

CROWDPulse 

LEVEL 5

LEVEL⁵EVENTS
BY THE EXPO GROUP

WHY

Your alumni and donors engage with millions of pieces of digital content every minute. Capturing and analyzing this data can enhance understanding of their behaviors, motivations, and causes they care about.

~5.17B

total social media users
worldwide in 2024

6.7

Different social networks used per
month by the average person

62.3%

of the world's population
uses social media

2:23

HOURS / MINUTES

average daily social media
usage in January 2024

WHAT

By listening to, tagging, and sorting 2M+ engagements per hour, Level5 can help you understand and activate high net worth audiences to **fuel high-impact event design, tell hyper-relevant stories, and drive growth and philanthropy.**

We leveraged a global intelligence platform, powered by AI, to capture real-time data on and insights into your community and their culture.

Supported by data specialists and strategists, we distilled the insights into key findings, including identifying opportunities to enhance engagement and drive the creation of more relevant content.

It's data that underpins strategy and creativity.



WHO

Key donor audiences with opportunity to further enhance their engagement and philanthropy by better understanding what resonates with them:

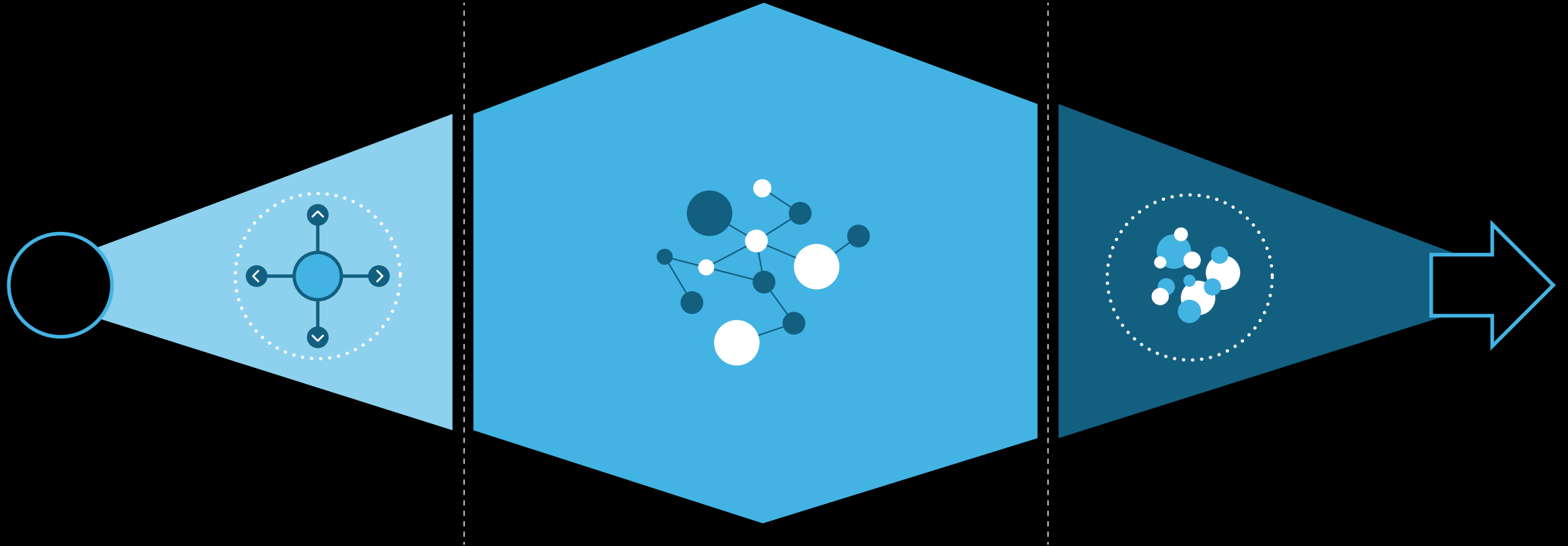
**HNW Philanthropic
Alumni (55+)**

**HNW Philanthropic
Young Alumni (30-40)**

**HNW Philanthropic
Alumni of Color**

HNW based on GWI Annual HH Income of \$85k+
("Highest" at \$150k+)

HOW



DEFINE:

KEY AUDIENCES + INPUT SIGNALS

Define the top brands, causes, and voices among the HNW donor space to analyze

EXPLORE:

OUTPUTS + COMMUNITIES

Review content engagement to identify patterns and naturally-forming communities among millions of content URLs.

