

THE MILLENNIAL IMPACT REPORT 2012

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A RESEARCH PROJECT OF



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LETTER FROM THE RESEARCH PARTNERS

“Stop trying to figure out Millennials and just include them.”

That was one wish of a participant in our Millennial focus group. This theme was seen throughout our research as Millennials showed a desire for nonprofits to be more accessible and inclusive of this generation. Millennials are eager to be taken seriously as future donors, volunteers, and leaders for causes they care about.

In many ways, our ongoing study of Millennials continues to be a study of contrasts. After three years of research, we’ve learned that, yes, these young donors are fully immersed in the pace and technology of our times, but they are also invested in timeless values.

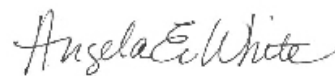
They want to give and to serve. They want involvements that engage their minds as well as their hands. In the end, they want to build authentic, personal relationships with nonprofits.

It is not overstating to say that a big part of the nonprofit sector’s future relies on its ability to respond to these young people’s charitable inclinations; yet in surveying nonprofit practitioners, we found many common perceived barriers emerge for why nonprofits were not making engaging Millennials more of a priority. Often they felt it was not worth the time, that this generation did not yield a high enough return on investment, and in some ways was rather high maintenance.

We hope this study will help nonprofits move past their current assumptions of this generation and focus on the key areas that will help their organizations move forward. Millennials have proven themselves to be generous and willing. But they also have proven to have high expectations. Meeting those expectations and making it possible for Millennials to give, serve, and spread the word on their terms will allow nonprofit organizations to grow stronger and do even more good in the long-term.



Derrick Feldmann
CEO
Achieve



Angela E. White, CFRE
Senior Consultant and CEO
Johnson, Grossnickle and Associates

MILLENNIAL IMPACT REPORT

METHODOLOGY

For the 2012 Millennial Impact Report, Achieve and Johnson, Grossnickle and Associates (JGA) gathered information from an online survey, focus groups, and a nonprofit professionals survey. For the study, Millennials were defined as anyone ages 20-35.

ONLINE SURVEY OF MILLENNIALS

- Open January 1 - January 31, 2012
- 6,522 completed surveys
- 14 research partners and one general survey

Research partners included:

- AmeriCorps Alums
- Anderson University
- Augsburg College
- Ball State University
- Elmhurst College
- Giving Sum
- Illinois Wesleyan University
- Indiana Campus Compact
- Indiana University
- Mobilize.org
- Northwestern University
- University of Iowa Foundation
- University of Southern Indiana
- Wabash College

FOCUS GROUPS OF MILLENNIALS

- Focus groups conducted February 23 to March 28, 2012
- Focus groups included participants ages 20 to 35
- Total Attendance was 27 focus group participants in 3 cities (Indianapolis, Seattle, and Washington D.C.).

ONLINE SURVEY OF NONPROFIT PROFESSIONALS

- Purpose: To obtain an understanding of successful strategies and programs for engaging Millennials from nonprofit professionals' perspectives
- Open February 15 - April 3, 2012
- 89 surveys completed

RESEARCH TEAM

ACHIEVE

Derrick Feldmann, CEO
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JGA

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Tim Krull, Firm Administrator

EXECUTIVE SUMMARY

"I find that it is dangerous to overgeneralize this demographic. We have encountered many who are thoughtful, resourceful, open-minded, and even visionary community stewards... Our challenge is to personalize the impact and engage them in ways that engender ownership and investment."

- GREG JOHNSON, CHAIRMAN AND CEO
DAMAR SERVICES

The 2012 Millennial Impact Report, the third annual examination of Millennials, ages 20-35, revealed these young professionals to be driven by moments of inspiration but still understanding the value of an organization's work and building authentic, personal relationships with the nonprofits they choose to support.

In 2012, Achieve and JGA expanded their methodology to gather information from three sources: an online survey featuring 6,522 responses from 14 institutions, three focus groups, and an online survey of 89 nonprofit professionals. While this year's study addressed some of the same topics as in the past two years, it also touched on new topics and revealed fresh insights into Millennials and their relationships with nonprofit organizations.

CONNECT

Technology has allowed Millennials to expect immediate and impulsive interactions with nonprofit organizations. Organizations' websites remain the primary hub for learning about a nonprofit, seeking volunteer opportunities and giving. In one glance at your website they want to know what your organization is doing, how they can participate, and how their participation helps the cause.

As social media, email marketing, and mobile continues to grow, these platforms all should be providing concise, targeted messages driving readers to the website to dig deeper into the topics that interest them.

Smartphones and mobile devices are clearly making a major impact on how this generation interacts with organizations and must become a critical part of engagement and giving strategies moving forward.

Three-quarters of survey respondents own a smartphone, thus giving them access to your nonprofit's website and social media presences anytime, anywhere. As reflected in last year's study, social media is a key channel for Millennials to connect and spread the word about nonprofits. However, organizations will be wise not to use the latest technology just for the sake of 'being cool'. Each platform serves its own purpose and way of building engagement and must have a dedicated strategy to get the most out of it. Smaller nonprofits would be better to focus energy on one or two social networks, than try to keep up with the changing trends and not fully integrating into each medium.

EXECUTIVE SUMMARY

INVOLVE

As has been revealed in past surveys, Millennials tend to be generous with their time, volunteering with nonprofits that inspire them. If they form long-term volunteer relationships, they tend to give larger gifts and encourage friends and family to give and volunteer as well. When they do volunteer, Millennials want a continuum of options – from one-time engagements to long-term opportunities – and, while they want the chance to work on the front lines delivering services, they especially want to leverage their knowledge, expertise, and backgrounds to help lead nonprofits.

In particular, Millennials want to see more opportunities to lead on boards and committees. They feel that young professional groups and events provide a great opportunity to informally get to know an organization, but when it comes to leadership they want to share their experience and skills with the greater cause.

DEMOGRAPHICS

The survey featured a respondent pool of Millennials age 20-35 that were highly educated (over 95% with at least a Bachelors degree), middle income (59% had \$25,000-99,000 household income), and largely without kids (only 18% had children). Respondents were 66% female and 34% male. Through use of partner organizations, the sampling was inclusive of all regions of the United States.

GIVE

Three-quarters of the Millennials responding to our survey made a financial gift to a nonprofit organization in 2011. While the majority of those gifts were \$100 or less per organization, 15% of Millennials gave gifts of \$500 or more to individual nonprofits. Some of this giving was in immediate response to an emotional reaction, with Millennials saying in focus groups that they like to give “in the moment.” Still, they want to know that their gifts will have an impact, and are interested in seeing the tangible results that will come from their giving. They’re more likely to give larger gifts to organizations with which they have strong relationships.

Strong relationships also will compel Millennials to act as fundraisers. More than 70% of Millennials surveyed said they have raised money on behalf of nonprofits. As in years past, Millennials said they are most likely to help raise money by spreading the word or promoting a fundraising event, or participating in walk, run or cycling events, usually relying on friends and family to support their cause.

Many nonprofits are experimenting with what works and doesn’t with this emerging generation. Follow their lead and take action now to build a pipeline for the future supporters of your organization.

WHAT IS YOUR AGE GROUP?

20-24	22%	1430
25-29	42%	2718
30-35	36%	2374

THE MILLENNIAL IMPACT REPORT

2012 | CONNECT

HOW DO YOU PREFER TO LEARN ABOUT NONPROFITS?



65%



55%



47%



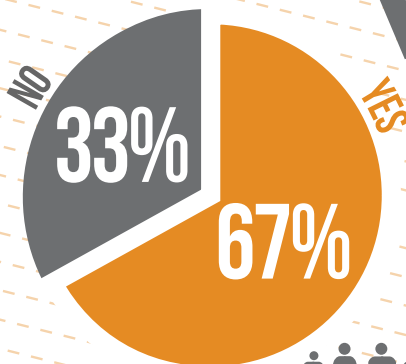
18%



17%

WHAT TYPE OF NONPROFIT INFO WOULD YOU SHARE ON FACEBOOK?

COOL EVENTS 74%
STATISTICS 69%
NEWS 65%
OPPORTUNITIES 61%
VIDEO 47%
GROUP INVITATION 39%
I MADE AN IMPACT 36%
I DONATED 30%
NONE 5%
OTHER 1%



HAVE YOU INTERACTED WITH A
NONPROFIT ON FACEBOOK

77%

SAY THEY HAVE SMARTPHONES



23%

DO NOT



CONNECT



A MULTI-CHANNEL APPROACH

Over 3 years it has been clear that websites are the first and most preferred way for a Millennial to learn more about an organization. This year our survey and focus groups made it clear that a nonprofit's website must operate as the central hub for individuals to connect with nonprofits.

Nonprofits must have a multi-channel approach using email, mobile, and social media to engage, all connected and linking to the central website. All these channels should include strong calls to action that inspire Millennials to take the next step in that moment.

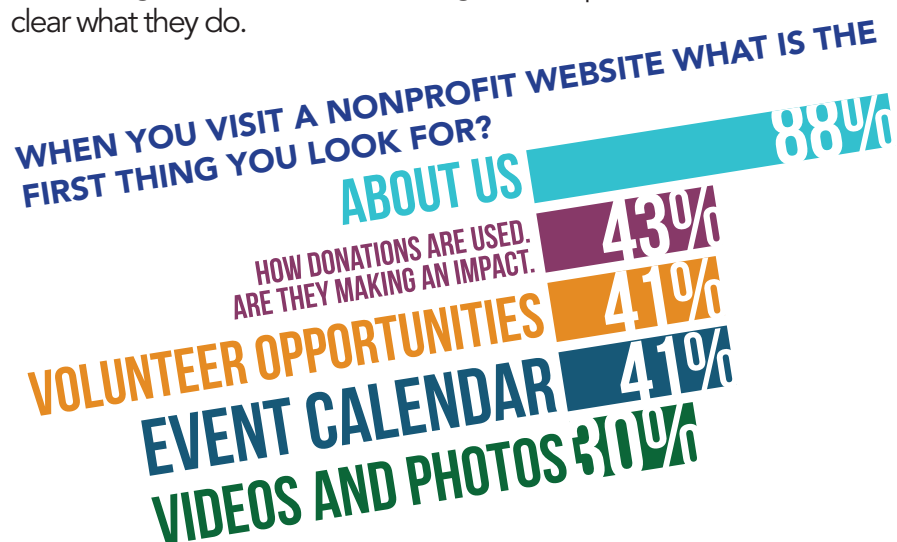
CONNECT

WEBSITES

Tell Your Story In a Second

Social media and new technology certainly have captured Millennials' attention, but the "old-fashioned" website continues to serve as the primary information hub, and basic, straightforward information is the key attraction.

