fundraising strategy is one that uses mail, email, social media, telemarketing, and texting to reach donors.

The peer-to-peer method allows nonprofits the potential to increase revenue by using staff, donors, and volunteers to directly “ask” for donations. The interaction fundraising technique is simple: Get out of the office and meet people.

Social media has changed charitable giving behavior and the way nonprofit organizations reach people. A quantitative survey study of 2,000 people conducted by Georgetown University’s Center for Social Impact Communication and Ogilvy Public Relations Worldwide discussed why nonprofits should reevaluate the traditional fundraising model and design strategies and campaigns to include social media (Dixon & Keyes, 2013). The challenge then becomes finding ways to encompass all groups of people by identifying their different means of communicating. A successful social media fundraising campaign must include all potential donors regardless of their age, gender, or demographics (Luther, 2005). However, not all baby boomers utilize social media, a dynamic which, therefore, creates a gap in fundraising efforts.

The intent of this paper is to investigate and explore the reasons baby boomers and traditionalists give, their attitudes, their characteristics, and the world’s perception/myths/beliefs regarding baby boomers and traditionalists’ use of social media (i.e., the four independent variables of this research project). This quantitative research will also review how age, gender, and equipment accessibility (i.e., the moderating variables) affect the phenomenon of giving through social media. Each of these variables is examined in further detail below.

**Dependent variable (DV).** The DV for this project is: *Effective social media fundraising campaigns directed toward baby boomers and traditionalists*. A high percentage of boomers/traditionalists distrust social media and digital devices (Wandke et al., 2012). Boomers/traditionalists see families and other events in their lives as private activities, whereas the younger generation regards the social media network as their family. Therefore, everything

the younger generation does is posted in real time on the social media network, which is a public forum. A number of older adults do not have accessibility and/or the education to operate and feel confident about using a computer. Social media is a form of electronic communications with sites for social networking and microblogging through which users create online communities to share information, ideas, and messages. Some of the top forms of social media nonprofits use for raising funds are Facebook, Twitter, email, and a nonprofit organization's own website (Dixon & Keyes, 2013). Due to social media and technology, nonprofits need to revamp fundraising models in order to encompass all groups of people by identifying their different styles of communication (Luther, 2005).

**Independent variable one (IV1).** IV1 examines the *physiological reasons baby boomers and traditionalists give*. Research shows that when people help their community and mankind via a donation, that giving translates into feelings of self-gratification, happiness, and improved healthy attitudes (Woodyard, 2010). People also give for reasons of recognition, moral values, tax deductions, or simply due to an emotion connected to the “warm-glow theory of giving” (Andreoni, 1990).

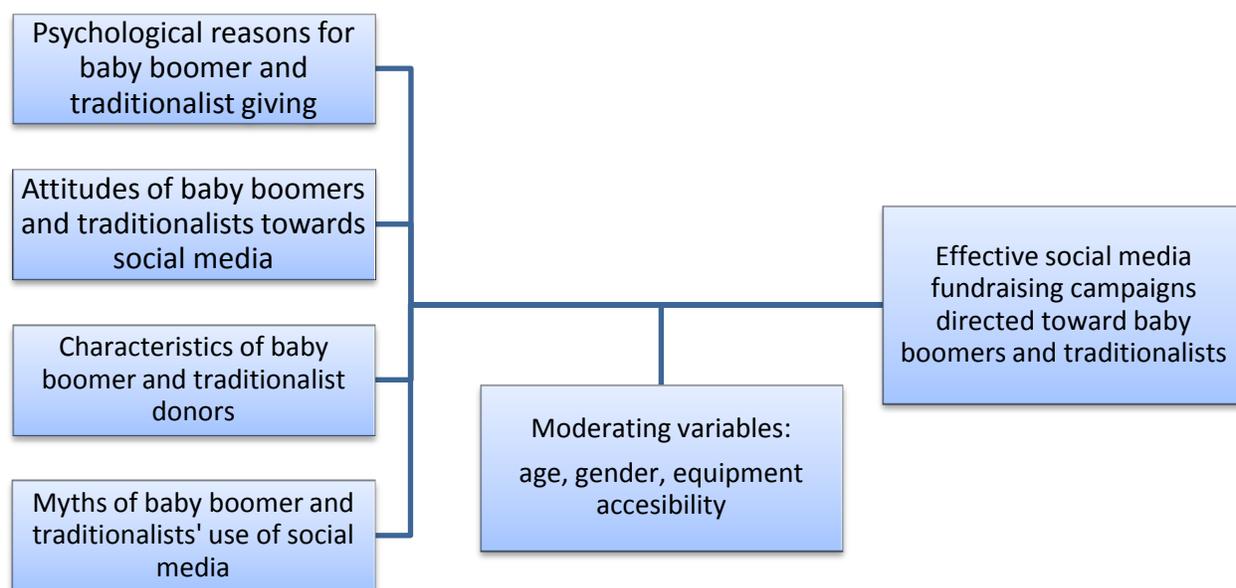
**Independent variable two (IV2).** IV2 examines the *attitudes of baby boomers and traditionalists toward social media*. Baby boomers and traditionalists feel the positive side of social media is the wealth of information, accessibility to family and friends, and the entertainment value (e.g., YouTube, streaming programs, and games). The negative side of social media reflects concerns about privacy and security (hacking), and the fear that communication skills will deteriorate. To boomers/traditionalists, social media is not conducive to relationship-building. Also, some boomers find it difficult to make the transition to electronic devices and/or they do not have access to the different technologies (Leist, 2013).

**Independent variable three (IV3).** IV3 examines the *characteristic of baby boomers and traditionalist donors*. The boomer generation is the group who aspires to higher education, wealth, and social status. Two terms identify boomers: (1) “glass ceiling” (Women’s Movement) and (2) “equal opportunity” (Civil Rights Movement) (Williams & Page, 2011). For boomers, the average annual gift per person is \$1,212 (Rovner, 2013). The traditionalist group holds three-quarters of the nation’s wealth. They are patriotic and believe in conformity, authority, and rules (Williams & Page, 2011). For traditionalists, the average annual gift per person is \$1,367 (Rovner, 2013).

**Independent variable four (IV4).** IV4 examines the myths of baby boomers and traditionalists’ use of social media. Myths regarding baby boomers and traditionalists’ use of social media are common in terms of the human-computer interaction and older people. These myths are widespread among computer scientists, engineers, and programmers, as well as among the general public and even older individuals themselves. One myth is “just wait and see,” which means that if they wait long enough, the younger generation will move into the boomer/traditionalist spot and all concerns and problems will dissipate because Generations X, Y, and Z have grown up with technology and are experts in operating different computer devices. However, if this myth is accepted as truth, the world as it stands will have no reason to assist the boomers or traditionalists in becoming computer savvy (Wandke et al., 2012).

**Moderating variables.** These include age, gender, and equipment accessibility. Younger generations use social media while older generations feel more comfortable using direct mail and face-to-face connections (Gregory, 2014). Young donors are attracted to fundraising websites such as Kickstarter and Indiegogo, whereas traditionalists and baby boomers prefer peer-to-peer and direct mail fundraising methods (Wallace, 2014). In addition, the majority of

people in the younger generations have access to the most up-to-date high-tech devices, and they possess the knowledge to use them. The older generation has less accessibility to the latest equipment and less knowledge on how to operate the different devices. By far, the best fundraising technique is the simple, face-to-face, get-out-of-the-office-and-meet-people method (Andresen et al., 2012).



