

# ***GENERATIONS***

## ***THE CHALLENGE OF A LIFETIME FOR YOUR NONPROFIT***

BY PETER C. BRINCKERHOFF

### ❖ **GENERATIONAL BREAKDOWN**

- **Greatest Generation**
  - Born: 1901-1924
  - Size in 2005: Approx. 20 million
  - Key Events: Born in good times; WWI; Depression; New Deal; WW II; Strongest economy in US history
  - Key Values: financial security; patriotism; belief in the power of institutions; respect for authority; selflessness
- **SILENT GENERATION**
  - Born: 1925-1945
  - Size in 2005: Approx. 30 mm
  - Key Events: The 50's; Korea; the draft; the Cold War; Long period of social stability and family unity; Vietnam War, Watergate scandal
  - Key Values: Loyalty; self-sacrifice; stoicism; faith in institutions; intense patriotism
- **BABY BOOMERS**
  - Born: 1946-1962
  - Size in 2005: Approx. 80 mm
  - Key Events: Largest generation in US history; grew up in an era of huge social change, but a wealthy nation with overindulgent parents; First generation in 200 years to rebel against their government and nearly every social, scientific, and cultural institution underwent change during their adolescence.
  - Key Values: Sense of entitlement; optimism; cynicism about institutions; competition; focused on career, endless youth
- **GENERATION X (GenX)**
  - Born: 1963-1980
  - Size in 2005: Approx. 45 mm
  - Key Events: Lives in the shadow of the BB'S, who in many cases held Gen X'ers back. Interested in stability (tho willing to change jobs often), confident, very focused on career path
  - Key Values: Independence; self-reliance; desire for stability; informality; fun
- **GEN@**
  - Born: 1981-2002
  - Size in 2005: Approx. 75 mm
  - Key Events: First generation born into a high-tech society; hardwired to the Internet; civic minded; wired for collaboration and working in groups; live in a diverse- educational experience (race, disabilities, ethnic,) and to see real diversity on advertising/business/television/political worlds
  - Key Values: work-life balance; confidence; social commitment; complete comfort with technology; networking; realism; well-informed; super time managers