



Attracting Millennial Donors



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Letter from the Lead Researcher

This year marks the fourth anniversary of the #GivingTuesday movement that inspires so many to give.

Now that the movement has started to embed itself within the fundraising season and plans of so many nonprofits, it's important that we start to understand how organizations are using the day to their advantage. Given the viral potential of this campaign and its potential impact on online giving, it is reasonable for us to spend time understanding how Millennials (born 1980-2000) react to an organization's request to participate.

But this time we need to go further. Rather than just report results, we need to look at the impact of #GivingTuesday on the organizations and the donors themselves. We need to understand how organizations are approaching this day of giving to spark a movement with their donors – in particular, those of the Millennial generation.

We established this observation to look behind the scenes of nine organizations across the country to see what works for them on #GivingTuesday, in the hopes that so many more can use this information for their organization's benefit next year and in the years to come – especially when targeting this particular demographic.

The findings from this report suggest two very important trends:

- 1. #GivingTuesday, by some, has become the default start of the giving season.
- 2. Organizations are using donor-centric messaging to emotionally elevate potential donors' abilities to affect change.

So did #GivingTuesday inspire Millennials to give? Based upon the reaction from our research partners, yes - but at a much higher level when Millennials were involved with the cause offline in addition to online. Strategies that included both digital/social and grassroots efforts proved to be the most successful for engaging this generation on #GivingTuesday2015.

And with constituent engagement models that involve the individual in learning about the cause, acting before #GivingTuesday and using the day as an opportunity after the individual has been further along the cause engagement continuum, we could continue to see higher responses in years to come.

From our extensive research on Millennial giving through the Millennial Impact Project (themillennialimpact.com), we've learned that Millennials deem monetary giving just as important as giving their time, skills and network to a cause.

Thus, simply soliciting from this generation may not be enough to inspire them to give. Organizations need to involve donors and individuals before the particular day, and they should focus on more than just financial giving in order to truly capture the attention – and action – of this generation.

This report offers not just an analysis of how some organizations targeted Millennials and embraced #GivingTuesday 2015, but it also gives organizations insights and important observations that can play a vital role in their strategies and approaches for #GivingTuesday 2016 and beyond. As a movement, #GivingTuesday has immense possibilities, and this evaluation can be your opportunity to harness this global day of giving.

Sincerely,

Derrick Feldmann

Lead Researcher, The Millennial Impact Project President, Achieve

P.S. For more information on Millennial giving, download the 2015 Millennial Impact Report at themillennialimpact.com.

About the Research

#GivingTuesday 2015: Attracting Millennial Donors is presented and researched by Achieve, the researchers behind the Millennial Impact Project, the most comprehensive and trusted study of the Millennial generation (born 1980-2000) and their involvement with causes.

As a rather young movement, and though #GivingTuesday itself has been researched, no one that we know of has extensively looked into the topic of how Millennials respond or get involved in this day of giving. Thus, the purpose of this evaluation is to understand the charitable giving behaviors of Millennials on #GivingTuesday.

This analysis was completed in two phases: strategy and tactic analysis, and campaign performance and analysis. The evaluation uses both quantitative (surveys) and qualitative (interviews and observations) approaches in collecting and analyzing data.

Phase 1: Strategy & Tactic Analysis

- Interviews with organizations' marketing departments
- Participation in organizations' marketing strategy meetings
- Marketing material review
- Surveys disseminated by organizations to their constituents on giving behaviors and attitudes

Phase 2: Campaign Performance & Analysis

- Follow-up interviews with organizations' marketing contacts
- Review of quantitative giving and campaign data

The following report details the findings from both phases of this analysis.

Methodology

To uncover the trends of this generation's attitudes, behaviors and perceptions related to giving on #GivingTuesday, the research team designed a mixed-methodological evaluation and report.

For this report, the Achieve research team recruited nine research partners from various subsectors and with wide-ranging #GivingTuesday objectives and strategies – all organizations that are attempting to raising money from Millennial donors on this day of giving.

Prior to #GivingTuesday, the research team interviewed a contact at each organization to get a general overview of their marketing strategy. The team then collected marketing materials and observed marketing and strategy meetings to see what was actually being done and how.

After #GivingTuesday, the research team interviewed the organizations again to determine the success of their campaigns. Organizations also provided giving and campaign data, including average gift amounts, number of donors, email response rates and social media impressions.

It is important to note that this report is an evaluation of how partner organizations, representing diverse subsectors, have created strategies to engage Millennials in #GivingTuesday. As such, the quality and quantity of data analyzed were dependent on individual organizations' modes of data collection and the methods by which they were collected.

Though many organizations typically do not ask for the age or birth date of their donors, most of the research partners have found ways to indentify the giving of Millennials through methods such as graduation date or by choosing to ask for age after a gift has been made.

Every effort has been made to identify which donations represent giving from the Millennial generation, and the findings presented have been verified by all available evidence.

INTRODUCTION

2015 marks the fourth year for #GivingTuesday, a "global day of giving fueled by the power of social media and collaboration." Following the energy of post-Thanksgiving holidays (Black Friday, Small Business Saturday and Cyber Monday), #GivingTuesday is the observed on the Tuesday after Thanksgiving and is recognized as the start of the charitable season.

¹ www.givingtuesday.org/about

INTRODUCTION

As described by the #GivingTuesday brand:

Created by 92nd Street Y – a cultural center in New York City that, since 1874, has been bringing people together around the values of service and giving back – #GivingTuesday connects diverse groups of individuals, communities and organizations around the world for one common purpose: to celebrate and encourage giving.

#GivingTuesday harnesses the potential of social media and the generosity of people around the world to bring about real change in their communities; it provides a platform for them to encourage the donation of time, resources and talents to address local challenges. It also brings together the collective power of a unique blend of partners—nonprofits, civic organizations, businesses and corporations, as well as families and individuals—to encourage and amplify small acts of kindness.