IMMERSE:

PERSONAS + DRIVING QUESTIONS

Provide insights on specific data points for each community. Review each persona and its content engagement and behavioral data to answer driving questions.

HNW PERSONAS

ALTRUISTIC INVESTORS

HNW Alumni (55+)



BETTER TOMORROW

HNW Young Alumni (30-40)
HNW Alumni of Color



FUTURE BUILDERS

HNW Young Alumni (30-40)
HNW Alumni (55+)



EDUCATED CULTURALISTS

HNW Alumni (55+)



ALTRUISTIC INVESTORS

They love to be the first in the know, making purpose-led investments.

BEHAVIORS

They are actively engaging with luxury lifestyle brands and publications, as well as more practical business and investment advice and content. They have an eye for new opportunities and are no strangers to diverse investment portfolios and staying in the loop with everything, from the latest climate developments to academic superstars.

MOTIVATIONS

They are driven and intelligent opportunists, with good business minds, but also the morality to help others achieve success.

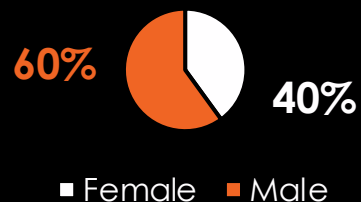
TOP INTERESTS

- Investment Banking
- Climate Change
- Academic Investing



ALTRUISTIC INVESTORS

Declared Gender



5M

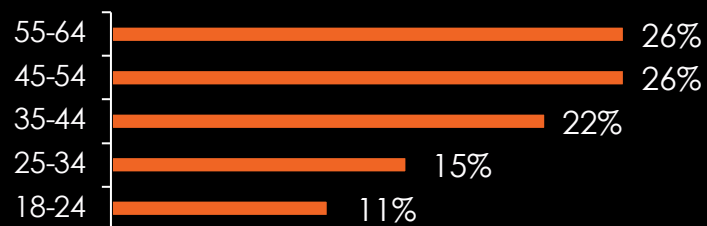
Size in North America



Skewed towards being male, and mostly boomer generation

100% are in the high-income bracket, 43% of which are in the highest subset.

Age



Top 3 Reasons for Charitable Donations



Education



Poverty



Environmental



64% **24%**

+72% ix use at least daily +56% ix favorite platform

EVENTS AND EXPERIENCES

The types of events and experiences that resonate with them based on their top interest topics, themes we can identify across their top engaged-with content, behaviors, and personality traits.

DEEPER LEARNING

They are actively seeking out details and information on the topics they care about: be it sustainability, innovative start-ups, or tech. Whether it's podcasts, online seminars, or in-person conferences, they like to get involved and invest their time to develop themselves.

Interest Topics:

- Tech Startups
- Sustainable Cities
- Crypto-Currencies

BUSINESS FIRST

They are following and connecting with other entrepreneurs or business leaders. They enjoy networking experiences to connect with like-minded individuals or learn from successful leaders in business in their own or different industries.

Interest Topics:

- Venture Capital
- Business Management
- Finance and Business News

A TOUCH OF LUXE

For them, comfort is the bare minimum; they want to take everything to the next level. They enjoy tasteful, but luxurious events, galas, tastings, or dinners. Offer unique experiences they wouldn't be able to access elsewhere.

Interest Topics:

- 5-Star Travel
- Fine Dining
- Private and Exclusive Memberships

BETTER TOMORROW

A community that helps to realize better futures through community-minded action

BEHAVIORS

A highly ideological group that is united through their collective sense of responsibility and moral approach towards others. They are committed in their pursuit of creating a better, more inclusive society, focusing on human rights and breaking cycles of poverty through education. They challenge hate and champion diversity to create safe spaces and a better tomorrow.

MOTIVATIONS

Aware of injustices and inequalities in society, they want to play their part to make a difference.

