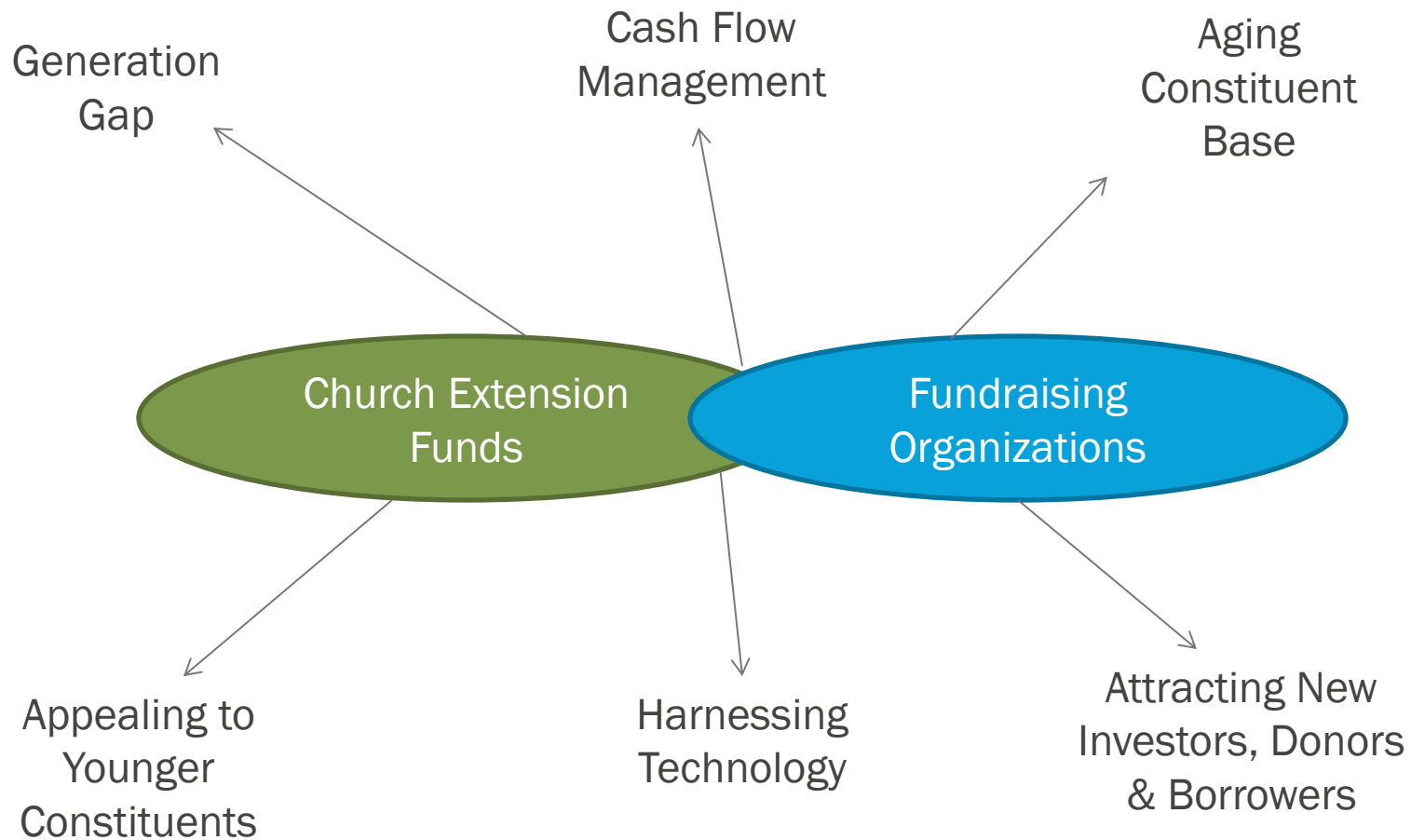




Client Panel Discussion

2015 DDI USER GROUP MEETING
MAY 19TH-20TH



G.I./GREATEST

SILENT

BOOMERS

X

MILLENNIALS

- Born**
- 1901 - '24 (S&H)
 - Pre 1928 (Pew)

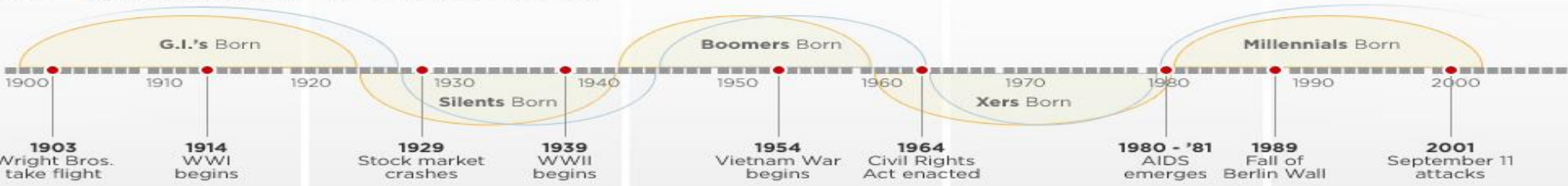
- Born**
- 1925 - '42 (S&H)
 - 1928 - '45 (Pew)