As a global movement, #GivingTuesday unites countries around the world by sharing our capacity to care for and empower one another.²

As this movement is only four years old, the Achieve research team wanted to garner a better understanding of how Millennials view and act on #GivingTuesday and how this generation's gifts have an effect on the success of this day in order to aid organizations in attracting this generation in the future.

This report profiles the strategies and results from nine organizations across the country.

The findings help answer preliminary questions like:

- What are effective strategies to increase Millennial response rates with #GivingTuesday campaigns?
- What campaign pieces are useful to drive Millennial participation?
- What messages are effective in garnering Millennial support for these campaigns?
- How do Millennials respond to specific strategies used in these campaigns?

Due to the generation's vast population in the United States – earlier this year, Millennials numbered more than 80 million, overtaking Baby Boomers as the largest living generation in the country³ – Millennials' attitudes toward and participation in #GivingTuesday can have a major impact on the movement's popularity. This generation is known to have an affinity for "doing good," as is shown through Achieve's extensive research on Millennial giving through the Millennial Impact Project (themillennialimpact.com). However, what isn't yet known is how this generation impacts single day giving campaigns like #GivingTuesday. Thus, the findings from this analysis will help organizations understand the dynamics behind this generation's motivations as well as how they participate in this global day of philanthropy.

www.givingtuesday.org/about

www.census.gov/newsroom/press-release/2015/cb15-113.html

RESEARCH PARTNERS

As part of this report, the Achieve research team examined nine organizations representing various sizes and subsectors. The research team interviewed marketing contacts from each of these companies and gathered strategies, tactics and data both prior to and following #GivingTuesday 2015 to better understand how organizations are currently targeting potential donors – including Millennials – on this day of giving in order to make recommendations for the future.

In total, the nine research partners had a combined goal of raising \$6,955,000.

Total combined goal research partners: \$6,955,000

Amount raised: \$4,383,310.49*

^{*} This amount reflects data submitted from research partners within 24 hours of #GivingTuesday 2015, and, at the time this report was written, with only data from one-third of Forefront (#ILGive) partners. it is anticipated that the total goal of research partners will be surpassed when all data is received and tallied.



Wyoming Community Foundation (WYCF)

For 25 years the Wyoming Community Foundation (WYCF) has connected people who care with causes that matter to build a better Wyoming. Endowment funds of over \$110 million allow them to make grants over \$4 million each year in Wyoming.

Organization Size:

17 staff

Annual Fund Dollars Raised in 2014:

\$401,425

Funds Raised on #GivingTuesday 2014:

\$30,284 (including \$13,000 from matches)

Goal for #GivingTuesday 2015:

\$20,000 from individual gifts; \$29,000 in board contributions/matching funds



Otterbein University

Otterbein is an inclusive community dedicated to educating the whole person in the context of humane values. Their mission is to prepare graduates to think deeply and broadly, to engage locally and globally, and to advance their professions and communities. An Otterbein education is distinguished by the intentional blending of the liberal arts and professional studies, combined with a unique approach to integrating direct experience into all learning.

Organization Size:

2 (Office of Annual Giving & Constituent Communications)

Funds Raised in 2014:

\$985,092

Funds Raised on #GivingTuesday 2014:

\$24,000

Goal for #GivingTuesday 2015:

\$47,000 from 168 donors



College Mentors for Kids

College Mentors for Kids connects college students with the most to give to kids who need it most. Their vision is for all school kids to look forward sooner and be able to give back later. The organization does this through its mentoring program where they pair kids in first through sixth grade one-on-one with a college student mentor. Kids are brought to their local college campus for hands-on, enrichment activities 20 times throughout the school year.

In 2015-2016, College Mentors for Kids is serving over 2,000 kids through 2,300 college student volunteers. All 32 chapters of College Mentors for Kids are studentled. Through mentoring and activities, kids build their self-confidence and learn about new opportunities for their future, putting them on the path to success.

Organization Size:

32 chapters nationwide; 17 staff

Funds Raised in 2014:

\$964,757

Funds Raised on #GivingTuesday 2014:

\$10,422

Goal for #GivingTuesday 2015:

\$18,000



Camp Kesem

Camp Kesem is the only nationwide community for children touched by a parent's cancer – a unique population estimated to be over 3 million. Founded at Stanford University in 2000, the organization is driven by passionate college student leaders and supports children through and beyond their parent's cancer.

Organization Size:

73 chapters on college campuses across the country; 22 staff

Funds Raised in 2014:

\$3.75 million

Funds Raised on #GivingTuesday 2014:

\$33,000

Goal for #GivingTuesday 2015:

\$40,000 from alumni; \$100,000 overall



Forefront

Previously known as Donors Forum

Forefront (the organizer of #ILGive and previously known as Donors Forum) builds a vibrant social impact sector for all the people of Illinois. Founded in 1974, Forefront is the nation's only statewide membership association for nonprofits, philanthropy, public agencies, advisors and its allies. The organization provides education, advocacy, thought leadership and project management to attract investment to the sector, develops top talent, improves systems and policies and builds organizational capacity. Its efforts help educate children, shelter the homeless, enrich the arts and address a host of other critical issues to create healthier and more vibrant communities throughout Illinois.

Organization Size:

Over 1,100 members in 26 issue areas across the state of Illinois

Funds Raised in 2014:

N/A. Forefront does not conduct annual giving itself; it is a partner for the #ILGive movement.

Funds Raised on #GivingTuesday 2014:

\$3.9 million

Goal for #GivingTuesday 2015:

\$6 million

Good to Know

#ILGive is a statewide, non-partisan movement to support the charitable nonprofit communities in Illinois by increasing individual civic, social and philanthropic engagement. #ILGive is run by Forefront (previously known as Donors Forum); #ILGive for #GivingTuesday is Illinois' day of giving campaign.