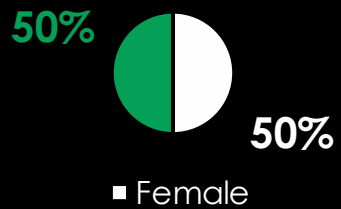
TOP INTERESTS

- Geopolitics and Activism
- Philanthropy and Education
- Climate Change

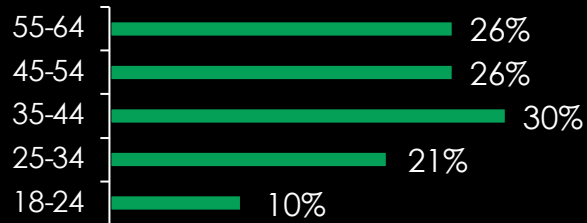


BETTER TOMORROW

Declared Gender

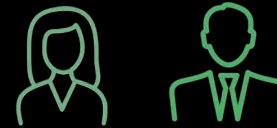


Age



5.4M

Size in North America



Equally balanced female and male, and mostly millennial generation

99% are in the high-income bracket, 39% of which are in the highest subset.



50%

said they would buy from a particular brand that actively supports a cause that they care about.



70%

+80% ix use at least daily

19%

+50% ix favorite platform

EVENTS AND EXPERIENCES

The types of events and experiences that resonate with them based on their top interest topics, themes we can identify across their top engaged-with content, behaviors, and personality traits.

SOCIAL FUN

Active socialites, they enjoy experiencing fun events with other people. They are engaging with music events and comedy nights and are looking for lively, social experiences that help them escape.

Interest Topics:

- Bars and Restaurants
- Ticket Sale Platforms
- Cinemas

SKILLED ENTERTAINMENT

Open-minded to new experiences, they're engaging with activities that teach them new skills and are looking to professionals in various spaces, from pottery and cooking.

Interest Topics:

- Watersports
- Yoga and Meditation
- Arts and Crafts

PURPOSE DRIVEN

Community-minded and looking to make a difference, they enjoy events that have a clear outcome or intention linked to one of the causes they care about, such as learning, raising awareness, or helping to make a difference.

Interest Topics:

- Local Communities and Authorities
- Racial Equity
- Spirituality and Faith

EDUCATED CULTURALISTS

This community is highly passionate about life paths that offer more creative alternatives.

BEHAVIORS

They lead active lifestyles and are well traveled, absorbing new ideas and artistry from the places they visit and taking inspiration from a multitude of cultures and influences. They're also showing engagement with local venues, archives, and libraries; they value stories from history, as well as supporting new generations of talented people.

MOTIVATIONS

Progressive altruists, they take pride in their liberal viewpoints and their ability to donate to and support the causes they care about.

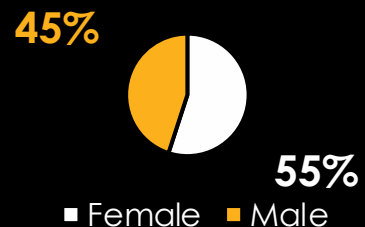
TOP INTERESTS

- Political and Social Art
- Historical Buildings
- Career Development

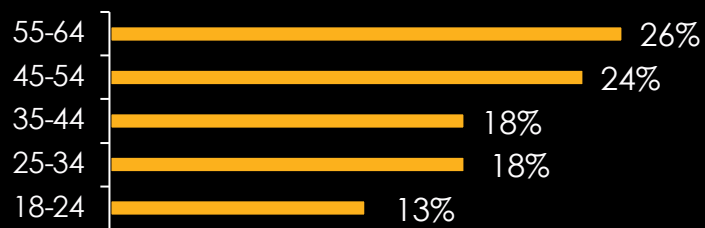


EDUCATED CULTURALISTS

Declared Gender



Age



7.5M

Size in North America



Skewed towards being female, and mostly boomer generation

99% are in the high-income bracket, 38% of which are in the highest subset.



36%

regularly donate to charity.
64% occasionally donate.



68%

+82% ix use at least daily

25%

+65% ix favorite platform

EVENTS AND EXPERIENCES

The types of events and experiences that resonate with them based on their top interest topics, themes we can identify across their top engaged-with content, behaviors, and personality traits.

CELEBRATIONS OF TALENT

Whether it is art, music, theatre, or intelligence, they love displays and celebrations of talent. They find new or up-and-coming talent in different practices especially fascinating.

Interest Topics:

- Classical Music
- U.S. Theater
- Exhibitions and Galleries

A LOOK BACK

They like engaging with historic institutions and archives, as well as experts and historians. They enjoy deep dives into different themes and topics, possibly including panels to discuss different views and opinions.