*Figure 1.* Model of theoretical framework of social media fundraising campaigns

### Summary

The literature provides an overview of the research methods utilized to examine and explore reasons why baby boomers and traditionalists give to causes, their attitudes toward social media, how their characteristics compare to those of younger generations, and the myths the world has formed about more mature givers. The literature also suggests that baby boomers/traditionalists have a narrow view of social media but are interested in becoming more involved in understanding and using technological devices.

### **Research Methodology**

The ultimate goal of a nonprofit fundraising strategy is to win the donors' trust and loyalty to their cause; most importantly, however, it is giving. Using quantitative methods and the postpositivist worldview design, this researcher examines and explores effective social media fundraising campaigns directed toward baby boomers and traditionalists. Data was collected from a structured survey that used closed-ended and multiple-choice questions; information from existing published journals; transcripts; articles pertaining to nonprofit fundraising strategies; and data analysis, interpretation, write-up, and validation. The survey questions are relevant to boomers/traditionalists, their reasons for giving, their attitudes toward social media, and the characteristics and myths associated with boomers/traditionalists. The researcher knows this study challenges the worldview myths of baby boomers and traditionalists and recognizes we cannot be "positive" about its claims of knowledge because of the behavior and actions of humans (Phillips & Burbules, 2000).

The researcher will also examine the phenomenon through observations in numerical representations and through statistical analysis. The data will be compared using the dependent and independent variables, and analyzed using SPSS to measure changes in measurements.

The questionnaire will be distributed to residents in the Ward 5 community of the Washington, DC Metropolitan Area, and pertains to diverse people age 60 and older living in that geographic area. This population was chosen in order to better understand why and how older generational behaviors and attitudes are reflected in nonprofit social media campaigns.

As the world of technology continues to move forward at a fast pace, with this study, the researcher hopes to encourage a change in the worldview (i.e., myths) of the older generation and their use of computers. This study will also contribute to the development and implementation

of a fundraising program to assist with the purchase of electronic devices for mature, underprivileged people.

### **Research Questions**

Social media donors rely primarily on peer-based relationships (Holloway, 2013). Internet and website links specifically developed for donating and giving has naturally progressed toward obtaining ongoing sustainable donations. Through these initiatives, websites such as Facebook, Twitter, and others have improved website giving (Kanter & Fine, 2010). In particular, giving via websites has improved during calamitous events, as social media allows for communication with a significant number of potential donors (Holloway, 2013).

Baby boomers and traditionalists, however, are generally not willing to use social media for fundraising campaigns due to security, privacy, and accessibility issues. On the other hand, they realize the wealth of information that can be gained through social media, and they have the ability to connect with family members and friends and can tap into entertainment through such sites as YouTube, etc.

It is difficult to judge what humans will and will not do if different venues are offered to them. To that end, the researcher will use the following research questions to gain a deeper understanding of seniors' views toward technology.

**Research question one (RQ1).** Due to the distrust of social media, are baby boomers and traditionalists most likely not willing to use social media?

**Null hypothesis one ( $H_01$ ).** Baby boomers and traditionalists' distrust of social media will not affect their usage.

**Alternate hypothesis one ( $H_a1$ ).** Baby boomers and traditionalists' distrust of social media will affect their usage.

**Research question two (RQ2).** Do worldwide myths have an effect on seniors being accepted in the technology world?

*Null hypothesis two ( $H_02$ ).* Worldwide myths do not have an effect on seniors being accepted in the technology world.

*Alternate hypothesis two ( $H_a2$ ).* Worldwide myths have an effect on seniors being accepted in the technology world.

**Research question three (RQ3).** Can the attitudes and behaviors of baby boomers and traditionalists be changed through computer education?

*Null hypothesis three ( $H_03$ ).* The attitudes and behaviors of baby boomers and traditionalists will not change through computer education.

*Alternate hypothesis three ( $H_a3$ ).* The attitudes and behaviors of baby boomers and traditionalists will change through computer education.

### **Setting**

The Ward 5 community of the Washington, DC Metropolitan Area was chosen because of its diverse character and history. Ward 5 has a large residential area, large industrial use, a new high-rise development, and local shopping. Ward 5 also includes railroad tracks (freight and transportation), the United States National Arboretum, and the U.S. Soldiers' and Airmen's Home. In addition, Ward 5 has the largest undeveloped land space in the city which is scheduled for development in the near future. The area reflects a marriage between old and new development. The seniors living in Ward 5 have not found it necessary to relocate, and seniors from other areas are moving into Ward 5. The new development taking place in Ward 5 appears to make the area feel like a modern "new town" while still retaining a downtown flair.

The quantitative survey will be distributed in publicly accessible areas of the Ward 5 community of the Washington, DC Metropolitan Area. Participants will be recruited using a recruitment script which will include a brief description of the purpose and significance of the research as well as an informed consent form. This method was chosen to give everyone, regardless of computer accessibility, an opportunity to participate. The sharing of the results from the Ward 5 boomers/traditionalists will be beneficial to this study due to the area's history and diversity of population.

### **Population**

The targeted area for this study is the Ward 5 community of the Washington, DC Metropolitan Area. The total population for Ward 5 is 74,308, of which censuses identified a diverse group of 30,605 seniors age 60 and above. The demographics of this ethnically diverse group of seniors includes: 76.02% African American (34.54% male, 41.48% female); 16.5% White (8.95% male, 7.55% female); 6.33% Hispanic/Latino (3.28% male, 3.05%, female); and less than 1% Asian and American Indian (Suburban Stats, 2014). Based on the population of 30,605 seniors age 60 and above, the recommended sample size is 380 participants, with a 5% margin of error, a 95% confidence level, and 50% expected response rate, as calculated by using the Raosoft sample size calculator.

### **Ethical Considerations**

This research involves the collection of data from people regarding their level of comfort with social media. With that in mind, the researcher will need to: protect the privacy of participants by developing trust-based relationships; promote the integrity of the research; guard against misconduct and any inappropriate actions that might reflect negatively against the organizations or institutions involved in the study; and be prepared to cope with any

unforeseeable problems. Above all, the research will respect the rights, needs, values, and desires of the participants.

Participants' privacy will be strictly adhered to with regard to names, year of birth, email address, physical address, and any other personal information provided. This information will be kept separate from the consent form. Privacy of office building names and/or housing unit addresses will also be protected. All information will be identified in the study as the Ward 5 area in Washington, DC. The data that is collected will be kept in a locked storage portfolio for at least three years and then shredded. Participants can opt out or withdraw from the study at any time without penalty and all participants have the right to decline to answer any questions they choose.

Participants will be assured there is neither a requirement to, nor reward for, completing the survey. The survey is voluntary. The objectives of the study will be clearly explained in writing as well as verbally if necessary. A request will be made for participants to sign a consent form agreeing to be part of the study. It will be explained that their signature serves as confirmation that they have been informed about the study and their rights as participants, and that all information is private and will not be used for anything other than for purposes of this study. Participants will also be told they can request a copy of the completed project.