WBEZ91.5

WBF7

WBEZ is the Chicago region's premier public media service (NPR-member station), serving the public interest by creating and delivering diverse, compelling content that informs, inspires, enriches and entertains. Through a broad range of media platforms, including on-air broadcasts, its website and podcasts, WBEZ connects diverse audiences in its areas and beyond to one another, helping them to make a difference in their communities, their region and the world.

Organization Size:

70,000 members; approx. 550,000 audience members

Funds Raised in 2014:

\$9 million from individual gifts

Funds Raised on #GivingTuesday 2014:

\$23,000

Goal for #GivingTuesday 2015:

\$100,000 from 1,000 donors



Community Health Charities

Community Health Charities improves the lives of people affected by a disability or chronic disease by uniting caring donors in the workplace with the nation's most trusted health charities. Over the past five years, Community Health Charities has raised more than \$330 million to support the missions of the nearly 2,000 charities in their network.

Organization Size:

75 staff

Funds Raised in 2014:

\$17,894,219

Funds Raised on #GivingTuesday 2014:

N/A

Goal for #GivingTuesday 2015:

N/A; no set goal



Rutgers University Foundation

The Rutgers University Foundation is the fundraising arm of the university. The foundation builds relationships with alumni and friends, corporations and foundations and seeks their support of Rutgers programs throughout New Jersey and the world.

Organization Size:

200+

Funds Raised in 2014:

\$187.9 million (2014-2015 academic year)

Funds Raised on #GivingTuesday 2014:

N/A; did not participate

Goal for #GivingTuesday 2015:

\$500,000 from 1,500 gifts; 100,000 social media impressions

RESEARCH PARTNERS



University of North Carolina (UNC)

Systematic fundraising for University of North Carolina (UNC) was begun by supporters of athletics and later by supporters of the business and medical schools.

University-wide fundraising for academics began in 1952 with the creation of the Office of University Development. Fundraising is the responsibility of the Office of University Development and the individual schools and units on campus.

Organization Size:

8 staff, 4 interns (Department of Annual Giving)

Funds Raised in 2014:

\$5,972,888.33 (for Carolina Annual Giving)

Funds Raised on #GivingTuesday 2014:

\$75,305

Goal for #GivingTuesday 2015:

\$150,000 from 600 donors/gifts



The findings in this analysis are organized by the goals, strategies and #GivingTuesday marketing tactics of each organization as well as performance metrics following #GivingTuesday 2015. Each research partner is unique, so there are distinctive ways in which individual organizations developed their strategies and structured their messaging to increase engagement of Millennials.

Goals

Though their motivations differed among the nine organizations, the research partners primarily cited one of three reasons for their participation in #GivingTuesday 2015:

- 1. To be part of the movement,
- 2. To appeal to Millennials and have the opportunity to garner support and donations through social media, and/or
- 3. Tojumpstart their end-of-year giving campaigns.

A few partners mentioned other motivating factors. #ILGive's rallying cry, for example, is making Illinois the "most generous state in the Midwest." In a #GivingTuesday planning document, Rutgers stated:

The primary focus is to increase the number of donors to Rutgers and to raise additional support for schools, units and programs. Because this will be a competitive, fun, rewarding experience, we expect to attract new donors and reactivate lapsed donors who have not responded as well to traditional methods of solicitation. We also expect loyal donors to give again and to engage even more deeply. We also anticipate high engagement from younger alumni and students.

Of the nine research partners, two have never participated in #GivingTuesday prior to 2015. Forefront (Donor's Forum) with #ILGive had the most established #GivingTuesday participation in years past, while others had, in their words, "decent" or "surprising" success participating at the last minute in 2014.

For most of these research partners, 2015 marked the first time a #GivingTuesday strategy was truly developed.

Strategies & Planning

As mentioned, most of the research partners cited #GivingTuesday 2015 as the first year they have taken ample time to plan and strategize. Organizations started planning at different times throughout 2015, and, with the exception of WBEZ and Rutgers, it did appear that the size of the organization was relatable to the time the organization began planning (e.g. the larger the organization, the earlier they started planning).

As 2015 marked their first time participating, Rutgers University Foundation identified that they would start planning much earlier next year. The team admitted they needed more time to plan for an initiative put on by a school as large as Rutgers is. WBEZ received additional resources (such as templates, timelines and recommendations) as one of Forefront's #ILGive partners, giving them a planning advantage for their efforts.

WHEN DID THEY START PLANNING? - 2015

#GIVINGTUESDAY2015

Spring: Forefront **July:** University of North Carolina

March: Camp Kesem

August: Community Health Cahrities, Rutgers University Foundation

April: College Mentors for Kids **October:** WBEZ, Wyoming Community Foundation

June: Otterbein University

During initial interviews with these research partners, it became evident that none of them had a clear strategy on how to target Millennials. The majority of organizations felt that simply promoting their participation through social media would engage a younger (Millennial) audience.

Some organizations are naturally more Millennial-focused than others. Camp Kesem and College Mentors for Kids have an almost entirely Millennial audience of participants in their programs as both actively engage college students. Additionally, Rutgers is making an appeal to its current students through extra activities (detailed below), focused not only on making a gift, but also the importance of philanthropy at Rutgers.

As part of their strategy, six of the nine research partners incorporated a funds match into their #GivingTuesday efforts.

Wyoming Community Foundation (WYCF) had a \$29,000 challenge match split between four organizations: \$15,000 for WYCF itself; \$3,000 for the Women's Foundation; \$6,000 for the Wildlife Foundation; and \$5,000 for the Afterschool Alliance.