When the surveyed Millennials go to nonprofit websites, nearly 9 out of 10 of them will go first to the page that describes the mission of the organization. While other information such as events, volunteer opportunities, videos and photos were also favored features, none of these got above 50%, showing that nonprofits must make sure it is clear what they do.



While this may seem like a no-brainer, our focus group respondents echoed these feelings when shown examples of 4 different nonprofit websites. Participants in all 3 cities repeatedly said they wanted to be able to understand exactly what the organization did in a split-second. **Mission statements should show the purpose and value of the organization without being lengthy.**

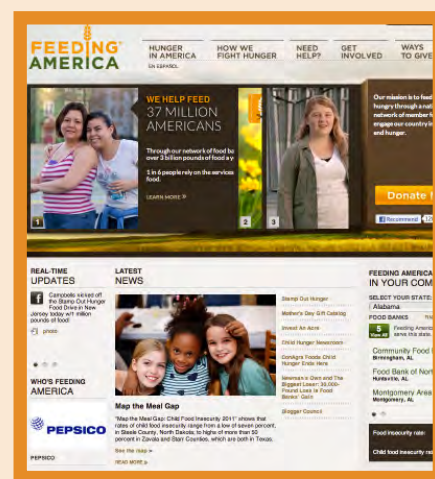
During that split-second judgment, the overall look of the site also plays a role in determining if your website is worthy of their time. **One focus group participant said, "Even if you are a small, scrappy nonprofit, your website should look professional. I judge the character of the organization with its presence on the web."** Vivid imagery was also a compelling factor in understanding what your cause was about without having to do a lot of reading or digging.

TAKEAWAYS

"Most nonprofits have a ton of text, which is great information, but isn't needed."

NONPROFIT WEBSITES SHOULD SHOW:

- ★ A unique, purposeful and concise mission
- ★ Easy to use navigation – don't make users dig for information
- ★ Clear call to action
- ★ Photos that help show what you do - show instead of tell



CLICK TO VIEW WEBSITE

CONNECT

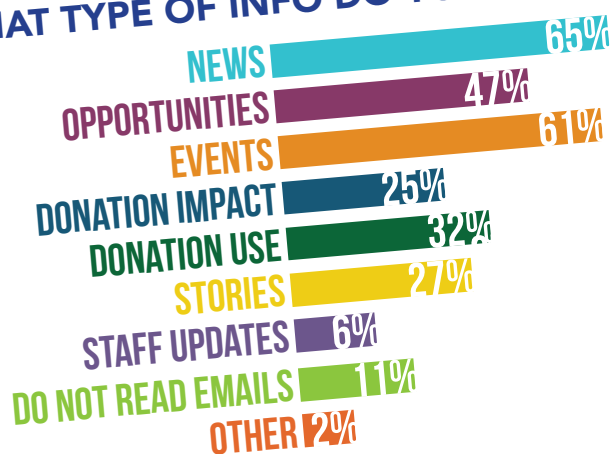
EMAIL

Yes, It Still Matters

Given that 47% of respondents indicated that they prefer to get updates in e-newsletters, this remains an important way to communicate and engage supporters after the initial connection.

Almost 65% say they prefer that an email from a nonprofit deliver news and updates from the organization, 61% want to know about upcoming events, and 47% want to be informed about volunteer opportunities. In the comments to this question, respondents repeatedly remarked that they should not get emails too frequently or they will automatically delete. Also, a subject line was key to getting the email opened.

WHEN A NONPROFIT SENDS YOU AN EMAIL WHAT TYPE OF INFO DO YOU PREFER?



Focus group participants added that it was important the e-news signups be prominent on the homepage, and must explain the benefits of subscribing to the e-news and frequency of publication.

In response to nonprofit newsletter examples, focus group respondents in all cities felt that emails with too much content were overwhelming and less likely to be read. They preferred emails be focused on the most important call to action and story, with links for more information on other topics, volunteer opportunities, and events.

TAKEAWAYS

"I need one thing to respond to. What do you want me to do?"

NONPROFIT EMAILS SHOULD SHOW:

- ✱ One main story and call to action
- ✱ Links to read more on website
- ✱ Compelling visuals
- ✱ List of events and volunteer opportunities



CLICK TO VIEW
EMAIL

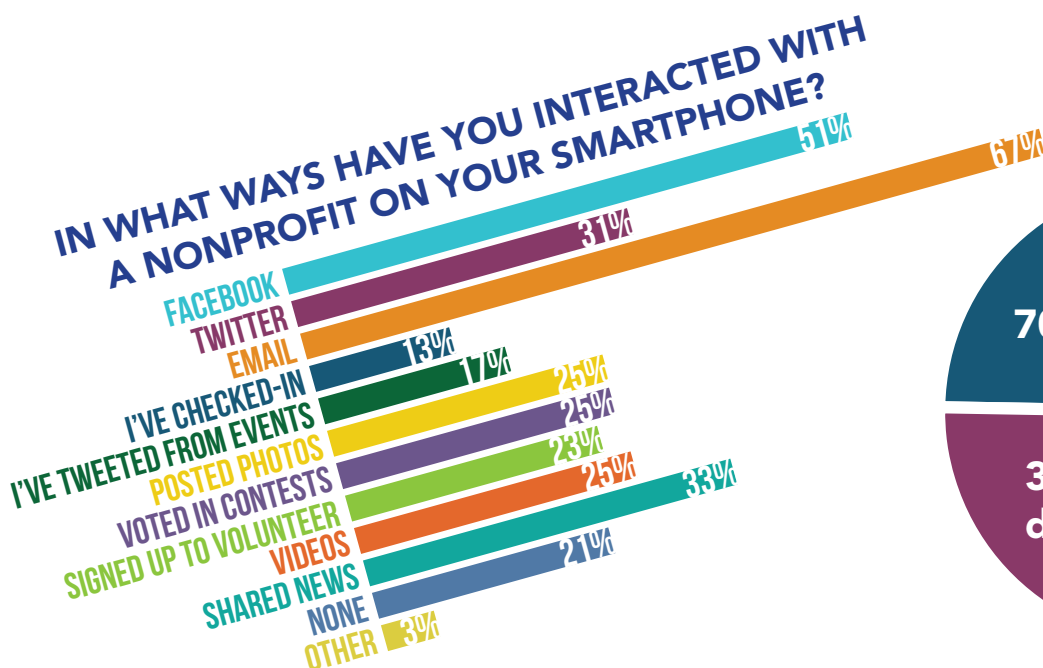
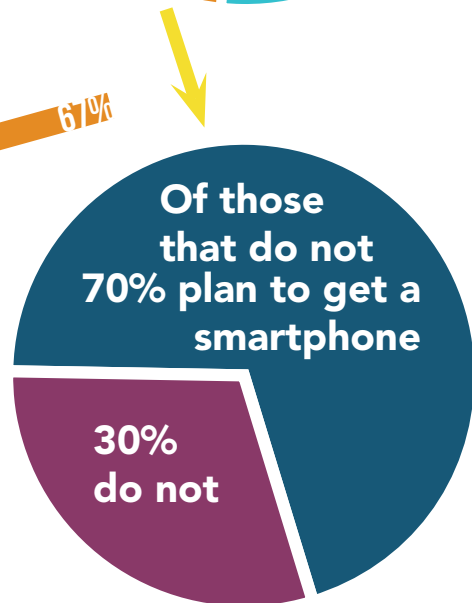
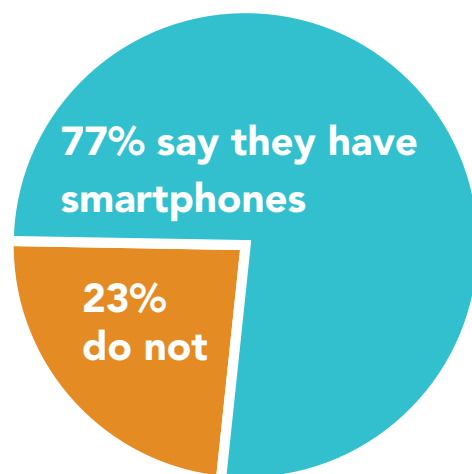
CONNECT

SMARTPHONES

Give It To Us Now!

Millennials want to act quickly and connect easily, so it makes sense that the smartphone figures prominently in their interactions with nonprofit organizations. More than three-quarters of survey respondents said they own a smartphone (and another 7% expect to get one in 2012), and **79% of smartphone owners said they have in some way connected with a nonprofit via smartphone.**

This prominence of smartphone usage is making a mobile strategy more critical than ever for nonprofits – and mobile now means much more than just texting. They're also viewing websites, gathering information and, in some cases, giving.