The survey presents minimal social and/or psychological risks to participants. The researcher will provide participants with an informed consent form in the form of a letter that briefly explains the purpose of the study and the reason their participation is being requested. The consent letter will also introduce the school (i.e., the overseers of this project) and the researcher (i.e., the author of this paper). Participants will be given an explanation that they are expected to complete a short survey about their views on social media and whether or not they

contribute to nonprofit organizations. It will also be noted that no form of deception will be used in this study. The consent form will also state clearly that there is no compensation associated with this study.

Participants will be assured that all information received from them will be kept confidential. Any reference made to participants will be by pseudonym. The documents collected that contain personally identifiable information will be kept in a locked place to which only the researcher will have access. Also, only the researcher and the research supervisor will know who has participated in this study. After three years, the completed research containing all personally identifiable information will be destroyed.

The researcher foresees no physical risks associated with this study. However, if the participant at any time feels the questions asked of them are too probing and causes them anxiety, discomfort, or negative emotions, they are allowed to withdraw from the study or just skip the question that disturbs them. Information on whom to contact in order to withdraw will be listed on the consent form.

### **Research Design**

Recruiting information will be downloaded from a Google Docs website upon completion of survey questions, the recruitment script, and the link to the informed consent page. The same recruitment script will also be posted in various common areas throughout Ward 5. The recruitment script will outline what is expected of the participant and what is expected of the researcher. The language used in the recruitment script will be in English and will be stated in simple, clear, and concise terms (refer to Appendix A for recruitment information).

The link for the informed consent form will be posted in the recruitment posting and on flyers posted in the common areas of Ward 5. The survey cannot be completed without

completing and agreeing to the informed consent. The informed consent will describe the reason for the research, the benefits of participating, the rights of participants, and the risks associated with participation in the study. Participants will be informed of confidentiality in regards to their name, date of birth, email address, physical address, and any other personal information received from said participants. This data will be retained for a period of three years and then destroyed (refer to Appendix B for a copy of the informed consent form).

The survey will require no more than thirty minutes to complete. The survey will include questions on demographics, age, marital status, highest level of education completed, use of computer, computer accessibility, ownership of other technology devices, and job status. All surveys will be available for seven days. At the end of seven days no surveys will be accepted. All information will be collected and analyzed using SPSS software program.

Upon completion of the SPSS analysis of the data, the researcher will conduct tests to determine the association and correlations of the survey results. An analysis will be run to test statistics for frequencies and variance. A bivariate analysis will also be run to determine the association between the dependent and independent variables. A *t* test will be run to test and prove or disprove the hypotheses. A multiple regression analysis will be run to test for relationships.

A *frequency* table will be used to show the statistical record of how often each value in a set of data occurs. The results will focus on the demographics breakdown of the number of participants by age, gender, and race (Szafran, 2012). *Cross tabulations* will be used to further understand the patterns of responses in the data. *Pearson's correlation* will test how strong the association is between two variables. The data will show values from -1.0 to 1.0. Negative correlation is the range between -1.0 to 0. Positive correlation is the range between 0 and 1.0. If

the two variables are strongly associated, the correlation table will show a value of .5 to 1.0. If the two variables are weakly associated, the correlation table will show a value of -1.0 to -.5 (Szafran, 2012). *Multiple regressions* are a statistical test used to predict how the independent variables relate to the dependent variable and the strength of the correlation.

A *one-sample t test* is a statistical test of the hypothesis used to determine whether the variation of means between one or more samples is different significantly from each another (Szafran, 2012). The test gives an output of a 95% confidence interval for the difference between the “value of the sample mean and the value of the mean predicted by the null hypothesis” (Szafran, 2012). The rejection of the hypothesis will use the standard .05 rule where if the null occurs more than 5% of the time it will be rejected.

### **Survey Protocol**

The survey will include questions about the participant’s attitudes and beliefs regarding social media; the use or non-use of social media; if the participant gives to nonprofits, and if so, how they contribute (i.e., via direct mail and/or social media); and the participant’s accessibility to other electronic devices (e.g., smartphones, iPad, iMac, iPod, iPhone).

Participants will respond to the questionnaire statement by ranking each response on a five-point Likert scale of 1 to 5, with 1 indicating Strongly Disagree and 5 indicating Strongly Agree, or responding with either True or False. Two examples follow.

Example 1: Using the scale below each question, with 1 indicting Strongly Disagree and 5 indicating Strongly Agree, select the number that best corresponds with how you feel about each statement:

- Do you feel Facebook’s purpose is to connect you to family and friends?
- Would you most likely donate to a charity through social media?
- Would you most likely give through direct mail?

- Do you feel if given the opportunity, you would mostly likely invest in crowdfunding?
- With a wealth of information at your fingertips, would you investigate a new charity?
- Are you most likely going to share with your family and friends fundraising campaigns?

Example 2: Select Yes or No.

- Is social media an easy tool to use?
- Would computer training make you more agreeable to using social media?
- Do you feel there are disadvantages to giving online?
- Does it bother you that the younger generation is more technology savvy?
- Do you have access to a computer?
- Do you have access to a smartphone or iPhone?
- If you have a computer, do you know how to use all the features?
- If you do not have a computer, do you feel if you had one it would enhance your life?

### **Summary**

Information technology devices include iMac, iPhone, iPod, iPad, and smartphones. People communicate on these devices using a variety of means, including texting, Facebook, Tweeting, and Instagram, to name a few. At present, nonprofits use crowdfunding platforms such as Indiegogo, Razoo, Kickstarter, Rockhub, and online giving as a way to publicize their mission statements and conduct their fundraising campaigns. All of the above are connected to the wide world of technology and labeled social media.

The problem is that the largest donors, baby boomers and traditionalists, prefer to use direct mail instead of social media. Some of the reasons for this are the lack of privacy, security concerns, and accessibility. With that in mind, nonprofit organizations need to strategize to

change the “I” label to a “we” label to ensure potential donors from every generation are part of their fundraising campaigns. Perhaps this gap can be closed by education, training, and more programs to get devices into the hands of the mature generation.

## Results

The purpose of this quantitative study was to understand why baby boomers and traditionalists seem unwilling to use social media for giving, and to assess how nonprofit organizations can include these groups in their planning. This research investigates boomers/traditionalists' reasons for giving, their attitudes toward social media, their characteristics, and the myths generally associated with boomers/traditionalists. Moreover, as the world of technology continues to move forward at a rapid pace, the author of this study hopes to encourage a change in the worldview (i.e., myths) surrounding the older generation and their use of computers, and also find ways to fund the development, implementation, and training of a program(s) to assist older generations in purchasing electronics and/or increase their accessibility to technology. The more baby boomers/traditionalists feel they retain control of their lives, the more confident they will become with social media.

Once collected, the data was coded by assigning numeric values to each question. The raw data was put into an excel spreadsheet and then downloaded to the SPSS statistical software program to analyze the data. The test was run using descriptive statistics: frequencies, cross tabulation, Pearson's correlation, and one-sample *t* tests in order to test the hypotheses.

The statistical tests were run using the dependent variable and the independent variables to check the relationship level. Once a strong and/or negative relationship was identified, those items were run in a *t*-test. The results of the *t*-test then answered the hypotheses questions, and either accepted or rejected the null.