Interest Topics:

- Libraries and Archives
- History
- Classical Architecture

IMMERSIVE ESCAPISM

They like to have new experiences, especially when inspired by foreign cultures or countries. They enjoy events with changing agendas or themes that transport them to different destinations or conversations.

Interest Topics:

- Food and Culinary Tourism
- Organized Tours
- Travel in the U.S.

FUTURE BUILDERS

This community of innovation seekers is closely following along with advances in various fields that they believe can drive humanity forward.

BEHAVIORS

They are actively engaging with topics of tech, AI, science, medicine and more, listening to experts and researchers who are working on groundbreaking discoveries and developments. They are strong-willed and moral, almost seeing it as their duty to help advance work that could heal diseases or lead to life changing learnings.

MOTIVATIONS

A highly curious and intellectual group that enjoys playing even a small part in possibly changing the world.

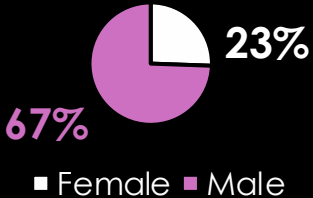
TOP INTERESTS

- AI in Healthcare
- Robotics
- Scientific Research

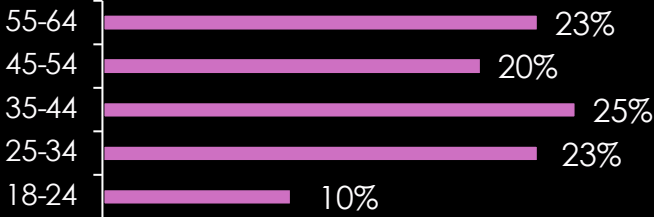


FUTURE BUILDERS

Declared Gender



Age



4.2M

Size in North America



Skewed towards being male, and mostly millennial generation

100% are in the high-income bracket, 38% of which are in the highest subset.



51%

said they want the brands they consume to actively support charities.



71%

+88% ix use at least daily

26%

+66% ix favorite platform

EVENTS AND EXPERIENCES

The types of events and experiences that resonate with them based on their top interest topics, themes we can identify across their top engaged-with content, behaviors, and personality traits.

OUTSIDE EXPECTATIONS

They enjoy events that allow them to be active and get them out of their usual offices and outside. They are open to trying new and unusual things, as well as being big believers in the powers of fresh air and beautiful vistas.

Interest Topics:

- Hiking
- Adventure Tourism
- Tennis

FUTURE THINKING

They like events that provide greater understanding topics of tech, showcasing new products or developments, brainstorming solutions together in small groups, or demonstrating futuristic solutions and developments such as robots, self-driving vehicles, and smart cities.

Interest Topics:

- Artificial Intelligence
- Smart Cities
- Innovation in Medicine

SUPPORTIVE INSPIRATION

They like events that can inspire and motivate around a shared value or project. They want to exchange learnings as well as create supportive structures and contacts that can help each other and grow together.

Interest Topics:

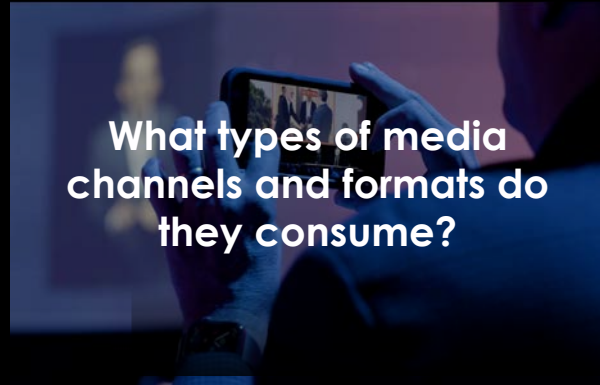
- Business Thought Leadership
- Women in Business
- Business Mentorships

WANT TO LEARN MORE ABOUT HNW DONORS?



What causes do they care about?

Boston University Presidential Event Series



What types of media channels and formats do they consume?

University of Florida Campaign Celebration



What types of storytelling do they find most compelling?

Muhlenberg College Campaign Launch Event



What experiences resonate with them?

University of Illinois Campaign Launch Event



CROWDPulse

Contact Us

level5events@theexpogroup.com

972-580-9000

level5events.com