A group of donors offered a \$10,000 dollar-for-dollar match for Otterbein University, while Camp Kesem had a \$5,000 match plus incentives, which included monetary awards for individual chapters. College Mentors for Kids had three matches: a \$5,000 match for any gift made, a \$5,000 challenge gift made by a board member to match gifts made or raised by the board and a \$2,000 challenge gift made by a board member to match gifts made by his coworkers.

UNC's match of \$30,000 was specific to gifts for two departments only. One match was the university's #MJ10for10 Match campaign, where two foundation board members provided a match challenge: If the school could raise \$10,000 in 24 hours, the two members would match it, dollar for dollar, up to \$10,000. With support from alumni, students, parents and the #MJ10for10 challenge, the UNC School of Media and Journalism (referred to as MJ-school) had a goal of raising \$30,000+ on this day. This UNC campaign also targeted students and Millennials: All MJ-school seniors were encouraged to give a senior legacy campaign gift of \$20.16 to help the school reach its \$30,000 goal. This initiative was incentivized; the first 200 seniors that gave their legacy gift on the day received a special edition #TarHeelTuesday (how UNC branded their #GivingTuesday efforts) sticker.

Strategies & Planning (continued)

Rutgers University Foundation had \$100,000 available in "challenges." Within these challenges, \$80,000 was earmarked for leaderboards (\$20,000 for each of its four university locations) and \$20,000 in social media contests and other special challenges. The challenge information was reported as follows:

Rutgers is made up of four universities (Rutgers University—New Brunswick, Rutgers University—Newark, Rutgers University— Camden and Rutgers Biomedical and Health Sciences); each university had a leaderboard competition on #GivingTuesday. Each leaderboard includes about 15 schools, programs and areas, which could earn a percent of \$20,000 based on the number of gift is received.

Challenge funds are distributed based on the number of gifts dived by the total number of gifts on the leaderboard. Ex. If School A at Rutgers University--New Brunswick brought in 10 percent of the gifts at Rutgers University –New Brunswick, they would receive 10 percent of the \$20,000 in challenge funds (\$2,000).

To maintain excitement and social media activity all day long, Rutgers awarded challenge funds for hourly social media contests and other challenges. Challenge funds were distributed to Rutgers University programs or areas that were identified in the social media posts. Ex. The "All Things Cute" challenge read, "Nothing is cuter than a baby in a Rutgers onesie! Post a photo of your children or pets in Rutgers gear to help your favorite Rutgers school, unit or program win \$500." The Robert Wood Johnson Medical School at Rutgers Biomedical and Health Sciences was the recipient of this award when they were highlighted by a social media user who participated in this contest.

The remaining partners did not have a funds match or challenge as part of their #GivingTuesday strategy. While some of the individual organizations Forefront supports did offer matches for #GivingTuesday, Forefront's #ILGive initiative did not have a match itself. Remaining partners did not have a match available.

Differing messaging strategies also arose in research partners' planning, which is discussed and illustrated in the Messaging section of this analysis.



KEY STRATEGIES

GIVINGTUESDAY2015

Three overall trends emerged when analzing the strategies and planning of these nine research partners:

- Starting strategy and planning sessions early in the year (or at least earlier than previous years) was determined as advantageous to #GivingTuesday success by the research partners.
- Strategy to target Millennial donors specifically wasn't thoroughly planned but most identified they would do so via social media.
- Match funds were deemed by the majority of research partners as a valuable aspect of their overall strategy.

Tactics

Beyond their organizational goals and strategies for #GivingTuesday 2015 marketing efforts, the Achieve research team sought the specific tactics these research partners took to execute those strategies.

Many partners utilized similar tactics – social media, email, etc. – while some approaches, like phone calls, weren't as widely used among organizations.

All of these research partners promoted their #GivingTuesday participation on their website and/or blog. All partners also utilized email to promote #GivingTuesday.

Otterbein University, Camp Kesem and Rutgers University Foundation promoted the day of giving via their newsletters; WYCF, Camp Kesem and College Mentors for Kids utilized annual and/or mailed letters. In terms of printed materials, Otterbein also developed post cards for promotional purposes, while another partner created fliers and utilized business cards.

Otterbein, College Mentors for Kids and Rutgers called potential donors about #GivingTuesday, and WBEZ promoted their participation in the day on-air.

In addition, all nine partners utilized social media. The majority of social media included Facebook, Twitter and Instagram; other partners also promoted their #GivingTuesday participation via LinkedIn and Snapchat.

WHO USED SOCIAL MEDIA? - 2015		#GIVINC	GTUESDAY2015
	•	•	O
Camp Kesem	Ø	•	Ø
College Mentors for Kids	Ø	v	
Community Health Charities	Ø	⊘	
Forefront	•	⊘	
Otterbein University	Ø	⊘	Ø
Rutgers University Foundation	Ø	⊘	•
University of North Carolina	⊘	⊘	Ø
WBEZ	Ø	②	
Wyoming Community Foundation	②		•

Timing for messaging differed by research partner. Most launched their promotions in November – WYCF, Otterbein, College Mentors for Kids, WBEZ, Community Health Charities, UNC and Rutgers. Though the bulk of their promotions took place in November, Camp Kesem included #GivingTuesday in their September and October newsletters as well as October emails.

In addition to marketing tactics, some partners utilized events and/or efforts such as community engagement, philanthropy education, ambassador recruitment and peer-to-peer efforts. UNC, for example, recruited online ambassadors, held events and passed out cookies to connect with students about #GivingTuesday.