The structured survey contained 25 questions. Question types included closed-ended, multiple-choice, and Likert-scale types with a response scale of 1 to 5, with 1 indicating Strongly Disagree and 5 Strongly Agree. The survey questions relate to boomers/traditionalists, their

reasons for giving, their attitudes toward social media, and the characteristics and myths associated with boomers/traditionalists' use of technology. The survey includes questions related to the participant's attitudes and beliefs regarding social media; their use or non-use of social media; if the participant gives to nonprofits, and if so, how they contribute (i.e., via direct mail and/or social media); and the participant's access to other electronic devices (e.g., smartphones, iPad, iMac, iPod, iPhone).

### Sample

The data was collected from a total of 95 participants, 64 female (67%), and 31 (33%) male. The participants were age 60 and above, and they all resided in the Ward 5, Washington, DC Metropolitan Area. Of the 95 participants, 58 (61%) were boomers and 37 (39%) traditionalists (see Tables 1-2). Ward 5 has an ethnically diverse group of seniors. The racial breakdown of the participants was not representative of the ethnic diversity of the population of Ward 5's seniors. The breakdown of respondents was 92 (97%) African-American, 2 Hispanic, and 1 American Indian (see Table 3). Also, of the 58 boomers who took the survey, 37 (64%) own or have access to a computer, 18 (31%) an iPad, and 32 (55%) a smartphone. This compares to the 37 traditionalists who took the survey, of whom 11 (30%) own or have access to a computer, 2 (5%) an iPad, and 5 (14%) a smartphone (see Tables 4-6). All participants completed the informed consent form and the survey online and manually between the dates of November 18 and November 24, 2014.

Table 1. *Frequency: Year of Birth*

	Frequency	%	Valid %	Cumulative %
Boomers	58	61.1	61.1	61.1
Valid Traditionalists	37	38.9	38.9	100.0
Total	95	100.0	100.0	

Table 2. *Frequency: Gender*

	Frequency	%	Valid %	Cumulative %
Valid Female	64	67.4	67.4	67.4
Valid Male	31	32.6	32.6	100.0
Total	95	100.0	100.0	

Table 3. *Frequency: Race*

	Frequency	%	Valid %	Cumulative %
Valid African-American	92	96.8	96.8	96.8
Valid Hispanic	2	2.1	2.1	98.9
Valid American Indian	1	1.1	1.1	100.0
Total	95	100.0	100.0	

### Data Analysis and Coding

Various statistical tests were conducted to test and measure whether significant relationships exist between the dependent variable (DV) and each of the independent variables (IV). The results of these tests as they relate to each variable are as follows:

**Cross tabulations.** The cross-tabulation tables (Tables 4, 5 and 6) show the relationship between participant age and their ownership of an electronic device. The tables show that 51% of the total own or have access to a computer, 21% have an iPad, and 40% own a smartphone. Further breakdown shows that of the 58 boomers who took the survey 37 (64%) own or have access to a computer, 18 own an iPad, and 32 a smartphone. This compares to the 37 traditionalists who took the survey, 11 (30%) of whom own or have access to a computer, 2 (5%) an iPad, and 5 (14%) a smartphone (see Tables 4-6). Also noted is the fact that the report numbers probably include participants who own or have access to two or more devices. The cross-tabulation findings are important as the relationship between the dependent and independent variables are analyzed.

Table 4. *Cross tabulation - Birth/Computer Ownership*

		Computer		Total
		Yes	No	
Birth	Boomers	37	21	58
	Traditionalists	11	26	37
	Total	48	47	95

Table 5. *Cross tabulation - Birth/iPad Ownership*

		iPad		Total
		Yes	No	
Birth	Boomers	18	40	58
	Traditionalists	2	35	37
	Total	20	75	95

Table 6. *Cross tabulation - Birth/Smartphone Ownership*

		smartphone		Total
		Yes	No	
Birth	Boomers	32	26	58
	Traditionalists	5	32	37
	Total	37	58	95

**Pearson's correlation - giving.** Results reveal significant correlations exist between the dependent variable, effective social media, and the independent variables. This is shown in Table 7 under the labels of FB/Web (.609, .01, 95) in terms of the survey question that asked if the participant would use Facebook or twitter to donate. The results are a strong positive, indicating there might be a situation that the seniors might donate via social media. In terms of the response to the question that asked if the participant would likely donate via direct mail, the response under the header of Direct mail (Give -.511, .01, 95 and Amounts -.538, .01, 95) was different from the research that stated the mature generation preferred to give via direct mail and/or face-to-face (Robert, 2002). This strong negative response does not support the research

findings. There is a strong positive result for Amounts (.582, .01, 95) that confirms the research the baby boomers and traditionalists are givers. All other relationships are low. As shown in Table 7, the correlations are significant at the 0.01 Alpha Levels (two-tailed) and reveal a strong or very strong correlation between the dependent variables of Give and Amount, and the independent variables of Web, Direct Mail, and FB/Twitter. A strength association of .400 to .599 is considered strong, and of .600 to .999 is considered very strong (Szafran, 2012). The results indicate that baby boomers/traditionalists continue to give to nonprofit organizations, but they are not donating through social media or direct mail. The results also show a moderate negative relationship associated with the categories of Give (-.276, .01, 95) and Amounts (-.231, .05, 95) in regards to Facebook/Twitter. These results might indicate if baby boomers/traditionalists increase their use of Facebook/Twitter they are less likely to give or they might give a lesser amount.

Table 7. *Correlations: Social Media Fundraising vs. How You Would Give*

		Give	Amt.	FB/Twitter	Web	Direct mail
Give	Pearson Correlation	1	.582**	-.276**	-.179	-.511**
	Sig. (two-tailed)		.000	.007	.083	.000
	N	95	95	95	95	95
Amt.	Pearson Correlation	.582**	1	-.231*	-.002	-.538**
	Sig. (two-tailed)	.000		.024	.983	.000
	N	95	95	95	95	95
FB/Twitter	Pearson Correlation	-.276**	-.231*	1	.609**	.214*
	Sig. (two-tailed)	.007	.024		.000	.037
	N	95	95	95	95	95
Web	Pearson Correlation	-.179	-.002	.609**	1	-.072
	Sig. (two-tailed)	.083	.983	.000		.486
	N	95	95	95	95	95
Direct mail	Pearson Correlation	-.511**	-.538**	.214*	-.072	1
	Sig. (two-tailed)	.000	.000	.037	.486	
	N	95	95	95	95	95

\*\* Correlation is significant at the 0.01 level (two-tailed).

\* Correlation is significant at the 0.05 level (two-tailed).

**One-sample *t*-test - giving.** One-way sample *t*-tests were used to test the hypothesis of RQ1: Due to the distrust of social media, are baby boomers and traditionalists most likely not willing to use social media? The results, as shown in Table 8, reveal a statistical significance as follows: FB/Twitter (13.44, 94, .000), Web (17.15, 94, .000), Online Fundraising (12.87, 94, .000), Other (51.57, 94, .000), Direct mail (13.09, 94, .000), Crowdfunding (19.11, 94, .000), Mission to F/F (13.04, 94, .000). The *p*-value (probability value) shown in Table 9 indicates all results being less than 0.05, which indicates the null hypothesis is false, which in turn suggests baby boomers and traditionalists' distrust of social media will not affect their usage.