- Born**
- 1943 - '60 (S&H)
 - 1946 - '64 (Pew)

- Born**
- 1961 - '81 (S&H)
 - 1965 - '80 (Pew)

- Born**
- 1982 - 2004 (S&H)
 - Post 1980 (Pew)

KEY • Strauss & Howe (S&H) • Pew Research Center (Pew)



3%

Percent of 2010 adult population (Census estimate)

83+

age in 2010 (Pew)

14%

Percent of 2010 adult population (Census estimate)

65 - 82

age in 2010 (Pew)

33%

Percent of 2010 adult population (Census estimate)

46 - 64

age in 2010 (Pew)

28%

Percent of 2010 adult population (Census estimate)

30 - 45

age in 2010 (Pew)

22%

Percent of 2010 adult population (Census estimate)

29-

age in 2010 (Pew)



Katharine Hepburn
Born 1907

George H. W. Bush
Born 1924

Martin Luther King, Jr.
Born 1929

Tina Turner
Born 1939

Oprah Winfrey
Born 1954

Michael Jordan
Born 1963

Jay-Z
Born 1969

Tiger Woods
Born 1975

Christina Aguilera
Born 1980

Mark Zuckerberg
Born 1984

GREATEST YEARS

Called the G.I. Generation or the Greatest Generation (following a book by journalist Tom Brokaw), this generation fought in World War II.

SILENT YEARS

They were children during the Great Depression and World War II. Their label "refers to their conformist and civic instincts," says Pew.

BOOMER YEARS

The boomers were born during a fertility spike after World War II, according to Pew. That spike came to an end with the emergence of the birth control pill in 1964.

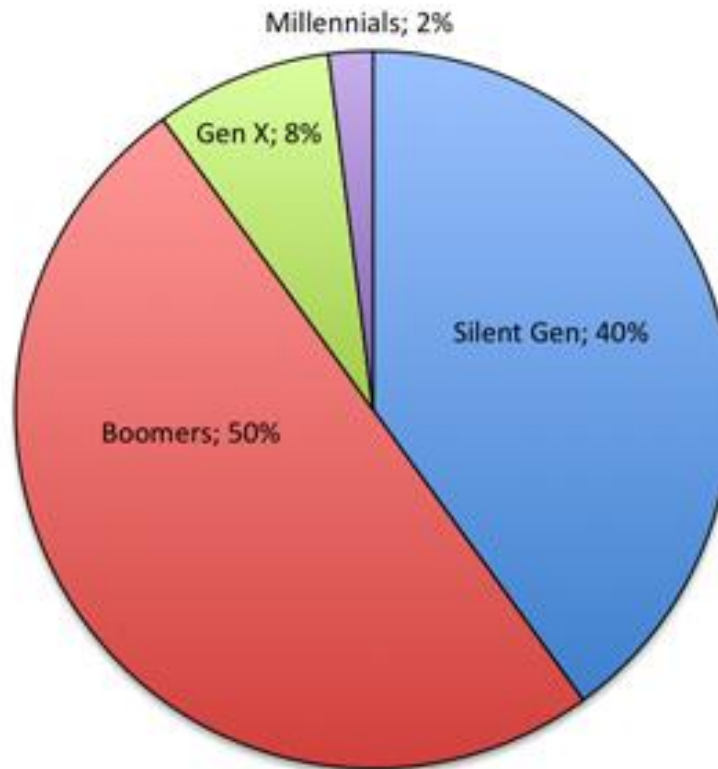
X YEARS

This generation was once called "baby bust," Pew says. The new name became popular with the release of author Douglas Coupland's book "Generation X: Tales for an Accelerated Culture."

MILLENNIAL YEARS

An echo of the baby boomer generation, this group is the first to come of age in the new millennium, says the Pew report.

Interesting Donation Statistics



futurefundraisingnow.com

May 19-20, 2015

Interesting Investment Statistics

SAVINGS AND INVESTMENTS

Total savings/investments, workers age 45 to 54

Less than \$10,000: 46%

\$10,000 to \$99,999: 26%

\$100,000 to \$249,999: 12%

\$250,00 or more: 17%

Total savings/investments, workers age 55 +

Less than \$10,000: 31%

\$10,000 to \$99,999: 29%

\$100,000 to \$249,999: 18%

\$250,000 or more: 22%

Forbes.com

May 19-20, 2015

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Discussion, Questions, Comments



Patrick McHugh
pmchugh@ddi.org
support@ddi.org
317.713.2480

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