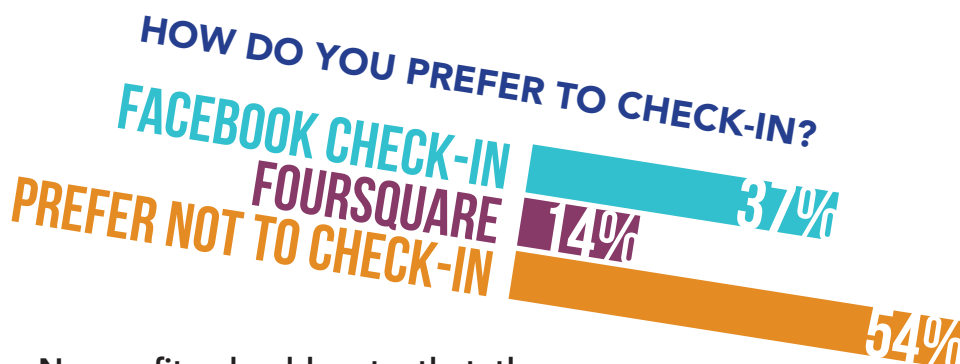
Most often, it seems, Millennials use their smartphones as mobile computers – the majority of those connections have been for the purpose of reading emails or e-newsletters (67%), getting updates from an organization (51%), or sharing news or updates about a nonprofit organization with friends and family (33%). **Regardless of the purpose, Millennials want to be able to have access to your information whenever and wherever they are. Since the majority of smartphone users are reading emails on their phones, it is important that e-newsletters and solicitations be easy to read on mobile devices.**

CONNECT

SMARTPHONES

Mobile Made Easy

With websites being the most important tool nonprofits have, a mobile optimized website is now essential. When shown examples of mobile sites, focus group participants preferred sites that limited the options to only the most important content. Most importantly, mobile sites must make it easy to click on the address or phone number from the home page, so their phone could pull it up if needed to call or get directions. While participants enjoyed use of mobile apps, they felt they were not necessary for individual nonprofits or efficient given that mobile sites worked on all platforms and mobile apps had to be customized.



Nonprofits should note that there are limits to the appeals of mobile technology.

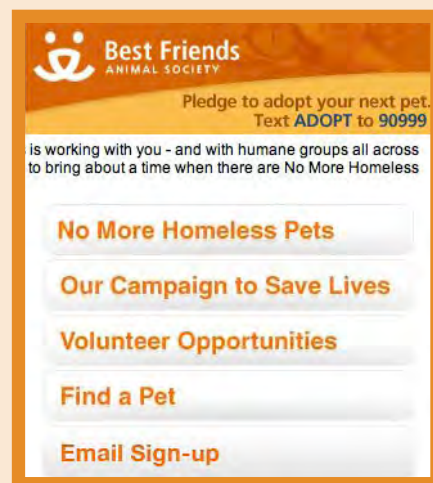
For one thing, many Millennials made it clear that they do not want to receive texts or calls on their smartphones from nonprofit organizations. In both the focus groups and survey comments, respondents felt that texting was reserved for more personal forms of communication, and said they therefore do not want to receive any text messages from nonprofits. The one area in which Millennials were more willing to communicate via text was in regards to volunteer updates. Also, while 37% of respondents said they would be interested in using their smartphones to check-in at a nonprofit event via Facebook, and 14% via Foursquare, 54% said they prefer not to check-in.

TAKEAWAYS

"Text messaging is for personal use. I don't want them from businesses or nonprofits, just from friends."

NONPROFIT MOBILE SITES SHOULD:

- ✦ Be scalable and readable
- ✦ Feature only the most important content with the option to see full site
- ✦ Include phone number, email, and address



**CLICK TO VIEW
MOBILE SITE**

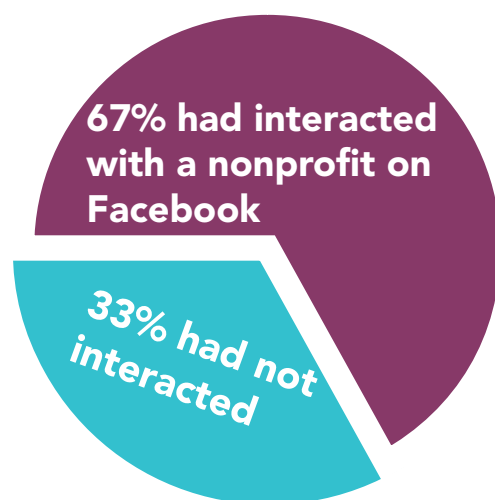
CONNECT

FACEBOOK

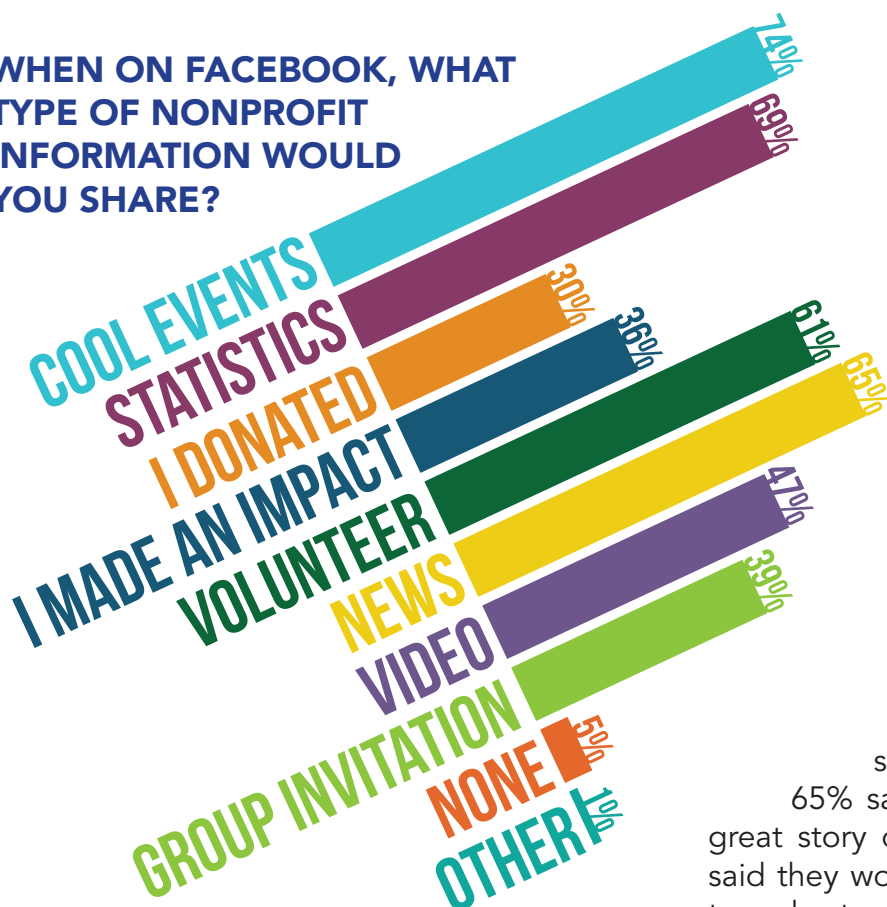
More Than Just a Passing Fad

Social media, with its immediacy and ease of connection, continues to play a central role in Millennials' relationships and interactions with nonprofit organizations.

Among social media platforms, Facebook is by far Millennials' most popular conduit for connecting with nonprofits. Of the 67% of respondents who said they have interacted with nonprofits via Facebook, 92% have "liked" nonprofit pages, 71% have joined a Facebook Group, and 74% have "liked" a post on a nonprofit's Facebook page. Almost 69% of respondents used Facebook to follow news and updates about an organization, and 58% have used Facebook to RSVP to an event.



WHEN ON FACEBOOK, WHAT TYPE OF NONPROFIT INFORMATION WOULD YOU SHARE?



Millennials who have established relationships with nonprofits said they are willing to spread the word about worthy nonprofits, and they like to use Facebook for that purpose. Nearly three-quarters of respondents said they would tell

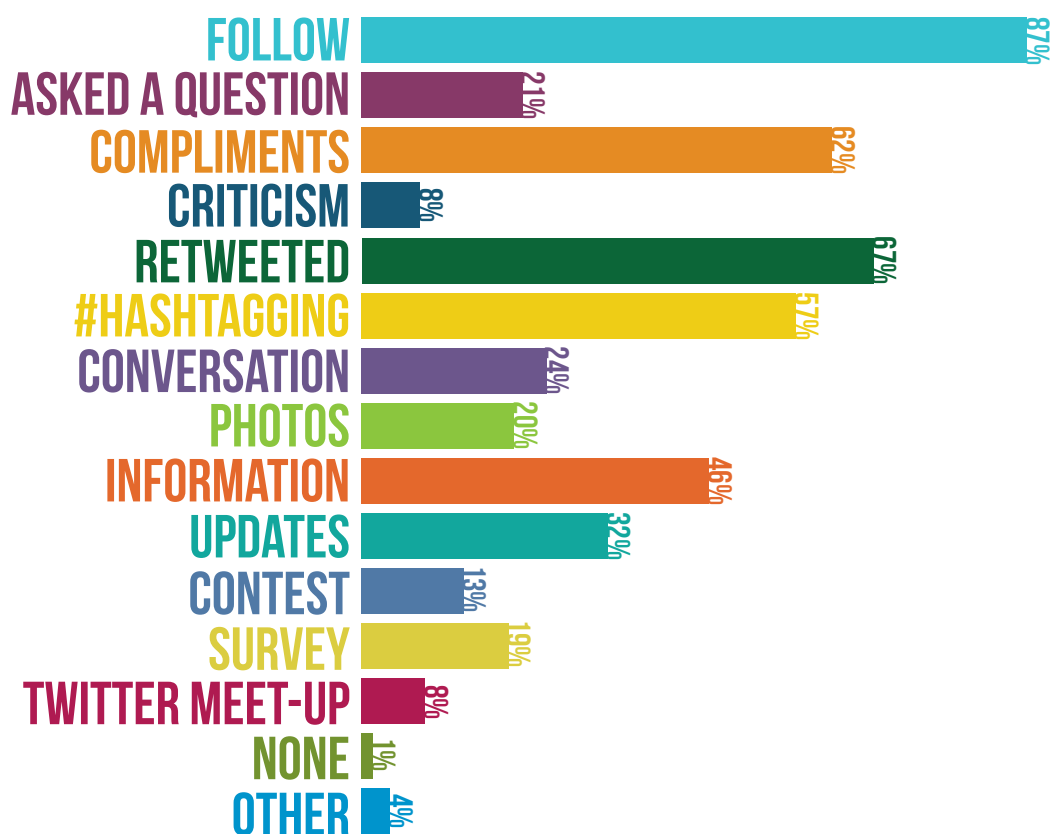
Facebook friends about great nonprofit events, 68% said they would tell

friends about impressive

statistics about a cause or issue, and

65% said they would promote a nonprofit's great story or accomplishment. In addition, 61% said they would use Facebook to alert friends to volunteering opportunities and needs.