Table 8. *One-Sample t-Test - How People Give*

	t	df	Test Value = 0			
			Sig. (Two-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Use FB/Twitter	13.441	94	.000	1.432	1.22	1.64
Web	17.154	94	.000	1.137	1.01	1.27
Online Fundraising	12.867	94	.000	1.326	1.12	1.53
Other	51.565	94	.000	3.832	3.68	3.98
Direct mail	13.091	94	.000	2.158	1.83	2.49
Crowdfunding	19.112	94	.000	1.189	1.07	1.31
Mission to F/F	13.038	94	.000	1.484	1.26	1.71

Table 9. *One-Sample Statistics - How People Give*

	N	Mean	Std. Deviation	Std. Error Mean
FB/Twitter	95	1.43	1.038	.107
Web	95	1.14	.646	.066
Online Fundraising	95	1.33	1.005	.103
Other	95	3.83	.724	.074
Direct mail	95	2.16	1.607	.165
Crowdfunding	95	1.19	.607	.062
Mission to F/F	95	1.48	1.110	.114

**Pearson's correlation - attitudes.** Results reveal significant strong negative and positive correlations exist between the dependent variable, effective social media, and the independent

variables. These dependent variables are shown in Table 10 as Giving (-.628, .01, 95), Amount (-.704, .01, 95), Solicit (-.530, .01, 85), and Communication (-.647, .01, 95), as compared to the independent variable question, “Do you feel a computer enhances your life?” The variable question that asked if the participant feels safe posting remarks and pictures on social media showed strong positive results (.819). This indicates that baby boomers and traditionalists do not feel it is unsafe to make remarks or post on social media. However, the results indicate that boomers and traditionalists do not trust social media or use it as a communication tool.

**One-sample *t*-test - attitudes.** One-way sample *t*-tests were used to test the hypothesis of attitudes and distrust toward social media. The results, as shown in Table 11, reveal a statistical significance as follows: Enhance life (14.77, 94,  $p=.000$ ), SM Trustworthy (25.88,  $d94$ , .000), SM posting (35.32, 94, .000). The *p*-value (probability value) shown in Table 12 shows all results being less than 0.05, which indicates the null hypothesis is false, which in turn suggests baby boomers and traditionalists’ attitudes and distrust of social media will not affect their usage.

Table 10. *Pearson's r - Significant Correlations Regarding Attitudes toward Social Media*

		Give	Amt.	Why donate	Solicit	Comm.	Enhance	SM trust	SM postings
Give	Pearson Correlation	1	.582**	.382**	.522**	.487**	-.628**	.154	.024
	Sig. (two-tailed)		.000	.000	.000	.000	.000	.137	.819
	N	95	95	91	85	95	95	95	95
Amt.	Pearson Correlation	.582**	1	.557**	.415**	.701**	-.704**	.284**	.162
	Sig. (two-tailed)	.000		.000	.000	.000	.000	.005	.117
	N	95	95	91	85	95	95	95	95
Why donate	Pearson Correlation	.382**	.557**	1	.619**	.413**	-.371**	.286**	.015
	Sig. (two-tailed)	.000	.000		.000	.000	.000	.006	.887
	N	91	91	91	81	91	91	91	91
Solicit	Pearson Correlation	.522**	.415**	.619**	1	.366**	-.530**	.213	-.173
	Sig. (two-tailed)	.000	.000	.000		.001	.000	.050	.114
	N	85	85	81	85	85	85	85	85
Communication	Pearson Correlation	.487**	.701**	.413**	.366**	1	-.647**	.255*	.141
	Sig. (two-tailed)	.000	.000	.000	.001		.000	.013	.173
	N	95	95	91	85	95	95	95	95
Enhance your life	Pearson Correlation	-.628**	-.704**	-.371**	-.530**	-.647**	1	-.356**	-.095
	Sig. (two-tailed)	.000	.000	.000	.000	.000		.000	.361
	N	95	95	91	85	95	95	95	95
SM trustworthy tool	Pearson Correlation	.154	.284**	.286**	.213	.255*	-.356**	1	.127
	Sig. (two-tailed)	.137	.005	.006	.050	.013	.000		.220
	N	95	95	91	85	95	95	95	95
SM postings	Pearson Correlation	.024	.162	.015	-.173	.141	-.095	.127	1
	Sig. (two-tailed)	.819	.117	.887	.114	.173	.361	.220	
	N	95	95	91	85	95	95	95	95

\*\* Correlation is significant at the 0.01 level (two-tailed).

Table 11. *One-Sample t-Test Attitudes toward Social Media*

	t	df	Test Value = 0		95% Confidence	
			Sig. (two-tailed)	Mean Difference	Interval of the Difference	Lower
Enhance life	14.768	94	.000	2.600	2.25	2.95
SM Trustworthy	25.877	94	.000	1.611	1.49	1.73
SM Postings	35.315	94	.000	1.800	1.70	1.90

Table 12. *One-Sample Statistics - Attitudes toward Social Media*

	N	Mean	Std. Deviation	Std. Error Mean
Enhance life	95	2.60	1.716	.176
SM Trustworthy	95	1.61	.607	.062
SM Postings	95	1.80	.497	.051

**Pearson's correlation - myths.** The results of Table 13 show a strong significant to baby boomers and traditionalists showing an interest in the technology world (.742, .01, 95), to owning/accessing computers (.559, .01, 95), and in terms of education (.530, .01, 95), being open to learning how to use the computer. The results also show a strong negative relationship in regards to myth, indicating existing myths are not a concern of the mature group.

**One-sample t-test - myths.** One-way sample *t*-tests were used to test the hypothesis of RQ2: Do worldwide myths have an effect on seniors being accepted in the technology world? The results reveal a statistical significance as follows: Technology (27.53, 94, .000), Own a computer (28.79, 94, .000), Education (26.29, 94, .000), Myths (18.41, 94, .000). The results indicated in Table 14 below support the findings in the Pew Internet Research Project (Smith, 2014), which appear to dispel the myths, as baby boomers and traditionalists have increased their Internet usage by 75%. The *p*-value (probability value) shown in Table 15 shows all *p* results being less than 0.05, which indicates the null hypothesis is false.

