

TOP 100

FINDINGS FROM THE

MILLENNIAL

IMPACT PROJECT





THE MILLENNIAL IMPACT

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The Millennial Impact Project is the most comprehensive and trusted study of the Millennial generation (born 1980-2000) and their involvement with causes.

Since 2009, the project's focus was to understand the dynamics of the cause relationship between organizations and a new generation of donors and activists and fill a knowledge gap that existed in the field:

How does the Millennial generation connect with, get involved with and support causes?

The first study, The Millennial Donors Study, was released in 2010 and followed up by the 2011 Millennial Donors Report, which provided new insights and a deeper understanding of Millennial donor interests, engagement and motivations. For the 2012 Millennial Impact Report, we studied Millennial engagement. Specifically, we examined how young professionals are driven by movements and are inspired to donate or volunteer.

As our research evolved, we shifted focus slightly in 2014 and 2015 to learn how Millennials prefer to engage with causes in their workplace. The 2014 Millennial Impact Report examined corporate responsibility and what Millennial employees look for in company cause work.

With more than 35,000 participants in our studies and 60,000 report downloads to date, The Millennial Impact Project has helped organizations, companies and individuals everywhere understand the best approaches to cultivate interest and involvement with this generation.

The studies are graciously underwritten by the Case Foundation, a pioneer in risk taking and innovative philanthropy, helping the field understand how a new generation is impacting the sector now and will in the future.

The following 100 facts and quotes highlight the most useful findings from The Millennial Impact Project thus far. The findings below represent six years of Millennial cause and workplace engagement research. Both companies and nonprofits can use these findings to better involve the next generation in your giving campaigns, volunteer projects, cause initiatives and corporate responsibility programs.



THE MILLENNIAL IMPACT

THE RESEARCH

Thanks to the Case Foundation, all of The Millennial Impact Project research is available for free!

Download and read The Millennial Impact Project research at themillennialimpact.com, including:

2015 MILLENNIAL IMPACT REPORT

The 2015 Millennial Impact Report studies the relationships and experiences between Millennial employees and their managers. How do managers influence participation in company cause work? What else inspires participation?

2012 MILLENNIAL IMPACT REPORT

The 2012 Millennial Impact Report studied Millennial engagement. Specifically, focused on young professionals: how movements drive them and what inspires them to donate or volunteer. The 2012 report explored how Millennials connect with, get involved with and give to causes.

MILLENNIAL IMPACT BENCHMARKS

The Millennial Impact Benchmarks represents a path any organization can follow to direct its culture toward Millennial engagement. The system is based on three levels—Millennial Inviting, Millennial Immersion and Millennial Impact—with ways to help Millennials connect, engage and give at each level.

MILLENNIAL IMPACT FOUR-YEAR SUMMARY

The Four-Year Summary, completed in 2014, takes a look back at previous Millennial research and analyzes the findings that have changed over time.

2014 MILLENNIAL IMPACT REPORT

The 2014 Millennial Impact Report marked a new phase of The Millennial Impact Project research. This report focused primarily on Millennials' preferences in the workplace – how they engage with their company and what they look for in corporate cause work.

2013 MILLENNIAL IMPACT REPORT

The 2013 Millennial Impact Report explored how Millennials support causes. Millennials first support issues they are passionate about, so it's up to organizations to inspire them and demonstrate how their donation or action will make a tangible difference on a broader issue.

2011 MILLENNIAL DONORS REPORT

The 2011 Millennial Donors Report was designed to supplement the 2010 Millennial Donor Study, while providing new insights and a deeper understanding of Millennial donor interests, engagement and motivations.



SERVE

1. The types of organizations that inspire Millennials to volunteer mirror those that inspire them to give financially: **52 percent** said they are most likely to volunteer in support of education, **50 percent** for human services, **35 percent** for religious causes and **33 percent** for arts and culture. (2011)
2. When volunteering, respondents tended to be more interested in intrinsic benefits such as networking (**51 percent**) and gaining professional expertise (**61 percent**) than in tangible discounts or gifts. (2013)
3. **Forty-five percent** of non-volunteers said they simply weren't asked to volunteer. (2011)
4. Millennials split fairly evenly between those who prefer to engage in one-time or short-term volunteer projects (**58 percent**), and those who seek ongoing projects with consistent activities and schedules (**47 percent**). (2012)
5. **Nearly 62 percent** of respondents said they are not involved in board service due to lack of time, but **40 percent** said they simply have never been asked. (2012)
6. Millennial respondents' biggest pet peeves were not having much to do while volunteering and having their time wasted (**69 percent**), in addition to not knowing exactly what they'll be doing when they volunteer (**60 percent**). (2013)