IN WHICH OF THE FOLLOWING WAYS HAVE YOU INTERACTED WITH A NONPROFIT ON TWITTER?



TWITTER

Personal, Bite-sized Engagement

While Twitter has not forged as strong a connection between nonprofits and Millennials as Facebook – only 28% of respondents have interacted with a nonprofit on Twitter – it nonetheless offers Millennials an easy way to share information about nonprofits. Of respondents who have used Twitter to connect with nonprofits, 87% said they use it to follow nonprofit organizations, 67% have retweeted something good about a nonprofit, 62% have tweeted something good, and 57% have used a hashtag for a nonprofit event, conference or program.

While overall Facebook is more widely used, the focus group participants that used twitter preferred it as a better way of building relationships with nonprofits. They felt it was especially powerful when nonprofit leaders had their own account and shared insights from their perspective. Regardless of the social media channel, focus group participants warned nonprofits against using social media just to use it and not posting purposively to engage in conversations. They also felt while they liked posts that encouraged you to take action, pledge campaigns have been over done and they are often unsure how the pledge will make a difference.

CONNECT

SOCIAL MEDIA TRENDS

What to Keep Your Eye On

Beyond Facebook and Twitter, other platforms figured into the results, albeit at lower levels of enthusiasm. 44% of respondents suggested that nonprofits should use Linked In to connect with them, and 27% suggested that nonprofits employ Google+. While not an option response, the rise of Pinterest was seen in the survey comments.

Use of video across all online channels had low reactions on the survey. In the focus groups, some participants did find video to be a compelling way to learn about organizations, but it was important that the videos show the organization at work, rather than just talking about what could be more quickly read.

SOCIAL MEDIA CHART

FIND THE SOCIAL NETWORKS THAT FIT YOUR AUDIENCE

FACEBOOK	Pretty much everyone, a nonprofit must
TWITTER	Users looking for quick, personal interactions
PINTEREST	Mainly women of all ages sharing the things they love
GOOGLE+	Tech-savvy individuals escaping the clutter of Facebook
INSTAGRAM	Mobile users sharing and viewing beautiful photos
LINKEDIN	Professionals exploring causes to share skills

TAKEAWAYS

"Social media should not be used to talk about yourself."

TIPS FOR ENGAGING ON FACEBOOK:

- ✱ Post links to other relevant blogs or organizations
- ✱ Tag photos of volunteers or event attendees
- ✱ Post photos sharing a statistic or key fact about the organization in one line

TIPS FOR ENGAGING ON TWITTER:

- ✱ Use compelling statistics
- ✱ Include a clear call to action
- ✱ Make it personal and use humor when possible
- ✱ Don't just tweet the same information over and over

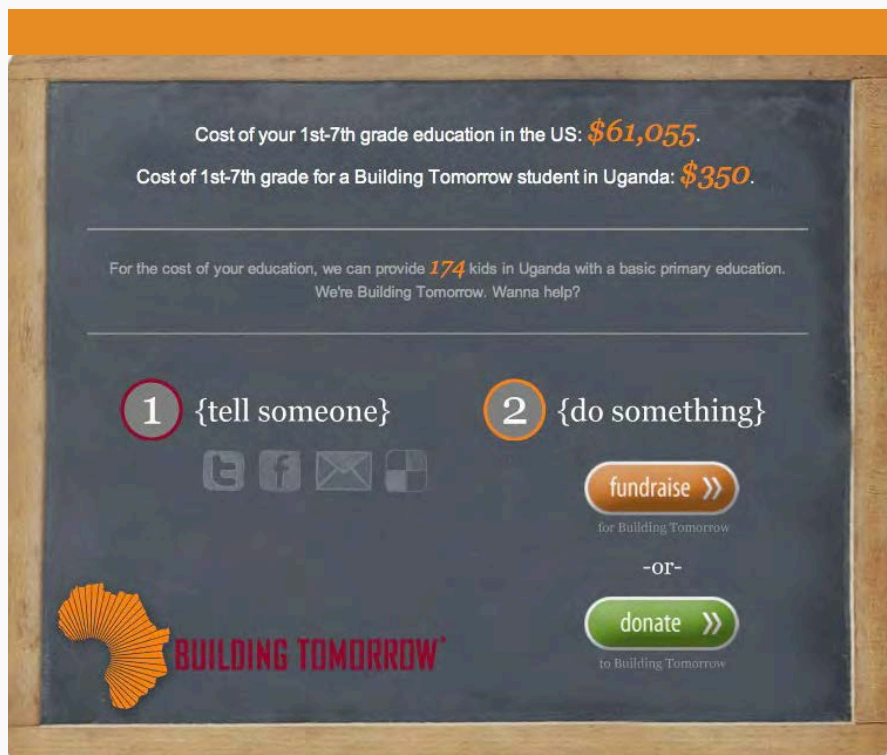
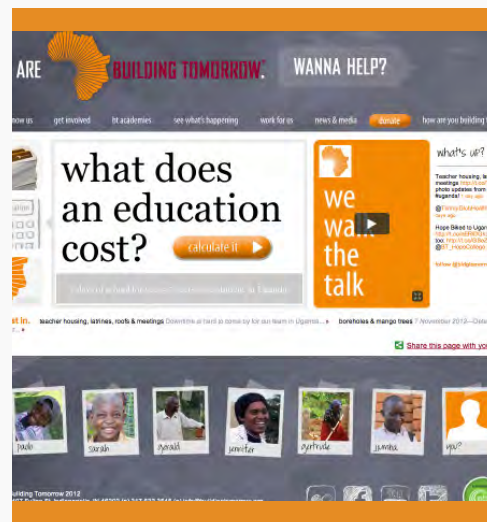
CASE STUDY: BUILDING TOMORROW

DESIGN IS CRUCIAL - LEAD THE USERS TO KEY CALLS TO ACTION

Building Tomorrow (BT) empowers young people to invest their resources, time and talents in providing students in sub-Saharan Africa with access to an education.

"AS AN ENGAGEMENT TOOL, THIS WEBSITE WAS DESIGNED TO PULL IN MILLENNIALS AND OTHERS TO TAKE THE FIRST STEP IN LEARNING ABOUT WHY WE DO WHAT WE DO," SAID LIZ BRADEN.

"Overall, our website has been one of the most effective ways to directly engage young professionals and college students - showing them their ability to make a difference and the ways that they can engage in our work."



The Calculatelt.org landing page asks "How much did your 1st - 7th grade education cost?" The calculated cost of their elementary school education is compared directly with the cost of providing access to education in Uganda.


Keys to Successful Webpages to Attract Millennials:

- ★ Share powerful stats and images
- ★ Create avenues to interact with the organization
- ★ Give them an opportunity to have a say in how their donations will be used

Organizational Overview:

- ★ 3 staff in US, 7 in Uganda
- ★ 25 college chapters engaging hundreds of Millennial volunteers
- ★ Budget size - \$251,000 - \$500,000

CLICK TO READ THE FULL CASE STUDY AT THEMILLENNIALIMPACT.COM



58% PREFER A SHORT-TERM
VOLUNTEER COMMITMENT

81% PREFER TO LEARN ABOUT
VOLUNTEERING OPPORTUNITIES
THROUGH THEIR PEERS



41% PLAN TO
VOLUNTEER MORE IN 2012



63%

VOLUNTEERED FOR A
NONPROFIT IN 2011.

INTERESTED IN LEADERSHIP INVOLVEMENT
77%



BUT ONLY

ALREADY ON A BOARD

20%



TOP 2 REASONS
PREVENTING MILLENNIALS
FROM TAKING LEADERSHIP

LACK OF TIME

62%



NEVER BEEN ASKED

40%

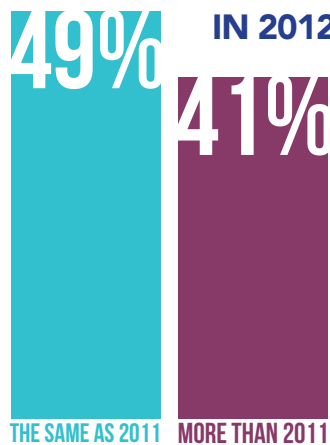


INVOLVE

HOW TO GET MILLENNIALS TO STEP UP & TAKE ACTION

Millennials want to get involved and support causes they care about. 63% of surveyed Millennials reported they volunteered for nonprofits in 2011. This good news is matched with more: 90% of respondents said they expect to volunteer as much or more in 2012 than in 2011. **And there's more good news: by a margin of more than two-to-one, Millennials who volunteer for nonprofits are more likely to make donations.**

HOW OFTEN DO YOU PLAN TO VOLUNTEER IN 2012?



But as they transition from college to a career and eventually a family, the ways in which they might beget involved will vary. It is important for nonprofits to create a continuum of volunteer engagement from micro-volunteer projects that take little time, one-time volunteer projects, opportunities to volunteer with friends or family, and leadership roles that utilize their professional skills. More so, Millennials want to make it clear that they should not be taken for granted, and can play an important leadership role in your organization, even if they can't commit a lot financially right now.