Table 13. *Pearson's r - Significant Correlations regarding Myths*

		Technology	Own a computer	Education	Myth
Technology	Pearson Correlation	1	.742**	.530**	-.407**
	Sig. (two-tailed)		.000	.000	.000
	N	95	95	95	95
Own a computer	Pearson Correlation	.742**	1	.559**	-.513**
	Sig. (two-tailed)	.000		.000	.000
	N	95	95	95	95
Education	Pearson Correlation	.530**	.559**	1	-.343**
	Sig. (two-tailed)	.000	.000		.001
	N	95	95	95	95
Myth	Pearson Correlation	-.407**	-.513**	-.343**	1
	Sig. (two-tailed)	.000	.000	.001	
	N	95	95	95	95

Table 14. *One-Sample t-Test regarding Myth*

	t	df	Sig. (two-tailed)	Test Value = 0		
				Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Technology	27.533	94	.000	1.295	1.20	1.39
Own a computer	28.788	94	.000	1.211	1.13	1.29
Education	26.290	94	.000	1.179	1.09	1.27
Myth	18.408	94	.000	2.832	2.53	3.14

Table 15. *One-Sample Statistics regarding Myth*

	N	Mean	Std. Deviation	Std. Error Mean
Technology	95	1.29	.458	.047
Own a computer	95	1.21	.410	.042
Education	95	1.18	.437	.045
Myth	95	2.83	1.499	.154

**Pearson's correlation - education.** The results shown in Table 16 indicate a strong significant to baby boomers and traditionalists showing an interest in the technology world

(.530, .01, 95), to owning/accessing computers (.742, .01, 95), and being open to learning how to use a computer (.530, .01, 95). These results indicate that boomers and traditionalists aspire to higher education and have a desire to stay connected to the ever-changing world around them (Leist, 2013).

Table 16. *Pearson's r - Significant Correlations Regarding Education*

		Technology	Own/access computer	Education
Technology	Pearson Correlation	1	.742**	.530**
	Sig. (two-tailed)		.000	.000
	N	95	95	95
Own/access computer	Pearson Correlation	.742**	1	.559**
	Sig. (two-tailed)	.000		.000
	N	95	95	95
Education	Pearson Correlation	.530**	.559**	1
	Sig. (two-tailed)	.000	.000	
	N	95	95	95

\*\* Correlation is significant at the 0.01 level (two-tailed).

**One-sample *t*-test - education.** One-way sample *t*-tests were used to test the hypothesis of RQ3: Can the attitude and behaviors of baby boomers and traditionalists be changed through computer education? The results reveal a statistical significance (see Table 17): Technology (27.53, 94, .000), Own a computer (28.79, 94, .000), Education (26.29, 94, .000). The *p*-value (probability value) shown in Table 18 shows all *p* results being less than 0.05, which indicates the null hypothesis is false, which further suggests the baby boomer and traditionalist feel computer training will help them better understand and operate electronic devices.

Table 17. *One-Sample t-Test regarding Education*

	Test Value = 0					
	t	df	Sig. (two-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Technology	27.533	94	.000	1.295	1.20	1.39
Own a computer	28.788	94	.000	1.211	1.13	1.29
Education	26.290	94	.000	1.179	1.09	1.27

Table 18. *One-Sample Statistics regarding Education*

	N	Mean	Std. Deviation	Std. Error Mean
Technology	95	1.29	.458	.047
Own a computer	95	1.21	.410	.042
Education	95	1.18	.437	.045

## Summary

The survey was completed over a period of seven days, November 18 through November 24, 2014; by a total of 95 participants, 64 female and 31 male aged 60 and above; all of whom reside in the Ward 5, Washington, DC Metropolitan Area. Various statistical tests were run on the data to test for significant relationships corresponding to the DV and each IV1. The test showed a strong relationship exists between baby boomers and traditionalists' feelings of distrust toward social media and related technology and their level of giving via electronic means. The data also aligns with Woodyard's (2010) reasons as to why people give to charity. They give to help their community, and giving translates into feelings of self-gratification and happiness. The next strong relationship indicated by the survey results was that baby boomers and traditionalists are interested in technology and want to learn how to improve their skills on the computer. However, the results with regard to myths associated the boomers and traditionalists' use of

technology was relatively evenly distributed. The data showed that 38 participants disagreed with the statement “You cannot teach an old dog new tricks,” while 35 strongly agreed, and 22 neither agreed nor disagreed.

### Discussion

Social media has changed charitable giving behavior and the way nonprofit organizations reach people. A quantitative study of 2,000 people conducted by Georgetown University's Center for Social Impact Communication and Ogilvy Public Relations Worldwide discussed why nonprofits should reevaluate the traditional fundraising model and design strategies and campaigns to include social media (Dixon & Keyes, 2013). The challenge then becomes finding ways to encompass all groups of people by identifying their different means of communicating. A successful social media fundraising campaign must include all potential donors regardless of their age, gender, or demographics (Luther, 2005). However, not all baby boomers utilize social media, a dynamic which, therefore, creates a gap in fundraising efforts.

This study focuses on identifying why baby boomers and traditionalists seem unwilling to use social media for giving, and to assess how nonprofit organizations can include these groups in their planning. The study reviewed boomers/traditionalists' reasons for giving, their attitudes toward social media, their characteristics, and the myths generally associated with boomers/traditionalists. The results showed that baby boomers and traditionalists do not trust social media, but they still find other ways to give. There are also strong indicators this group wants to learn how to use a computer and that they want to stay up to date with technology. The following are the research questions that guided this study.

**Research question one (RQ1).** Due to the distrust of social media, are baby boomers and traditionalists most likely not willing to use social media?

**Null hypothesis one ( $H_01$ ).** Baby boomers and traditionalists' distrust of social media will not affect their usage. The results of the study reject the null hypothesis.

*Alternate hypothesis one ( $H_{a1}$ ).* Baby boomers and traditionalists' distrust of social media will affect their usage. The results of the study accept the alternate hypothesis.

The one-sample  $t$ -test results shown in Table 7 indicate the null hypothesis can be rejected for all seven variables. The results concur with the literature (citations), which reflects that baby boomers/traditionalists feel that using social media for nonprofit fundraising lacks in personal relationships, security, privacy, and accessibility.

**Research question two (RQ2).** Do worldwide myths have an effect on seniors being accepted in the technology world?

*Null hypothesis two ( $H_{02}$ ).* Worldwide myths do not have an effect on seniors being accepted in the technology world. The results of the study accept the null hypothesis.

*Alternate hypothesis two ( $H_{a2}$ ).* Worldwide myths have an effect on seniors being accepted in the technology world. The results of the study reject the alternate hypothesis.

The one-sample  $t$ -test results shown in Table 14 agree with the literature review that baby boomers and traditionalists are increasing their use of social media and are interested in learning more about the technology world.

**Research question three (RQ3).** Can the attitudes and behaviors of baby boomers and traditionalists be changed through computer education?

*Null hypothesis three ( $H_{03}$ ).* The attitudes and behaviors of baby boomers and traditionalists will not change through computer education. The results of the study reject the null hypothesis.

*Alternate hypothesis three ( $H_{a3}$ ).* The attitudes and behaviors of baby boomers and traditionalists will change through computer education. The results of the study accept the alternate hypothesis.

The one-sample *t*-test results shown in Table 17 agree with the literature that refers to baby boomers and traditionalists as groups who aspire to higher education, wealth, and social status. Knowledge is obtained through education, so computer training and other technology devices are important to them.

This study is an important topic requiring further research. People are living longer so all generations need to be included at the “table.” Upon review of this project, the researcher finds other areas of research that could be expanded upon in future updates of the project. There can never be wrong research because something can always be learned through similar type research. Being a baby boomer, I might have injected some bias. However, this researcher sees that the survey was lacking in design consideration, directions, types of questions, and length (Fanning, 2005).

