



Insights: Publications

How to Connect With the Next Generation of Philanthropist

Family Foundation Advisor

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Written by

In this article, John Wiktor discusses the changing landscape of philanthropy with respect to millennials joining the charitable planning community as forecasts of \$16 trillion of wealth is expected to pass to them. As tech savvy millennials start to see more attention, it is important to understand their giving personality and pay attention to special concerns when courting millennial donors with high expectations.