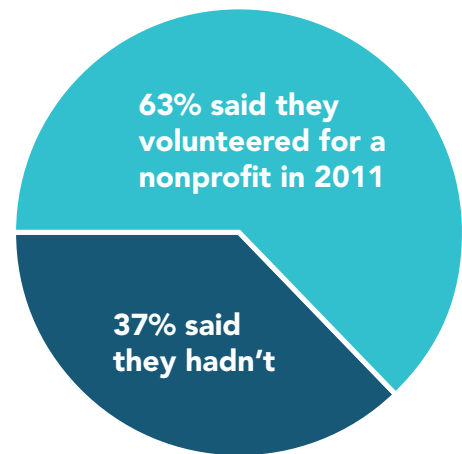


INVOLVE

PROVIDE INVOLVEMENT OPTIONS

In focus groups, Millennials said they want a range of volunteer opportunities, from one-time hands-on experiences to long-term commitments utilizing professional skills. The study data supports this message, showing that Millennials split fairly evenly between those who prefer to engage in one-time or short-term volunteer projects (58%), and those who seek ongoing projects with consistent activities and schedules (47%). **Nearly one-third of respondents said they're open to any type of volunteer role if it's with an organization they believe in, but they are most likely to give of their time if they know their efforts will make a difference.**

Much like when asking for donations, explaining the impact of your volunteer projects can go a long way. In our focus groups, many participants said that they have no problem doing filing, database work or other administrative tasks as long as they knew how that time benefitted the organization. They also believed that while one-time activities were great ways to get introduced into an organization, once a relationship began they would rather lend professional skills long-term and make a more meaningful contribution.



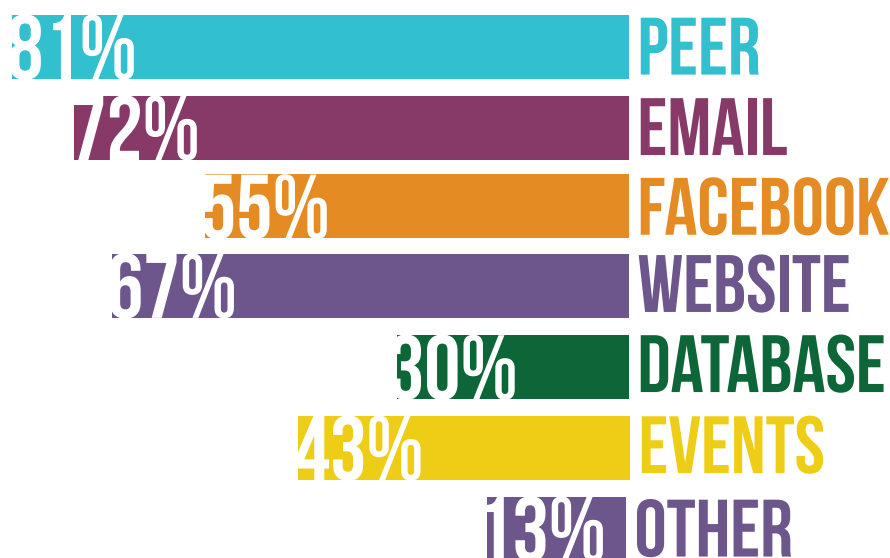
INVOLVE

FINDING THE PERFECT MATCH

The best way to find Millennial volunteers? According to the 2012 Millennial Impact Report, 81% prefer to learn about volunteer opportunities from friends or family members, 72% appreciate getting information from email, and 67% look to the organization's website for volunteer information. In the survey comments, respondents also suggested that personal invitations and phone calls from organizations they already were involved with were important for them to continue to volunteer, rather than mass emails. Like with donating, they want to feel they have built a relationship with the organization. Focus group participants also suggested that video showing the impact of the volunteer work and testimonials from volunteers would make them more inclined to volunteer.

The best way to lose Millennial volunteers? According to focus group feedback, a bad experience or a situation in which volunteers' time was used badly will turn Millennials off from future volunteering. Be clear in your expectations and the time needed of volunteers before hand.

HOW WOULD YOU PREFER TO LEARN ABOUT VOLUNTEER OPPORTUNITIES?



TAKEAWAYS

"I want to know exactly what I will be doing as a volunteer. Organizations need to be clear about what the organization is about and how the volunteer job ties into it."

TIPS TO INCREASE VOLUNTEER INVOLVEMENT:

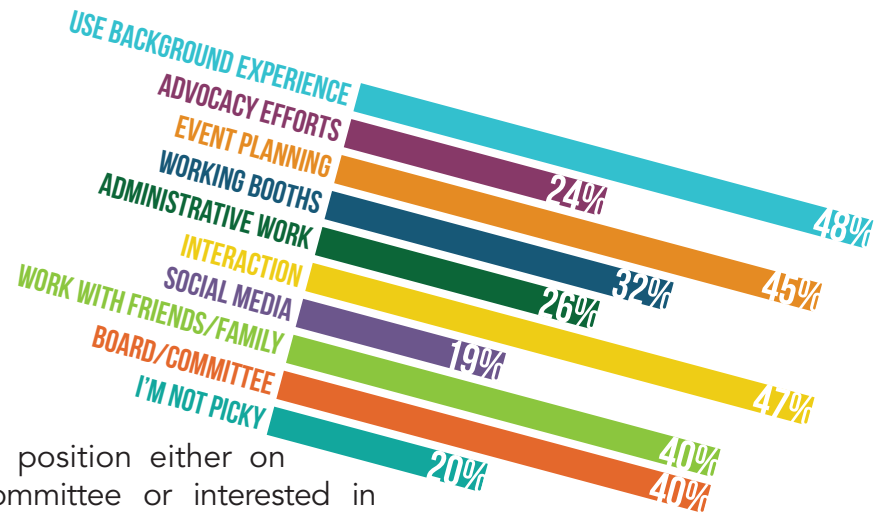
- * Provide one-time and long-term options
- * Explain how the volunteer services benefit the organization
- * Utilize Millennials' professional skills
- * Be clear about time commitment and duties
- * Provide group volunteer opportunities for families and friends

INVOLVE

HARNESS PROFESSIONAL SKILLS

Asked what kind of volunteer activities they prefer, 48% of respondents said they want to utilize their education, background, or professional expertise to help nonprofits build their capacity. In addition, 45% said they want to help plan events and develop strategy on committees or small groups, and 40% said they wanted a chance to serve on a board or advisory committee.

WHAT SPECIFIC TYPE OF VOLUNTEER ACTIVITIES DO YOU PREFER?



When asked if they were in a leadership position either on a board, young professional group or committee or interested in joining one, 77% said they were either in a position or interested in joining. This shows there is a large amount of talent ready to go to work for nonprofits, but there seems to be a divide over what to do with these young leaders.

WHICH BEST DESCRIBES YOUR NONPROFIT LEADERSHIP INVOLVEMENT?



INVOLVE

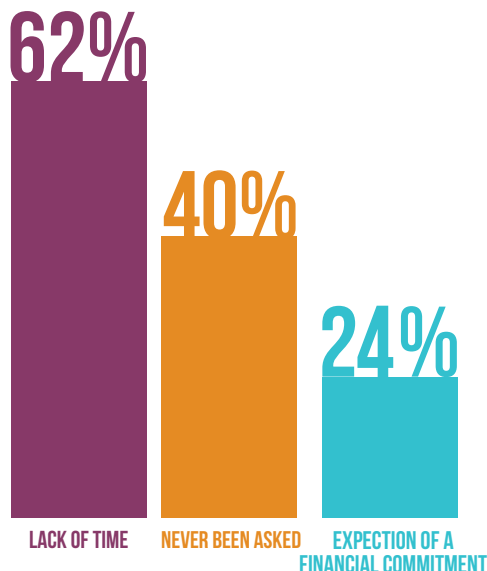
EMPLOY A NEW GENERATION OF LEADERS

While some felt that young professional groups and events made an easy way to first get involved with an organization, when it came to leadership many share a common sentiment: **"Don't stick us at the kiddie table."** The groups felt that boards were great professional development experience for them, but also that nonprofits were stronger when they had a mix of ages on the board.

However, nonprofits should not respond by putting Millennials on their boards and committees unless they're willing to give them real responsibilities and leadership opportunities. Focus group participants made it clear that they do not want to be the token "youth representatives" on a board. They want to engage in authentic leadership, with real tangible impact on the organization.

Almost a quarter of respondents said they do serve on a nonprofit committee, and 20% said they serve on a nonprofit board. Why don't more serve? Nearly 62% of respondents said they are prevented from board service by a lack of time, **but 40% said they simply have never been asked.** This was a frustrating concern for some in the focus groups who felt nonprofits took their skills for granted, and only wanted them to help by doing things like social media. One focus group participant didn't even know people his age could be on boards.

IF NOT ON A NONPROFIT BOARD, WHY?



TAKEAWAYS

"Giving my time and leadership to an organization is something I can do while I can't give a lot financially at this point in life."

TIPS TO INCREASE VOLUNTEER INVOLVEMENT

- * Post listings for volunteer committee and board opportunities on the organization website and in emails
- * Ask Millennials how they want to be involved and what skills they have to share with your organization
- * Provide spots on boards to young members with lower financial barrier to entry
- * Personally ask young volunteers who have shown commitment through other volunteer work to serve on a committee or board

CASE STUDY: BOOK WORM ANGELS

CREATING A PIPELINE OF YOUNG PROFESSIONAL BOARD MEMBERS

Book Worm Angels, a small grassroots nonprofit encouraging recreational reading in K-8 students, has worked with Northwestern University's Kellogg Graduate School of Management Board Fellows program to recruit ad hoc directors to the board.

"Our full board was totally impressed with the work they did for us during their Board Fellows tenure and unanimously invited them all to join our board," said Michael Ban, Book Worm Angels Executive Director.



Organizational Overview:

- ✦ 2 paid part-time staff, 40 volunteers, and 15-person board
- ✦ 1-3 Millennials on Staff/Board
- ✦ Budget Size - \$250,000 or less



YOUNG BOARD MEMBERS HELP RAISE OVER \$1,500 BY SELLING DISCOUNTED TICKETS TO YOUNG PROFESSIONALS.

PROJECTS MILLENNIAL BOARD MEMBERS HAVE LED:

- ✦ Transition from grassroots board to policy governance board
- ✦ Developing organization's strategic plan
- ✦ Targeting foundations and corporate funders
- ✦ Building donor database

CLICK TO READ THE FULL CASE STUDY AT THEMILLENNIALIMPACT.COM

THE MILLENNIAL
IMPACT
REPORT

2012 GIVE



75%

SAID THEY GAVE A
FINANCIAL GIFT IN 2011



● MY BIGGEST ●
PET PEEVE
IS WHEN I DON'T KNOW

HOW WOULD YOU PREFER TO
MAKE YOUR DONATION TO A
NONPROFIT ORGANIZATION?