The design of the survey did not give the sample group an opportunity to voice their concerns or provide advice that might aid in closing the technology gap. The directions should have included an explanation of social media concepts and wording. The demographic questions should have included education level, income, and employment, to aid in gathering a better understanding of who our target area represents. The addition of these questions would help to analyze how people with an education background or who are employed use a computer in their lives versus someone who does not work or have an a higher education background. Inclusion of a total of 25 questions was too many, because some of the sample group did not understand some of the questions relating to nonprofit fundraising groups. They questions should have been clarified. For example, the question “Have you ever donated to any of the following online fundraisers: GodFundMe, Kickstarter, and Indiegogo?” may have been more recognizable to a person who works with or uses a computer often, as they might be more knowledgeable on the

different types of fundraising channels versus someone with limited computer use or only basic computer knowledge.

The total sample size for this study was 95 participants, of which 96.8% were African American and 3.2% were others from the Ward 5, Washington, DC Metropolitan Area. Based on Ward 5's population of 30,605 seniors age 60 and above, the recommended sample size would have been 380 participants, with a 5% margin of error, a 95% confidence level, and 50% expected response rate. The demographics of this ethnically diverse area of seniors includes: 76.02% African American (34.54% male, 41.48% female); 16.5% White (8.95% male, 7.55% female); 6.33% Hispanic/Latino (3.28% male, 3.05%, female); and less than 1% Asian and American Indian (Suburban Stats, 2014). Given the differences between the racial makeup of Ward 5 seniors in general versus the racial breakdown of those who participated in the study, the researcher believes the results might have been different if a more diverse group had participated in the study. Obtaining a wider view of how baby boomers and traditionalists feel about social media is another reason the study should be expanded.

### **Conclusions**

Although social media plays a major role in the fundraising strategies of nonprofit organizations, these organizations have continued to reach out to baby boomers and traditionalists using the traditional fundraising model. When soliciting and receiving donations, the use of multichannel fundraising gives the nonprofit the opportunity to stay abreast of the latest technologies such as mobile phones, iPhone easy pay, and an individual's thumb print. These modes of communication are great to use for soliciting donations from the younger generation who like to multi-task and complete a task by the quickest means possible.

The research completed for this study clearly indicates baby boomers and traditionalists are interested in technology and in learning how to use the different devices. However, research shows they will probably not reach a point of making a donation through social media for some time. Perhaps apps or devices can be developed to meet the needs of seniors. At present, seniors feel that every new app or device that is developed is geared toward the younger generation with no consideration given to their age category.

When you compare the characteristics of baby boomers to those of the so-called “PhilanthroKids,” Generation Z, you get the feeling that history is repeating itself. These two generations are committed to, and involved in, community causes. They just want to do it their way, and get it done.

Giving by baby boomers and traditionalists was not significant in the study, and the researcher feels this was due to two things: one, the question “Do you give to nonprofit organizations?” was not clearly understood by all; and two, baby boomers and traditionalists comprise one of the largest groups of church contributors today, which may be what they consider a donation. Churches were not included in the study. However, if another study is done, a comparison between nonprofit donations and church donations should be explored.

Popular myths relating to baby boomers and traditionalists’ use of technology do not appear to constrain this generation. They appear indifferent to the various myths and are only interested in being part of the ever-changing technology world. They work hard at trying to stay connected to the world around them, as indicated by the computers and smartphones they own and use. It is true, as reflected in the survey, that they are not familiar with terminology such as crowdfunding, GoFundMe, Kickstarter, and Indiegogo. When these terms were explained to the seniors, many felt this form of giving was too risky; they felt you needed to see and touch, not

just view something on the Internet. Common sentiments included, “It could be a lie” and “You do not know the people.” The next question would be, “Who do you really know?”

### **Recommendations and Implications**

This research, due to the limitations of sample size, time constraints, question types, and roadblocks in recruiting has only begun to touch the concerns of baby boomers and traditionalists with regard to social media. The recommended sample size for Ward 5 is 380 surveys; however, because of the time constraints and recruiting roadblocks this number of participants was not obtainable. This current research is based on a small sample size of 95 participants. The research questions should be expanded to include education level, income, and a larger number of Likert-type questions. The questions used were categorical and nominal, which made it difficult to make inferential assumptions. More attention should be given in terms of how the questions are written, to accommodate the seniors’ somewhat limited level of understanding of social media terminology. The survey process also indicates a need for accessibility to computers. Perhaps refurbished computers could be made available to participating seniors. This could be done in libraries, the senior’s residence, schools, and others facilities. Seniors also want training on the use of computers. Based on this discussion, it is recommended that this research be repeated and expanded.

### **Summary**

The attitudes and behaviors of baby boomers toward the use of social media is a phenomenon of great interest to the children of baby boomers and traditionalists, nonprofits, and marketing groups, to name a few. The purpose of this research was to understand why baby boomers and traditionalists seem unwilling to use social media for giving, and to assess how nonprofit organizations can include these groups in their planning. The research looked at

boomers/traditionalists' reasons for giving, their attitudes toward social media, their characteristics, and the myths generally associated with boomers/traditionalists. Moreover, as the world of technology continues to move forward at a rapid pace, the author of this study hoped the study would encourage a change in the worldview (i.e., myths) surrounding the older generation and their use of computers, and also find ways to fund the development and implementation of training programs to assist older generations.

The literature and the results indicated that baby boomers and traditionalists have a strong distrust of social media. However, they are still interested in giving and working in their community to help people in need. Baby boomers and traditionalists believe that technology is informative and they are eager to learn how to use the different devices. In addition, they are not concerned with current myths regarding their use of social media and related technology.

The research examined a cross-sectional rather than longitudinal sample, thereby limiting the results. The study has additional limitations due to the following: (a) time constraints for research; (b) the small sample size; (c) external validity issues (i.e., generalizations made by survey participants); and (d) the recipients' bias is based on their cultural experiences and worldviews. This study is also limited by the questionnaire, since it does not allow the recipients an opportunity to add comments. Therefore, it is recommended that this study be repeated and expanded.

As stated before, this research should be expanded, and conducted over a much longer period of time. The following quote sums up what this researcher found to be the view of baby boomers and traditionalists regarding how they approach this highly technological world:.

“You are never too old to set another goal or to dream a new dream”. – C. S. Lewis

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February 23, 2014

## Appendices

### Appendix A: Recruitment Script

Greetings:

My name is Lorraine Duvalier and I am a student at Trinity University, Washington, DC, and am working on my Master of Science Administration in Nonprofit Management degree. I am conducting research on the attitudes of baby boomers and traditionalists toward the use of social media in fundraising. I am looking for candidates who are willing to complete my survey which is attached and/or online. All surveys have to be completed within 7 days (November 18<sup>th</sup> through November 24<sup>th</sup>). No surveys will be accepted after November 24<sup>th</sup> and the online survey will be disabled.

All information collected will be kept confidential and destroyed after the study. The survey will only take 20 to 30 minutes to complete. Feel free to skip any questions that you do not wish to answer. Note that completing the survey is strictly voluntary. We only ask that you sign the informed consent form which says you understand your rights. If you have any questions about the survey, please feel free to email me at [duvalierl@students.trinitydc.edu](mailto:duvalierl@students.trinitydc.edu). If you choose to participate, please sign the consent form, then take a survey packet that includes a self-addressed stamped envelope which you can use to mail me the survey. Thank you in advance for your time and support.