SERVE

MILLENNIAL VOICES

7. "I really have a passion for making the world a better place and wish I had more opportunities to do so. Being part of the big picture decisions for organizations I care about would be a great learning experience and would really give me the sense that I was making a difference." (2009)
8. "It's our duty to be involved with the organizations we support and not just mindlessly give them money." (2009)
9. "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." (2012)
10. "Our full board was totally impressed with the work [Millennial volunteers] 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. (2012)
11. "Millennials are quickly becoming one of their largest constituencies, so it is important 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." (2012)
12. In addition, feeling effective and useful is often its own reward, as one survey participant shared: "Lots of nonprofits have tiny staffs, and they are stressed out. I like doing even the most mundane tasks if I know it has freed up time or reduced stress." (2013)
13. As one survey participant put it, "I would volunteer a lot more if it meant I was able to connect with higher up staff members in the organization. Often, though, you don't meet anyone except the volunteer coordinator." (2013)



GIVE

- 14.** When asked to choose the phrase that best describes their giving preferences, **42 percent** 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. (2012)
- 15.** **Seventy-two percent** of Millennial donors surveyed don’t need to volunteer for an organization before they donate. (2010)
- 16.** **Sixty-one percent** of all donors surveyed gave to three organizations or more. (2011)
- 17.** While only **28 percent** of respondents said they prefer to volunteer with an organization before donating, a large portion of them – **83 percent** – donate to organizations from which they have received services or with which they have participated in programs. (2010)
- 18.** **Ninety-three percent** of surveyed Millennials gave to nonprofit organizations in 2010, with **21 percent** giving \$1,000 or more during the course of the year. The bulk of giving, however, was distributed in small increments to many organizations. (2011)
- 19.** **Fifty-two percent** of respondents said they’d be interested in monthly giving. (2013)
- 20.** **Eighty-four percent** of Millennial respondents said they are most likely to donate when they fully trust an organization, and **90 percent** said they would stop giving if they do not trust an organization. (2011)

GIVE

- 21.** Millennials are very likely or somewhat likely to stop donating if they didn't know how the donation was making an impact (**78 percent**), the organization asked for support too frequently (**73 percent**) or they didn't feel a personal connection with the organization (**72 percent**). (2011)
- 22.** **Eighty-five percent** of Millennials are motivated to give by a compelling mission or cause, and **56 percent** by a personal connection or trust in the leadership of the organization. Only **two percent** of Millennials were motivated to give by celebrity endorsements. (2011)
- 23.** If trends suggested by this study hold true, Millennials will become even more generous over time. **Forty percent** of respondents said they expect to give more in 2011 than in 2010, and **54 percent** said they would give the same in 2011 as in the past year. Of the remaining respondents, **five percent** said they would give less than in 2010, and **only one percent** said they do not plan to give to charitable organizations at all in 2011. (2011)
- 24.** Increases in giving correlate to age, as the survey results show higher levels of giving and numbers of organizations supported as donors age: Millennials aged 30-35 gave significantly more in 2010 than donors aged 20-24 or 25-29. (2011)
- 25.** **Seventy-one percent** said they would be likely to give if they could increase their impact by seeing their gifts matched by another donor. (2011)
- 26.** Of the **87 percent** who had given financially to a nonprofit in 2013, the majority donated gifts larger than \$100. (2014)

GIVE

MILLENNIAL VOICES

27. "We are getting away from supporting random organizations that solicit via phone. We are focusing our resources on local organizations we believe in. We support friends and family that solicit on behalf of organizations they support as well." (2009)

28. "I like a breakdown of the specifics of where my dollar goes. If I don't feel a large enough percentage goes to actual proven solutions to problems, I will not donate." (2009)



ACT

- 29.** When asked how they prefer to support a nonprofit, **47 percent** said give of my time, **16 percent** said give financial support and **37 percent** said both time and money. (2012)
- 30.** The most striking aspect of the Millennials' giving and volunteering history might be polarization: Respondents tended either to give generously of their time and money, or hardly at all. (2010)
- 31.** Overall, female Millennials were more likely than male Millennials to both donate money to and volunteer for causes they care about. (2014)
- 32.** **Nearly 70 percent** of Millennials surveyed are willing to raise money on behalf of a nonprofit they care about. (2013)
- 33.** By a margin of more than two-to-one, Millennials who volunteer for nonprofits are more likely to make donations. (2012)
- 34.** **Forty percent** said they would be interested in joining a young professional organization, and **44 percent** were unsure. Of those interested in joining such groups, **only 40 percent** said they would be willing to pay a fee or donate to join. (2011)
- 35.** **Only 28 percent** said they would participate in a giving circle. On the other hand, **only 22 percent** rejected the notion outright, with half of all respondents saying they simply are unsure about the idea – suggesting that, while the idea has not caught on yet, it might be worth exploring in the future. (2011)