#1. GIVE ONLINE



#2. IN PERSON



#3. IN MAIL

HOW MY GIFT WILL MAKE A
DIFFERENCE

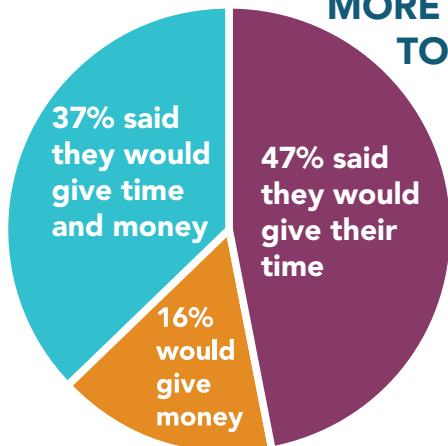


42% GAVE TO WHAT
INSPIRES THEM IN
THE MOMENT

HOW AND WHY MILLENNIALS DONATE

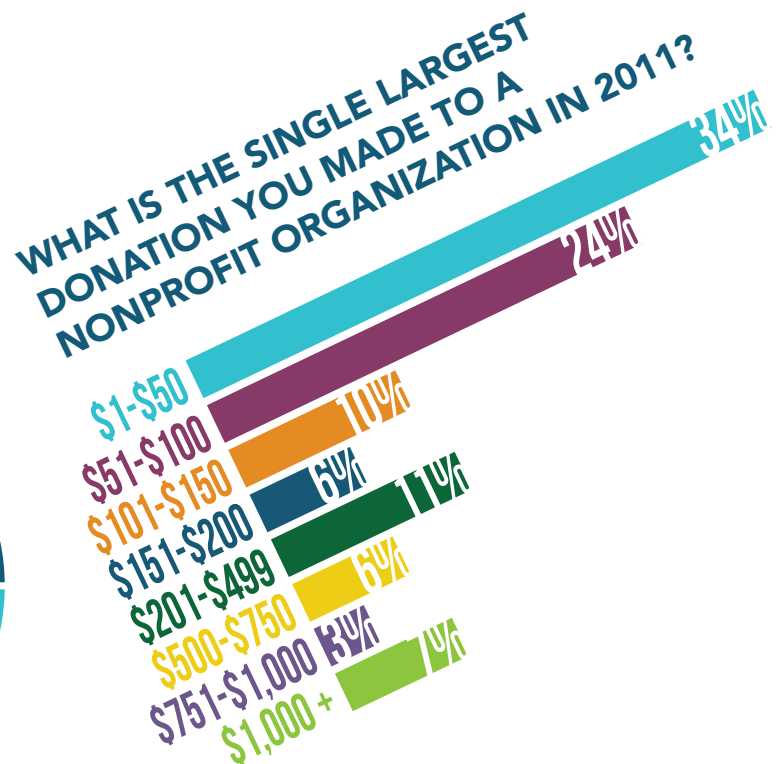
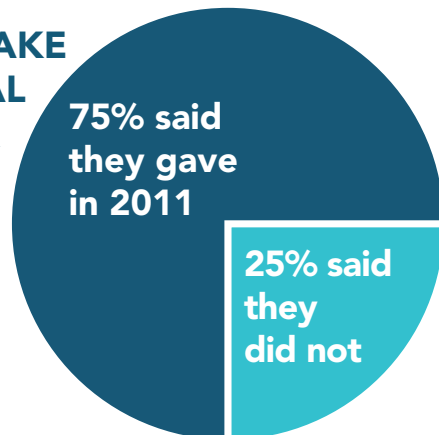
When asked how they prefer to support a nonprofit, 47% said give of my time, 16% said give financial support, and 37% said both time and money. This is notable because not only are Millennials willing to volunteer at all levels, but many are willing to do so and still contribute financially to those causes they are most passionate about.

REGARDING MY WORK WITH NONPROFITS, I'M MORE INCLINED TO...



75% of the Millennials responding to our survey made a financial gift to a nonprofit organization in 2011. While the majority of those gifts (58%) were \$100 or less per organization, the typical Millennial supported five organizations in 2011, and 87% said they expect to support at least as many organizations in 2012.

DID YOU MAKE A FINANCIAL GIFT TO A NONPROFIT IN 2011?

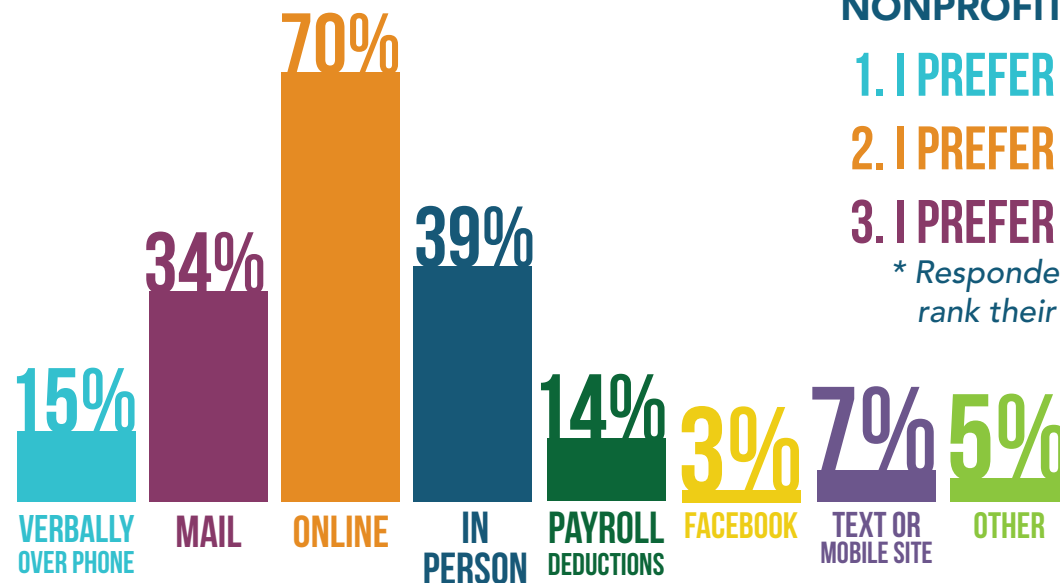


And those gifts have the potential to grow: 27 percent of respondents said they give larger amounts to a few organizations they care about. Slightly more than 15% gave gifts of \$500 or more, and about half of those gave \$1,000 or more.

DONOR OPTIONS CONTINUE TO EVOLVE

Millennials overwhelmingly showed that they prefer to donate through the web with 70% of respondents having made 2011 gifts online through a nonprofit's webpage. This makes the case for having a great website as the online hub for your organization even more important. While new technologies are catching on in engagement of Millennials, more traditional means still bring value to an appeal. 39% of Millennials said gifts were made to a person or at an event, and another 34% said they sent a gift in the mail, although it's unclear whether direct mail or some other form of appeal prompted the gift.

IN 2011, HOW DID YOU MAKE YOUR DONATION(S)?



HOW WOULD YOU PREFER TO MAKE YOUR DONATION TO A NONPROFIT ORGANIZATION?

1. I PREFER TO GIVE ONLINE
2. I PREFER TO GIVE IN PERSON
3. I PREFER TO GIVE VIA MAIL

** Respondents were asked to rank their top 3 preferences*

In focus groups, participants differed on the subject of direct mail, some thinking that it would stand out as they now only get junk mail; others saying "save a tree" and money. Others supported a multi-channel approach, saying while they may read the direct mail and be influenced to give, they would still donate online, as they are unlikely to have stamps or checks.

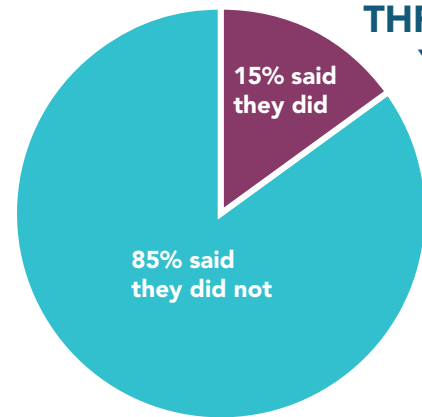
Phone giving appears to no longer be as strong of a means of soliciting this generation with only 15% having given last year verbally on the phone and only 2% saying it was their top preference to give in that manner. While nonprofits are still finding this to be successful, in the future as Millennials continue to live without landlines and find solicitation calls on their cell phone intrusive, we expect this to change. Phone calls may remain an important means for engaging Millennials and building relationships, with less emphasis on transacting donations.

UNCERTAIN FUTURE FOR MOBILE GIVING

Meanwhile, as popular as smartphones and social media are with Millennials, neither has proven successful in fundraising. While more than 50% of respondents said they would consider giving using their smartphones, only 15% have done so. **While 80% of those who have given on a smartphone had given via text, the comments and focus groups suggested that Millennials preferred not to donate via text to avoid charges on their phone bill and not have their donation limited to \$10. They would prefer to use a mobile website, but restated it has to be easy for them to give in the moment.** Of those surveyed who said they have not used their smartphones to make donations, most cited one of two reasons: they've never been asked (47%), or they have concerns about security (43%).

While Facebook is popular with Millennials, its popularity doesn't often translate into Facebook giving. Fewer than 10 percent of Millennials have used Facebook to make donations to nonprofits. A positive sign for the future of nonprofits and Facebook, of those who have not given via Facebook, nearly half would consider doing so. 49% of those who would not give through Facebook said security concerns – mostly having to do with Facebook policies – make them hesitant. Though, like early online giving, much of these security concerns are from lack of adoption and will likely decrease as Facebook continues to evolve and these features become more prominent.