Tactics (continued)

Rutgers wanted to meet its three main goals (raise \$500,000 through 1,500 gifts and garner 100,000 social media impressions) through incentive-driven social media advocates, email solicitations and community/ campus engagement events. Events were designed specifically to drive Millennial engagement, including:

- 1. An on-campus display of oversized gift boxes wrapped in chalkboard paper at various university locations that encouraged students to write in chalk what philanthropy means to them. These displays also included iPads and gift forms that promoted spur of the moment giving, and signage that updated their audience on donation totals throughout the day.
- 2. 1,500 Random Acts of Kindness gift boxes, dispersed about campus at each university location, that represented Rutgers' goal to generate 1,500 gifts on their Giving Day. Boxes contained unique messages (Ex. "You're cooler than a secret middle school hand shake."), two chocolates and a call to action that asked students to take one chocolate for themselves and share the other, make a gift and post on social media using their hashtag, #RUGivingDay.

In addition, Rutgers leveraged an ambassador/peer-to-peer program called Scarlet Voice, a program launched in late September that gave social media advocates the tools they needed to post positive messages about Rutgers. This platform is a tool the university will continue to use to spread Rutgers news year-round, but it was used heavily to share information about Rutgers Giving Day. By #GivingTuesday 2015, more than 350 users had signed up for the platform.

Camp Kesem's campaign included three primary areas:

- 1. Chapter-level fundraising: Each chapter had a goal of either raising a minimum of \$1,000 or getting 100 donors.
- 2. Network-wide sharing: Camp Kesem sent out a general mailer to all members of their database with a focus on sharing and not necessarily asking for money.
- 3. Alumni "#GivingTuesday Army": In the spirit of competition, Camp Kesem wanted to engage their alumni in levels. "Generals" were tasked with finding 30 people to donate \$30, "Fundraisers" raised a minimum of \$100, and others committed to sharing on social media.

College Mentors for Kids used peer-to-peer fundraising at the chapter level: Each college student has their own fundraising page that they can use to solicit gifts from friends and families.

UNC utilized campus organizations and events in addition to online giving drives, including an on-campus event hosted by its Heelraisers Student Giving Council, efforts by its Young Alumni Leadership Council and its Carolina Online Ambassadors program, which launched publicly on November 5, 2015 as an effort to build UNC's peer-to-peer reach online.

While other partners didn't engage actively in peer-to-peer or community engagement, some did have #GivingTuesday 2015 tactics/efforts that were unique to their organization. WYCF's "I Give to Wyoming" slogan promotes their statewide support, while College Mentors for Kids headed their marketing from its national headquarters but fostered chapter organization. Otterbein's promotions used the concept of twin students to illustrate their match. WBEZ made live asks on-air all day, which was different from their efforts in 2014.

Tactics (continued)



KEY TACTICS

GIVINGTUESDAY2015

All of the research partners planned multi-channel tactics to promote their participation in #GivingTuesday. The top three trends in tactics utilized by research partners were:

- All organizations utilized their website, email and social media accounts to promote their participation in #GivingTuesday.
- Some organizations supplemented their digital and social efforts with printed materials such as annual letters, postcards and fliers; a few partners called potential donors.
- Research partners whose main audience is made up of Millennials engaged in other activities (peer-to-peer efforts, on-campus ambassadors, etc.) to promote #GivingTuesday through grassroots methods.

Messaging

As mentioned in the Strategies & Planning section, messaging techniques differed among research partners. Some research partners chose only to use the #GivingTuesday hashtag and brand for their marketing efforts, while others brand their messages specific to their organization and more on the focus of giving than using the global hashtag.

Otterbein included #Otterbein in their messages while also using the #GivingTuesday hashtag. College Mentors for Kids used an additional hashtag in many of their #GivingTuesday messages, encouraging donors to #GiveAMentor on #GivingTuesday. Similarly, Camp Kesem asked its constituents to #GiveKidsKesem on #GivingTuesday. Forefront promoted the #ILGive movement along with the use of the #GivingTuesday hashtag.

Two organizations branded the day around giving but didn't reference the #GivingTuesday movement. Rutgers called the day "Rutgers Giving Day," promoting it as #RUGivingDay. UNC called the day #TarHeelTuesday.

When identifying cross-channel tactics to employ, research partners crafted the following messaging:

Camp Kesem

Twitter





Instagram





Camp Kesem (continued)

Facebook



Camp Kesem





College Mentors for Kids

Twitter







College Mentors for Kids (continued)

Facebook







Community Health Charities

Facebook



Twitter





Forefront

Website



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Forefront (continued)

Twitter





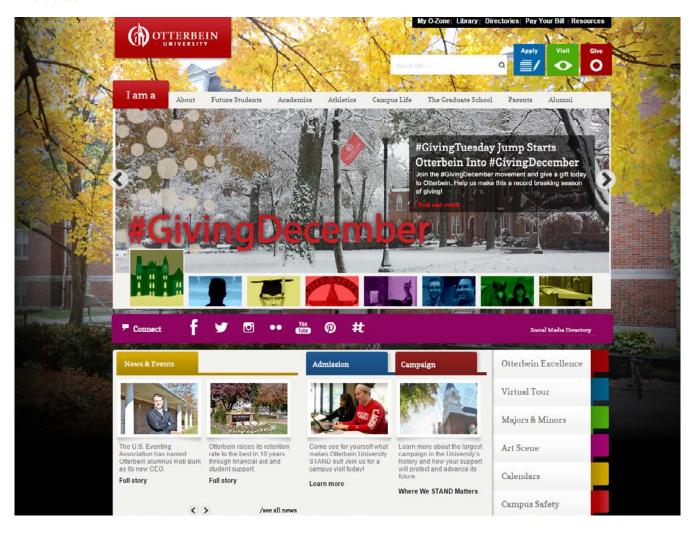
Facebook





Otterbein University

Website



Otterbein University (continued)

Facebook







Messaging (continued)

Otterbein University (continued)