## Appendix B: Informed Consent Form

### Attitudes of Baby Boomers and Traditionlists toward the Use of Social Media in Fundraising.

I would like to invite you to participate in a research study examining the attitudes of baby boomers and traditionlists toward the use of social media in fundraising, which will add to the knowledge related to why baby boomers and traditionalists give, their attitudes and beliefs toward social media, and the worldview of the myths associated with baby boomers and traditionalists. My name is Lorraine Duvalier, and the data collected in this survey will help me fulfill the requirements for a Master of Science degree in Nonprofit Management at Trinity Washington University. I am under the supervision of my faculty advisor Dr. Kelley Wood.

**What Participation Requires of You:** Please read this informed consent form. By signing it you are agreeing to be a part of this study. Participation is not allowed without completing and signing the informed consent form. Next, please complete the short attached survey about your views on social media, and whether or not you contribute to nonprofit organizations. The survey will take no longer than 30 minutes. The survey is available online and via a hard copy. The survey must be completed in 5 days, November 17<sup>th</sup> through November 21<sup>st</sup>. If you are completing an online survey, the link will be disabled at 12 p.m. on November 21<sup>st</sup>. If you are completing a pen and pencil survey, no surveys postmarked after November 21<sup>st</sup> will be included in the study. Note that there is no planned use of deception involved in this study.

**Your Privacy:** Your participation in this study and your responses will be kept confidential. Any reference to you will be by pseudonym. This document will be kept in a locked place that only the researcher will have access to. Only the researcher and the research supervisor will know who has participated in this study. Three years after the completion of this research all personally identifying information will be destroyed.

**Risks to You:** There are five acknowledged risks generally associated with participation in research studies: physical, psychological, social, economic, and legal. The researcher foresees minimal risk for those who choose to participate in this study. There are no foreseen physical risks associated with this study. However, you might experience social, economic, or legal implications if you share your responses or your participation in this study with others. If you choose to participate in this study, you are encouraged to keep your participation in this study and your responses confidential. The researcher will maintain your confidentiality throughout the study, and will destroy the records of your participation three years after the study is complete.

If you experience anxiety, discomfort, or negative emotions as a result of responding to the questions asked in this research study, you may choose to skip the question, to withdraw from the study, or you may contact the researcher (me) or my faculty advisor and/or the SPS-BGS Institutional Review Board (listed below), especially if your discomfort continues after the study. See the contact information on the page below.

**Benefits to You:** There are no direct benefits to you regarding participation in this study beyond the general knowledge that you are assisting in furthering the knowledge related to this research topic and assisting the researcher in completing her MSA degree requirements. There is no compensation associated with participation in this study. This document acknowledges you understand your rights as a participant in this study, which the researcher has explained to you prior to signing this document.

**Informed consent**, page 2Attitudes of Baby Boomers and Traditionlists toward the Use of Social Media in Fundraising.

I acknowledge that the researcher has explained my rights, the requirements of this study, and the potential risks involved in participating in this study. I understand there is no compensation for, or direct benefit of participating in this study. By signing below and providing my contact information I am indicating that I consent to participate in this study, that I am at least 18 years of age, and I am eligible to participate in this study.

I understand that I may withdraw from this study at any time by notifying the researcher by email. If I have any concerns regarding my participation in this research study I may contact the researcher's faculty advisor, Dr. Kelley Wood or the SPS-BGS Institutional Review Board (IRB), which oversees the ethical practice of research involving human participants conducted by students of the Trinity Washington University School of Professional Studies. You may ask for a copy of this document for your own records.

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

Printed Name: \_\_\_\_\_

Phone Number, Email Address, or Postal Address: \_\_\_\_\_

Thank you for your participation,

Lorraine Duvalier

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SPS-BGS Institutional Review Board Committee

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[SPS@TrinityDC.edu](mailto:SPS@TrinityDC.edu), or [BGS@trinitydc.edu](mailto:BGS@trinitydc.edu) with SPS-BGS IRB in the subject line.

**Appendix C: Survey****Attitudes of Baby Boomers and Traditionalists toward Social Media**

This selection is about you.

What is your birth year? \*

Please select the year range from the list below.

- Born after 1994
- 1977 - 1994
- 1965 - 1976
- 1946 - 1964
- 1930 - 1945

Are you..... \*

- Female
- Male

Ethnic Group \*

- African-American
- Caucasian (White)
- Hispanic
- Latino
- Asian
- American Indian
- Other

Do you own a computer?

- Yes
- No

Do you own an iPad?

- Yes
- No

Do you own a smartphone?

- Yes
- No

Do you give to nonprofit organizations?

If your answer is "Yes", go to next question. If no, skip next question.

- Yes
- No

How much do you donate on yearly bases?

Please "check" the range amount of your donations, do not include religions donations.

- \$100.00 to \$199.00
- \$200.00 to \$399.00
- \$400.00 to \$499.00
- \$500.00 to \$599.00
- \$600.00 to \$699.00
- \$700.00 to \$799.00
- \$800.00 to \$899.00
- \$900.00 to \$999.00
- \$1,000.00 and above
- I do not donate to nonprofits

Why do you donate to nonprofit organizations?

Please "check" the comment that best describes your motivation for donate.

- Self-gratification
- Makes me feel good about myself
- Like helping others
- Recognition
- Moral values
- Tax deductions
- Emotional motivation

- World disaster

Do you feel nonprofit organizations actively solicit your donations? If so, how do they contact you?

Please "check" the appropriate box.

- Yes
- Direct mail
- Gala Events
- Telephone
- Email
- Face-to-face
- Social Media (Facebook etc.)
- No

Do you use social media for communication purposes?

The following is a list of social media programs; please select all the programs you use.

- Facebook
- AOL
- Twitter
- YouTube
- Blogs
- Email
- Texting
- Instagram
- Other
- None

How likely are you to use Facebook or Twitter to donate to your favorite charity?

1      2      3      4      5

Very unlikely

Very likely

Would you search for new charities on the web?

1      2      3      4      5

Very unlikely

Very likely

Would you be more likely to participate in fundraising campaigns where donations must be made online?

1 2 3 4 5

Very unlikely

Very likely

Have you every donated to any of the following online fundraisers?

- GoFundMe
- Kickstarter
- Indiegogo
- None

Would you most likely donate to a charity via direct mail?

1 2 3 4 5

Very unlikely

Very likely

Would you invest in crowdfunding campaigns?

Crowdfunding is the practice of funding a project or venture by raising monetary contributions from a large number of people via online donations.

1 2 3 4 5

Unlikely

Likely

Would you tell your family and friends about your charity mission on social media?

1 2 3 4 5

Very unlikely

Very likely

Do you feel a computer enhances your life?

1 2 3 4 5

disagree

strongly agree

Do you think that social media is a trustworthy tool to use?

- True
- False

Do you feel safe posting remarks and pictures on social media?

- Yes
- No

Are seniors interested in technology?

iPhone, iPad, computers etc.

- True
- False

Do seniors want to own or have access to computers?

- True
- False

Are seniors willing to learn to use technology?

- True
- False

There is a myth that says "you cannot teach an old dog new trick". Do you feel the younger generation feel that way about trying to include seniors in the technology world?

1      2      3      4      5

Disagree strongly

Agree strongly