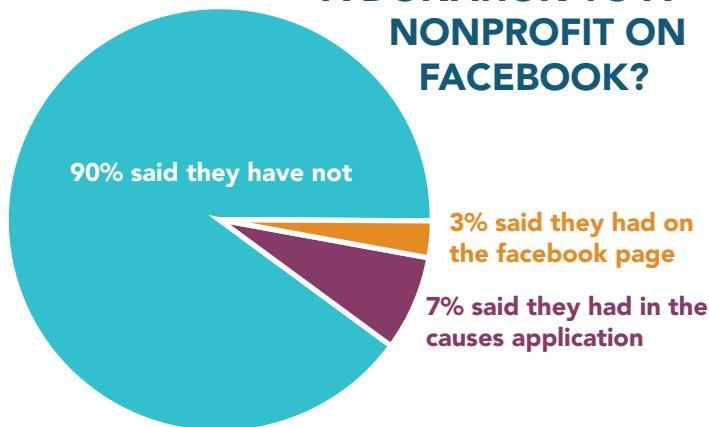
HAVE YOU EVER DONATED TO A NONPROFIT ORGANIZATION THROUGH YOUR SMARTPHONE?



WHAT IS THE HESITATION TO GIVING TO A NONPROFIT WITH YOUR SMARTPHONE?



HAVE YOU EVER MADE A DONATION TO A NONPROFIT ON FACEBOOK?



GIVE

INSPIRE MILLENNIALS TO GIVE

Of course, understanding Millennials' giving patterns does you no good unless you understand their giving motivations. When asked to choose the phrase that best describes their giving preferences, 42% of respondents chose, "I give to whatever inspires me at the moment." Regardless of how they gave, many of the surveyed Millennials can be expected to act quickly when moved. In focus group discussions, participants also said they like to give "in the moment," but that does not mean the gifts are haphazard or random. Millennials described a willingness to give based on emotion and in moments of inspiration, but they still want to know that their gifts will have an impact, and they're more likely to give larger gifts to organizations with which they have strong relationships.

42% OF PEOPLE SAID THEY WOULD GIVE TO WHATEVER INSPIRES THEM AT THE MOMENT.

Most Millennial donors want to know their gifts will make a difference. Asked what messages would most likely motivate them to give, 54% of respondents said they would respond to the message, "Your support will make an impact; here's how ...".

Focus group participants, when shown examples of direct mail and email solicitations, responded well to programs that provide tangible examples of what the nonprofit can purchase or provide for constituents at certain levels of giving. Much like e-newsletters, they wanted the solicitations to be concise, visual, and clear as to what action was desired and how it would help the cause. Matching gifts also motivated young professionals who cannot give a lot. They like knowing donations were making a larger impact.

MY BIGGEST PET PEEVE ABOUT NONPROFIT FUNDRAISING IS...

1. WHEN I DON'T KNOW HOW MY GIFT WILL MAKE A DIFFERENCE

2. WHEN THEY TELL ME HOW MUCH TO GIVE

3. WHEN I GET LONG LETTERS IN THE MAIL

TAKEAWAYS

"I want to be inspired. Help me understand very clearly what I can do to help address large problems."

TIPS FOR PROVIDING OPTIONS TO GIVE:

- ✱ Use a multi-channel approach
- ✱ Have a strong donor landing page and use other channels to drive traffic to the page
- ✱ Optimize mobile sites for giving
- ✱ Ensure that not all messages in any one channel are only solicitations, or else risk being automatically ignored



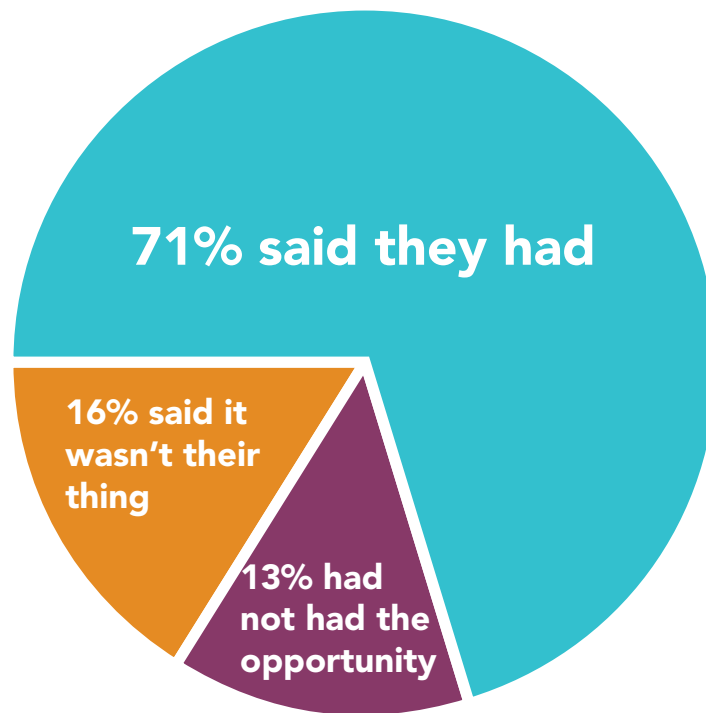
**CLICK TO VIEW
E-SOLICITATION**

USE FRIENDLY PERSUASION

Throughout our research, peer influence has played an important role in motivating Millennials to volunteer, attend events, participate in programs and give. This remains true even when it comes to asking others for donations. Even if Millennials can't give as much as some other demographic groups, they nonetheless are willing to help raise funds for causes they care about, usually by calling on friends and family.

More than 70% of Millennials surveyed said they have raised money on behalf of nonprofits. Of those who have not, almost half said it's because they simply haven't had the opportunity.

HAVE YOU EVER RAISED MONEY FOR OR ON BEHALF OF A NONPROFIT?

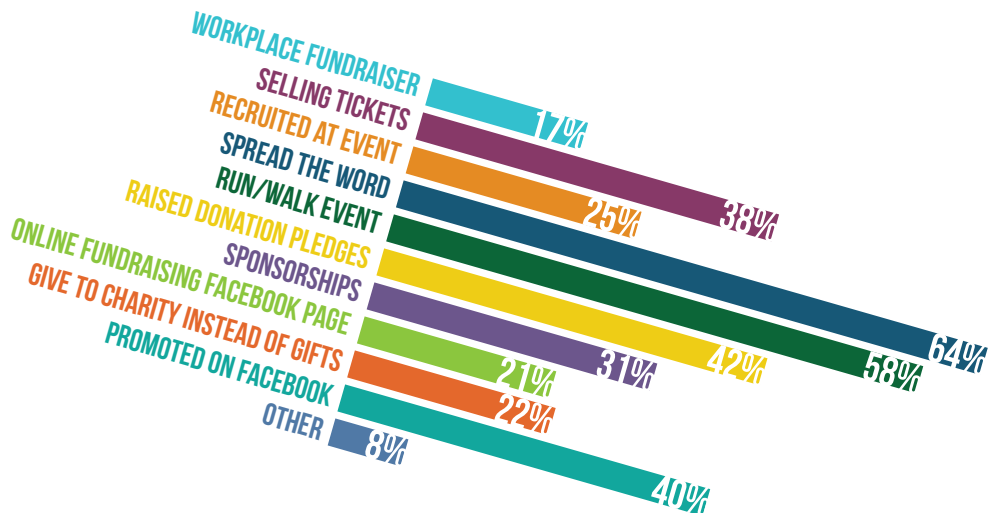


Nearly 64% of the survey respondents said they have helped raise money by spreading the word or promoting a fundraising event, 58% have participated in a walk, run or cycling event, and 42 percent said they have raised donation pledges for an event. Even in their fundraising, Millennials showed their technology preferences: slightly more than 40% of respondents said they have promoted a nonprofit on Facebook and posted a link for friends to give, and 21% have set up an online fundraising page for their favorite cause.

GIVE

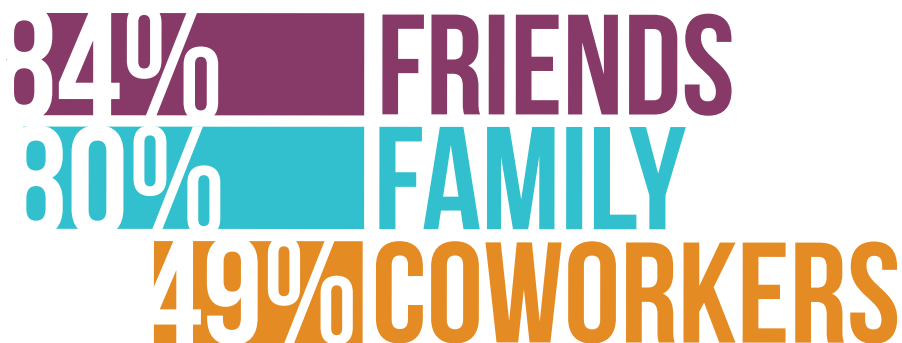
MILLENNIALS RAISING MONEY FOR YOU

IN WHAT WAYS DID YOU HELP RAISE MONEY FOR AN ORGANIZATION?



When Millennials do raise money, they like to keep it close to home and make it personal. 84% said they typically call on friends when they're fundraising, 80% reach out to their extended families, and 49% will make the rounds at work.

WHO DO YOU TYPICALLY ASK WHEN YOU ARE RAISING MONEY FOR AN ORGANIZATION?