Twitter

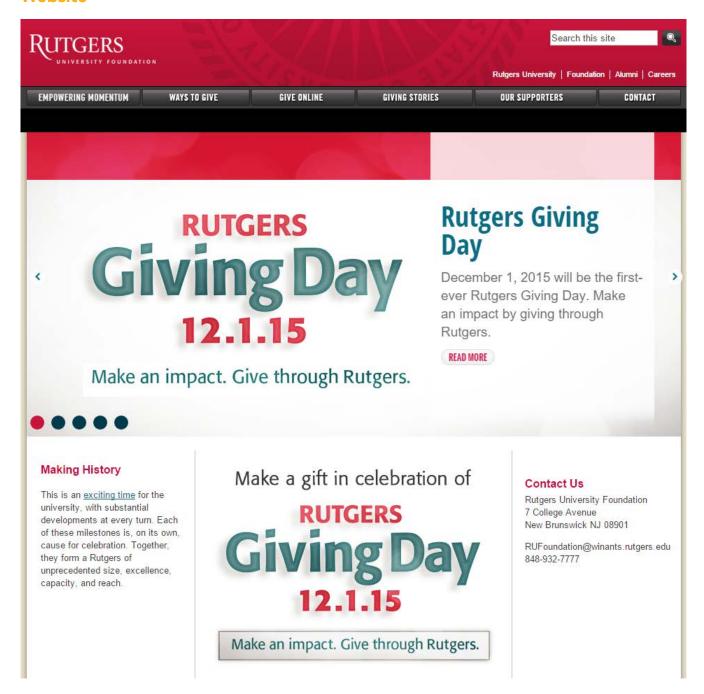






Rutgers University Foundation

Website



Rutgers University Foundation (continued)

Facebook







University of North Carolina

Twitter





Snapchat





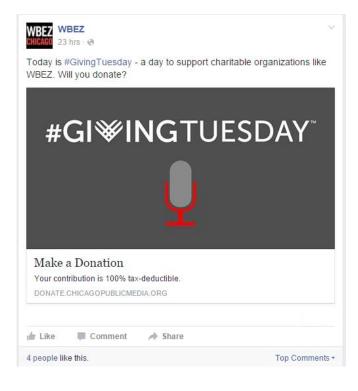
Facebook



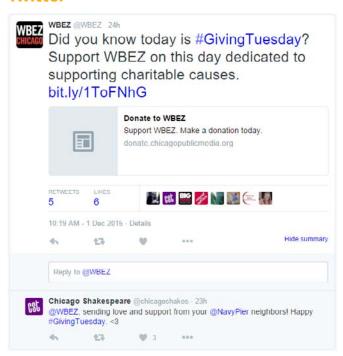
WBEZ

Facebook





Twitter



Wyoming Community Foundation

Newsletter



Today's Superhero: You

A simple act of kindness will make you a hero today . #GivingTuesday is the vehicle to help make it happen.

We invite you to kick off the season of giving with a <u>donation</u> to the <u>Wyoming Community Foundation</u> or one of its many funds. **Your gift helps** us strengthen Wyoming's nonprofit community.

An added bonus: All gifts to WYCF, up to \$15,000, will be matched today through Dec. 31st!

#GIWINGTUESDAY

Not able to donate money? There are other ways to be a hero:

- 1. Share information about the organizations you love on social media.
- 2. Volunteer with the nonprofits you care about.

Love all of the Wyoming Community Foundation Family of Funds? You can be a hero four times over by giving to each!



Wyoming Community Foundation (continued)

Facebook







Data & Metrics

Research partners submitted data on their #GivingTuesday results, including total funds raised, average gift size, number of donors and, when possible, specific statistics on Millennial donors. These figures represent data that was submitted within 24 hours of #GivingTuesday 2015 and may not reflect final totals updated after this report was written.



Wyoming Community Foundation (WYCF)

On #GivingTuesday 2014, Wyoming Community Foundation's Facebook page grew by 500 likes; this year, the page garnered 720 additional likes. A posted video had 146 views. Overall, the team felt as though they used social media more effectively, both in reach and strategy, in 2015.

Though the organization reported social media engagement decreasing in the evening, donations – especially from Millennials – increased as the day went on.

Overall, the team at Wyoming Community Foundation noticed more organizations in their area participating in #GivingTuesday 2015.

#GivingTuesday 2015 goal:	\$40,000
Total #GivingTuesday 2015 funds raised:	\$42,421
Total number of donors:	64
Number of Millennial donors:	10*
Funds raised from Millennials:	\$655
Average Millennial gift:	\$65.50
Percentage of donors who were Millennials:	16%

^{*}Donors were asked to provide age. Of those that answered, 10 were Millennials.



Otterbein University

Metrics from Otterbein's email marketing approach included open rates of 13-16 percent across five emails. Emails generated a 6 percent and 9 percent click-through rate on #GivingTuesday; half of their email database is Millennials. On social media, Otterbein reported a reach of 4,836 via Facebook.

#GivingTuesday 2015 goal:	\$47,000
Total #GivingTuesday 2015 funds raised:	\$47,389.01
Total number of donors:	285
Number of Millennial donors:	59
Funds raised from Millennials:	\$2,941.50
Average Millennial gift:	\$49.86
Percentage of donors who were Millennials:	21%



College Mentors for Kids

College Mentors for Kids sent out two emails on #GivingTuesday, segmented by audience. These emails reported 12.7 percent and 22.8 percent open rates and both with 6 percent click-through rates. From these emails, the organization raised \$1,375 one-time gifts from 19 donors, including one recurring monthly gift.

