

AFP ICON  
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# **BREAKING THE GENERATIONAL DIVIDE**

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PRESIDENT  
GLOBETROTTFUNDRAISER

# WELCOME

I'm Ligia, President of LFP Solutions, Inc., also known as GlobetrottingFundraiser.

I've been working in the nonprofit sector for 20 years in the area of fundraising and communications. Having worked in organizations of all sizes at the local, national and international level, it's my pleasure to bring this breadth and depth of experience to help the nonprofit sector.



GlobetrottingFundraiser stands for smart, actionable, researched fundraising solutions that bring together knowledge from markets across the globe to help organizations realize their mission.

As a self-professed "legacy / gifts in wills nerd"! I love GiW so much that I'm doing my Ph.D. on the topic at the University of Kent.

Whatever your legacy / gifts in wills / planned giving needs may be, we can bring you tailored solutions that will help you grow your program. Do reach out!

A handwritten signature in black ink that reads "Ligia".

CONSULTANT EDUCATOR RESEARCHER



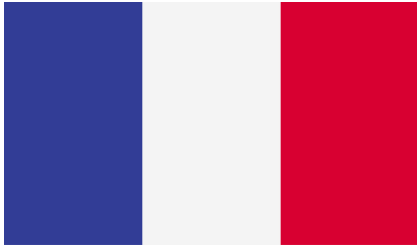
[www.globetrottingfundraiser.com](http://www.globetrottingfundraiser.com)



# LEARNING OUTCOMES

- 01 Understand differences between 4 generations
- 02 Learn about what impacted their lives
- 03 Understand how they make decisions
- 04 Share a tips on how to engage with every generation

# LEGACIES ABROAD



Legacies represent \_\_\_\_\_% of the  
\_\_\_\_\_ billion euros raised by individuals.

Legacies include gifts in wills and life insurance.



Legacies represent \_\_\_\_\_% of the  
£\_\_\_\_\_ billion raised by individuals.

Legacies include only gifts in wills.



Legacies represent \_\_\_\_\_% of the \$\_\_\_\_\_ billion raised in 2021.

From gifts in wills.

# SILENT GEN

**Born between -----**

**About this generation**

**Life defining events**

**Impact on legacies**



# BABY BOOMER

**Born between -----**

**About this generation**

**Life defining events**

**Impact on legacies**





# GEN X

**Born between -----**

**About this generation**

**Life defining events**

**Impact on legacies**



# MILLENNIAL

Born between .....

About this generation

Life defining events

Impact on legacies



# LIFE IN 3 ACTS

Jane Fonda's TED Talk

**1st Act of Life > 30**

**2nd Act of Life 30 – 60**

**3rd Act of Life 60 +**

# LET'S GET SOCIAL!



**CONTACT ME:**

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Sign up to my blog:

[www.globetrottingfundraiser.com](http://www.globetrottingfundraiser.com)



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