TAKEAWAYS

WHAT TO AVOID WHEN ENGAGING MILLENNIALS

- * Sending solicitations too often without any other communications
- * Posting the same messages over and over again on Facebook and Twitter.
- * Websites that are not user-friendly and confusing to give
- * Sending long letters in the mail - checks and stamps aren't often on-hand
- * Overcharging to attend a fundraiser

CASE STUDY: JOLKONA

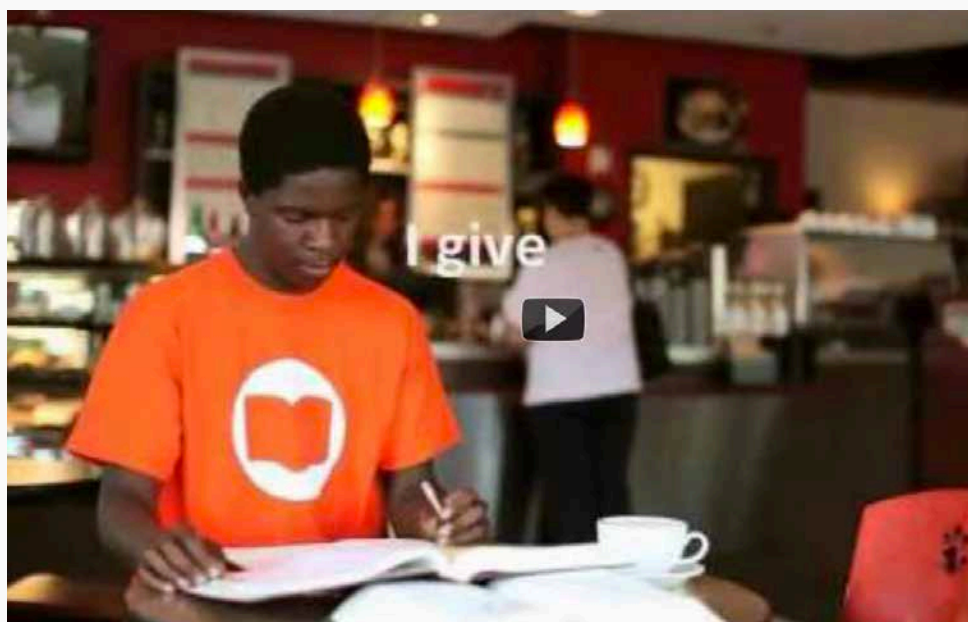
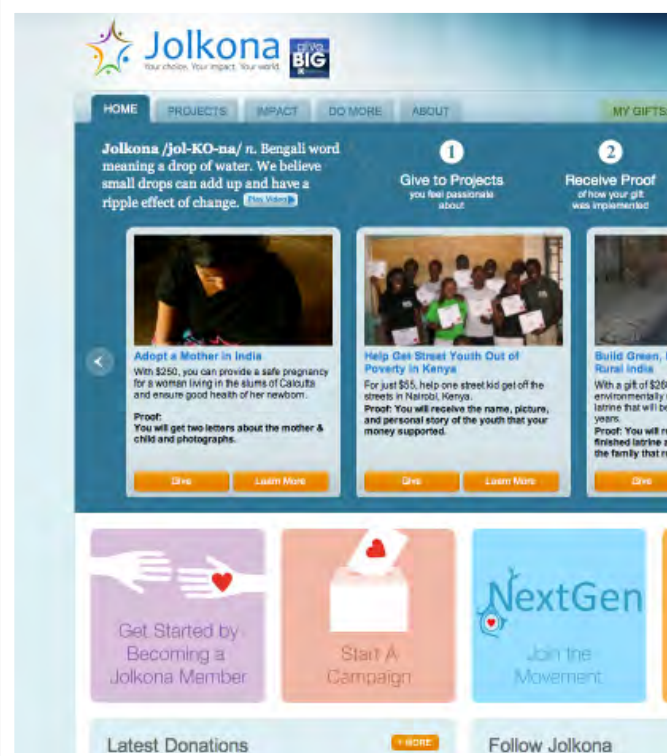
INSPIRING THE NEXT GENERATION OF PHILANTHROPISTS THROUGH INTERACTIVE GIVING

Jolkona's vision is to help inspire and strengthen the next generation of philanthropists. They make it a high priority to better understand what drives Millennials to give and make a difference. "In Bengali, Jolkona means 'a drop of water.' We believe small drops can add up and have a ripple effect of change," said Nadia Khawaja, Jolkona Co-Founder.

Jolkona makes giving online among friends easy and fun. One of the biggest ways that they have found Millennials' peer fundraising efforts get attention is through sharing photos with short messages and quotes on Facebook.

KEYS TO SUCCESSFUL MILLENNIAL FUNDRAISING

- ★ Smaller donation options
- ★ Use of social media campaigns
- ★ Online interactive campaigns
- ★ Transparency
- ★ Incentives for giving such as matching gifts



Organizational Overview:

- ★ 75% Staff time devoted to engaging Millennials
- ★ 4-5 Millennials on Staff
- ★ Budget Size - \$250,000 or less

This short compelling video shows a diverse group of young people motivated to give. It was distributed as a PSA through Hulu for one year.

[CLICK TO READ THE FULL CASE STUDY AT THEMILLENNIALIMPACT.COM](http://THEMILLENNIALIMPACT.COM)

THE NONPROFIT PERSPECTIVE

NONPROFITS TAKING RISKS TO GROW ENGAGEMENT

This year for the first-time, we surveyed nonprofits to see how large of a priority addressing this new generation was, what successes they were having engaging Millennials, and what barriers they most struggled to overcome. With more than 80 organizations responding, we saw a lot of variety from organizations that did not feel it was worth their time yet to engage this audience, to those who know and believe it must be a priority.

Those organizations that have made engaging Millennials a priority are experimenting with different ways to overcome the obstacles that come from the cultural shift apparent with this generation. While most of these nonprofits were primarily working on getting Millennials connected and involved, they believe the payoff will come later in donations as these relationships further develop.

While there is no one magic solution to reaching Millennials, these organizations all showed that with a dedicated effort, willingness to take risks, and to experiment, Millennial engagement can have a great return for the organizations growth both now and in the future.

NONPROFITS THOUGHTS ON ENGAGING MILLENNIALS

CHICAGO HUMANITIES

Chicago Humanities Festival recently created a young professional focus group to regularly meet and help the organization be more thoughtful and inclusive when working on audience development, raising awareness and access to Festival events.

"Rather than try to raise revenue from this group prematurely, Chicago Humanities Festival is working with its focus group to increase inclusivity and word-of-mouth recommendations," said Audrey Peiper, Director of Individual Giving. **"We are using our focus groups to develop specific offerings targeted to the Millennial age group. Chicago Humanities Festival offers over 100 different programs throughout the year, many of which naturally are more relevant and/or attractive to a younger audience. As a result, we are framing those relevant programs in ways to increase Millennials' access and engagement."**



THE NONPROFIT PERSPECTIVE

THE SALVATION ARMY

Many organizations are finding it's not only helpful to have Millennial volunteers, but to also include them in key roles on the board and staff to begin addressing cross-generational issues. In fact, all the most successful organizations surveyed, were ones that included at least 3 or more Millennials on staff. The Salvation Army recently added a position specifically designed to reach out to Millennials.

"We're beginning to see the glaring differences in how generations look at doing business. The new position will allow a Millennial employee to lead strategies and initiatives that meet Millennials where they are," said Rob Reardon, Captain National Young Adult Initiative Coordinator.

ELMHURST COLLEGE

Elmhurst College has found success through providing opportunities for young professionals to serve on the alumni association board and specifically on a Millennial committee. The committee members are working together on outreach to their peers including professional networking events, social gatherings (sporting events, pub nights, etc.), as well as hosting events with Millennials and current students at the College.

"Millennials are quickly becoming one of their largest constituencies, so it is important that we begin cultivating them as soon as possible," said Samantha Kiley, Director of Alumni Relations at Elmhurst College. "Having Millennials on the alumni association board allows us to create programming that will engage this group in a meaningful way. They are able to network with their peers, which will increase our reach to this important constituency."

CANCER COUNCIL SA

Cancer Council SA has engaged more than 130 people in taking action to prevent cancer as community ambassadors. This volunteer group has helped move peer fundraisers with no formal relationship with the organization to advocates for the cause.

"Because most of our Millennials are working professionals, the most important strategy is to allow them to use their education and early experiences. They are not burdened with 'we already tried that or 'it didn't work at XYZ agency.' We encourage 'have a go', risk-focused thinking," said Matt Sarre, Senior Project Officer.



CLICK TO READ MORE ABOUT THESE ORGANIZATIONS AT THEMILLENNIALIMPACT.COM

CONCLUSION

The young professionals that constituted the Millennial Survey and focus groups made it clear, that they are ready and eager to help causes about which they are passionate succeed.

While initially this may mean volunteering one-time or attending a cocktail party to learn more about the organization, once invested in an organization they are more than willing to dedicate time to volunteering professional skills, taking leadership on boards, and making financial contributions within their budget.

As much as technology has to offer nonprofits, it's no substitute for clear communication, demonstrations of real impact and the development of lasting relationships. As we have learned over and over, even as they embrace social media and increasingly sophisticated technology, nonprofits must dedicate themselves to the foundational work of drafting and delivering sound, clear messages about their missions, their impact and their opportunities for engagement.



CONNECT

- Make sure your website and online communications are mobile-friendly, but also make sure they offer real information and illustrate clearly the organization's impact.
- Don't put your technology eggs all in one basket. Cultivate multiple communication channels.
- Embrace social media, but not at the expense of clear, concise and meaningful information.
- Maintain a smartphone-friendly website that delivers clear information about your organization and how to get involved.

INVOLVE

- Facilitate quick access to information and make it easy for people to share details with others.
- Let people know how donations are used, and share with them real stories of the organization's impact.
- Cultivate networks of champions and make it easy for engaged people to share information and engage others.
- Offer Millennials real opportunities to join in leadership, and provide a range of volunteer experiences.

GIVE

- Create a website and social media presence that makes it easy for donors to give as inspiration strikes.
- Deliver tangible transparency, describing in literal terms what donors' gifts will do for the organization – what the money will buy or support.
- Equip your Millennial donors to solicit donations from others.
- Ask ... for donations, for volunteers and for Millennials to serve as your champions.

THE MILLENNIAL IMPACT MCON12

Organized by:



Sponsored by:



A VIRTUAL CONFERENCE TO HELP LEADERS ENGAGE
THE MILLENNIAL GENERATION

What:

One day of speakers and interactive discussions helping you to understand how Millennials (ages 20-35) want to volunteer, lead and give.

Why:

You will learn from experts and organizations, while talking with other attendees in sessions and chat rooms about the latest Millennial trends.

Who:

Anyone involved with engaging the next generation: executives, strategists, fundraisers, volunteer organizers and marketers.

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GOOD | STAND UP TO CANCER
KNIGHT FOUNDATION | MOBILIZE.ORG
YOUNG ENTREPRENEUR COUNCIL

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