Compared to #GivingTuesday 2014, College Mentors for Kids had a stronger performance on Twitter (17,800 impressions) but weaker on Facebook (2,225 reached). The team reported engaging with their audience more

#GivingTuesday 2015 goal:	\$18,000
Total #GivingTuesday 2015 funds raised:	\$27,564.11
Total number of donors:	538
Number of Millennial donors:	155
Funds raised from Millennials:	\$5,792.76
Average Millennial gift:	\$37.37
Percentage of donors who were Millennials:	29%

than usual on #GivingTuesday. This organization's social media accounts were steady and active all day, though its strongest engagement occurred early in the morning of #GivingTuesday as well as over lunch. Donations, however, picked up from 5pm - 9pm, with the organization raising \$11,000 during that timeframe.

For social media, College Mentors for Kids' national office created materials and messages that chapters then tailored to their own audiences. More chapters were involved this year than in 2014 (23 of 32).



Camp Kesem

Camp Kesem sent out two emails to their main alumni database prior to #GivingTuesday that informed their constituents of their participation in the day. Both of these emails seemed to have performed well, with click-through and open rates higher than industry averages. (Email marketing company Mail Chimp cites nonprofit email open rates at nearly 25.5 percent and click-through rates under 3 percent.⁴)

Camp Kesem's November alumni newsletter, sent Monday, November 23 to 3,625 recipients, had a 29 percent open rate with an 8 percent click-through rate.

#GivingTuesday 2015 goal:	\$100,000
Total #GivingTuesday 2015 funds raised:	\$400,527.73
Average gift:	\$54.32
Total number of donors:	7,373
Number of Millennial donors:	Not reported
Funds raised from Millennials:	Not reported
Percentage of donors who were Millennials:	85%*

^{*}Estimated amount based on alumni campaign

The organization's email to their "Alumni Army" #GivingTuesday campaign, sent on Monday, November 30 to 3,699 recipients, had a 25 percent open rate with a click-through rate of 18 percent.

On Facebook, Camp Kesem had a reach of 14,136 on #GivingTuesday, with 26,089 impressions.

Camp Kesem's alumni campaign (with a goal of \$40,000) received 699 gifts via email, raising nearly \$37,000 from email and social media through average gifts of \$52.78. One tactic that helped this initiative came from the organization adding additional incentives to the \$5,000 match once the \$40,000 goal was reached. These incentives came over the course of the day when the organization needed a boost and reported worked well to keep those raising funds striving for more donations.

Camp Kesem's chapter campaigns (73 chapters with combined goal of \$60,000) received 6,605 gifts via email, raising more than \$350,000 from email and social media through average gifts of \$53.23.

The organization's #GivingTuesday Army consisted of 23 generals and 47 fundraisers (with 10 additional fundraisers added on #GivingTuesday), as well as 35 who volunteered for a social media "dream team."

Overall, Camp Kesem reported Millennial engagement was "better than expected." The organization reported:

Because Millennial alumni worked at different times throughout the day, there was a constant stream of fundraising with their own personal incentives tied to their goals. It was a very energizing and exciting campaign because everyone was pushing together and tracking the progress of the goal closely. This continued even after #GivingTuesday. Overall, Millennials proved to be incredibly engaged, motivated and dedicated to collectively hitting the goal we set out to hit.

As the first fully planned campaign to further the Camp Kesem mission nationally, the organization focused on encouraging alumni to donate to the national organization rather than their alma mater. It also re-engaged older alumni that might have lapsed in donations.



Forefront (#ILGive)

Forefront and #ILGive grew an audience very quickly. The #ILGive Facebook and Twitter accounts have only been active since the beginning of October, and the #ILGive Instagram just launched in November. In that short time, the accounts have grown to 458 Twitter followers, 500 Facebook likes and 107 Instagram followers.

In 2015, the current number of participating Illinois nonprofits in #ILGive is 612. At the time this analysis was published, Forefront had received giving reports from 205 of these nonprofits, totaling \$2.4 million raised. #ILGive nonprofit participants use #GivingTuesday as a way to create individual donor bases, especially in light of cuts in Illinois grants.

#GivingTuesday 2015 goal:	\$6 million (raised by partner organizations)
Total #GivingTuesday 2015 funds raised:	\$2.4 million (raised by partners reported so far)
Total number of donors:	205 (organizations reported so far)
Number of Millennial donors:	Not reported
Funds raised from Millennials:	Not reported
Average Millennial gift:	Not reported
Percentage of donors who were Millennials:	Not reported

Among participating nonprofits, Forefront reported stories of success from individual organizations. A repeated theme Forefront heard was that participants with an engaged associate board (generally comprised of numerous Millennials) had more successful campaigns and overall Millennial engagement.

WBEZ91.5

WBEZ

WBEZ sent 130,968 emails and reported having an open rate of 24.7 percent and click-through rate of 0.4 percent, which is a typical if not slightly higher response rate for the organization's email practices. The organization reported a slow start to responses on social media on the morning of #GivingTuesday but that it increased over the course of the day. Facebook metrics were fairly normal compared to any other day for the organization.

Additionally, WBEZ reported that their website homepage drove about 10 percent more donations than their typical pledge drive, according to their site's analytics.

#GivingTuesday 2015 goal:	\$100,000
Total #GivingTuesday 2015 funds raised:	\$100,707
Total number of donors:	1,151
Number of Millennial donors:	36*
Funds raised from Millennials:	\$1,461
Average Millennial gift:	\$45.58
Percentage of donors who were Millennials:	Not reported

^{*}Online donors were asked to provide age. Of the 120 that did, 36 were Millennials.



Rutgers University Foundation

Rutgers sent three emails on #GivingTuesday 2015 and had an 11.65 percent open rate on average.

Their social media accounts performed very well. The foundation had more than 2 million impressions of their hashtag, #RUGivingDay, with a reach of around 700,000. Said the team:

On a regular day, a post on our Alumni Page reaches about 1,000 people, and a post on the Rutgers University Foundation page reaches about 250 people.

#GivingTuesday 2015 goal:	\$500,000
Total #GivingTuesday 2015 funds raised:	\$1,112,155
Total number of donors:	5,858 gifts
Number of Millennial donors:	Not reported
Funds raised from Millennials:	Not reported
Average Millennial gift:	Not reported
Percentage of donors who were Millennials:	Not reported

Rutgers believes #RUGivingDay 2015 to be one of the top social media performances in the Foundation's history.

Millennial students were the largest users of #RUGivingDay on social media. Student organizations heavily participated in the social media challenges to win extra funds for their organizations; students also gave at a higher rate. More than 500 gifts came in from students in honor of Rutgers Giving Day.



University of North Carolina

The majority of UNC's social media interactions were on Twitter and Instagram with Millennials. The most popular posts included GIFs and special items designed by the organization's social media ambassadors.

UNC also used Snapchat to reach its Millennial audience. The university created a Geofilter (an original overlay for Snaps that can only be accessed in specific locations⁵) for #TarHeelTuesday on Snapchat that allowed students on campus to share the branded day in their own snaps; students could also post to UNC's "Our Campus" Snapchat story, allowing for a new level of engagement with Millennials.

#GivingTuesday 2015 goal:	\$150,000
Total #GivingTuesday 2015 funds raised:	\$235,902.64
Total number of donors:	933
Number of Millennial donors:	269
Funds raised from Millennials:	\$22,950.71
Average Millennial gift:	\$72.40
Percentage of donors who were Millennials:	29%

UNC deemed its specific school matching gift event successful: Of Millennial donors, 42 made gifts totaling \$1,686.60 to the School of Journalism for their #MJ10for10 matching gift campaign.

Overall, UNC reported receiving positive feedback from its constituents. The collective efforts of the Carolina Online Ambassadors, its peer-to-peer ambassador program, provided the most interaction on social media. In addition, UNC's year-round efforts with student and young alumni giving programs provided volunteers who were readily available to help educate their peers on #TarHeelTuesday.

KEY TAKEAWAYS & RECOMMENDATIONS

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From this analysis, organizations can use three key takeaways when looking toward their planning efforts and involving Millennials on #GivingTuesday 2016:

Plan early and strategically.

Nearly all of the research partners started planning and strategizing for their #GivingTuesday 2015 efforts earlier than in previous years, and some still reported the need to start even earlier in 2016. And a number of research partners identified that creating a structure and preparing resources prior to #GivingTuesday played a vital role in the success of campaigns.

The earlier your organization can determine your strategy, timeline, tactics and mediums, the more time you'll have to engage your audience in your cause – with the ultimate goal of turning interested constituents into active and involved donors. But don't just rely on typical methods of communication (i.e. direct mail, social media or email) to attract Millennials, as this evaluation has shown that these methods have not shown higher than average response rates with non-Millennial organizations. Get creative with events, incentives and networking prior to #GivingTuesday to build up the excitement to this day.

Engage, don't just solicit.

Research partners that leveraged their networks of Millennials – Camp Kesem, College Mentors for Kids, UNC and Rutgers University Foundation – all surpassed their fundraising goals and reported high social media activity. Research partners that did not employ social media advocates or ambassadors on #GivingTuesday reported having average activity on their social media sites.

Research from the Millennial Impact Project (themillennialimpact.com) shows that Millennials deem financial giving just as important as giving of their time, resources, voice and network. To truly involve this generation, it is vital that organizations engage with their Millennial audience members other than just asking for donations.

Simply posting from an organization's social media accounts, however, isn't enough to engage this generation. As reports from research partners has shown, social media activity doesn't equal engaged Millennials – and though people in general are giving on #GivingTuesday, Millennials aren't the majority of them with organizations whose audiences lie outside the generation (ex. organizations not made up of or led by students).

Establish online Millennial advocates or ambassadors prior to #GivingTuesday so these ambassadors can reach their Millennial – and non-Millennial – networks and more people can become involved in your organization's cause, increasing your organization's reach and fundraising potential.

Think beyond digital.

#GivingTuesday can be a successful day of giving, but to engage Millennial donors, organizations need to expand their tactics and approaches to more than just digital (web/email) and social means of communication. The research partners that were most effective in their Millennial engagement strategies are the ones that strategically incorporated grassroots efforts – peer-to-peer or personal challenges, events, ambassadors, incentives, etc. – alongside their online and social media efforts.

Millennials are wired to "do good," but they are unlikely to see a tweet or Facebook post and just blindly give without any other information or connection to the cause. They want to be involved beyond the online world.

To harness this generation's passion for causes – as well as their spending power – organizations need to craft messaging that is just as powerful in the offline world as it is online.

CONCLUSION

Millennials give to causes they are passionate about, but in organizations not made up of or led by Millennials, they do not make up the majority of donors on a day dedicated to giving like #GivingTuesday. In organizations with largely Millennial audiences, campaigns that incorporated both grassroots and digital efforts proved to be the most successful.

Did #GivingTuesday inspire Millennials to give? Based upon the reaction from our research partners, yes – but much more so when approached by organizations that involved them both online and off.

Through this evaluation, it's also clear that educating individuals about a cause and inciting action prior to #GivingTuesday is more impactful than only engaging them on that particular day.

By planning early and strategically, interacting with Millennial audiences long before #GivingTuesday and thinking broader than just digital tactics, organizations can learn to better understand and harness the power of this booming generation. And as both this generation and this giving movement continue to grow, organizations can seize the possibilities of #GivingTuesday 2016 and beyond.

About the Researchers



Achieve is a research and creative agency for causes and the leaders of The Millennial Impact Project. We help organizations understand the behaviors of today's donors, activists and employees who are redefining cause engagement. We work with organizations committed to making the world a better place. Our services are ideal for organizations and companies who want to understand and reach new donors, audiences, volunteers, activists or employees.

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