- 36.** Young Professional Groups: Networking (**77 percent**) and professional development (**75 percent**) were key factors for Millennials to join these groups. Once joined, Millennials showed willingness to advocate for a cause (**66 percent**), organize educational events about the cause (**61 percent**) and volunteer (**54 percent**). They were less interested in fundraising (**47 percent**) and serving as social media ambassadors (**31 percent**). (2011)
- 37.** According to the 2013 Millennial Impact Report, close to **72 percent** of respondents said they are interested in joining a young nonprofit professional group, partially to meet people their age with similar interests (**56 percent**), and partially to broaden their skillset for future professional use (**43 percent**). (2013)

MILLENNIAL VOICES

- 38.** "I would like to be part of what [the nonprofit] is doing so I can be really involved in planning and know what my donation is going for and if I agree with it or not." (2009)
- 39.** "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." (2012)
- 40.** "When I donate, I want it to be about being part of something rather than just feeling sorry for someone." (2013)
- 41.** Getting to connect with the beneficiaries of their service motivates Millennials. In one respondent's words, "seeing the difference I make" is an influential factor. (2013)
- 42.** "If the organization has ways of further developing a career, that makes them even better in my book." (2013)

- 43.** "I would donate if I knew more about the school, the students, or [saw] a section that spotlighted what a particular scholarship recipient is doing [...] on campus to stay active and support the campus." (2013)
- 44.** "It is about being part of something, rather than feeling sorry for someone, which I really like." (2013)
- 45.** "I have an emotional connection to the nonprofit and want to see it succeed." (2013)
- 46.** "It brings about a sense of personal happiness that we are working with organizations who want to make the world a better place." (2014)



WORKPLACE

- 47.** **Twenty-seven percent** of Millennial employees said they are more likely to donate to a cause if their supervisor does, while **46 percent** of employees are likely to donate if a co-worker asks them to. Interestingly, **only 21 percent** of Millennial employees said they are more likely to make a donation if the CEO or a top-ranking executive asks them to. (2015)
- 48.** One of the top ways of motivating both managers and Millennials to give, as is shown in this study, is donation matching. **Seventy-four percent** of managers and **69 percent** of employees said they would be more likely to donate to a company-giving campaign if their employer matched at least some portion of their gift. (2015)
- 49.** Companies have an opportunity to engage employees through cause work: **79 percent** of Millennial employees who did not participate in a company-wide giving campaign still donated to a cause outside of work. (2015)
- 50.** Nearly half (**47 percent**) of the Millennial employees we surveyed had volunteered for a cause or nonprofit in the past month. (2014)
- 51.** **Forty-four percent** of Millennial employees volunteered their skills and talents through their company to benefit a cause. (2014)
- 52.** Of the Millennial employees surveyed, **87 percent** felt encouraged to volunteer or participate in their company's cause work and community initiatives. (2014)

WORKPLACE

- 53. Most Millennial employees volunteer between 1 and 10 hours a year. (2015)
- 54. **Seventy-nine percent** of Millennial employees who volunteered through a company-sponsored initiative felt they made a positive difference. (2015)
- 55. Millennial employees preferred volunteering and doing cause work with employees in their same department (**62 percent**) rather than employees in the company they don't directly work with. (2014)
- 56. The number one cause-related program Millennial employees wanted to see more of is company-wide volunteer opportunities. (2014)
- 57. While only **39 percent** of Millennials said the company discussed cause work during the interview process, those that did influenced the Millennial by doing so. Actually, of the Millennials who heard about cause work in the interview, **55 percent** of them said the company's involvement with causes helped persuade them to take the job. (2014)
- 58. Female employees proved more influenced by cause work than males throughout the hiring process. (2014)

MILLENNIAL VOICES

- 59. "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. (2012)

WORKPLACE

60. "I took the position here because if a company cares that much about outside causes, I know they are invested in treating me right as an employee." (2014)
61. "I believe in a positive work environment. A culture of giving back lends a lot to a culture of acceptance and positivity." (2014)
62. "I expect a company that helps out the community to be more compassionate, trustworthy and ethical. A job is a place where I spend an obscene amount of time outside of my family life. It is important that the time I spend working is for a cause or business that does some good in the world." (2014)
63. "I am a remote employee, so I feel left out during company-wide service days. I would love to see more opportunities for remote employees to take the day and do your own cause work, rather than feeling stuck to my laptop while everyone else gets to participate." (2014)
64. "It makes me feel good knowing I work for a company that has similar beliefs as me. I appreciated the chance to work for a company that was not only working to be successful for themselves, but helping other organizations make the world a better place for others." (2014)
65. "Most companies will say they are involved in causes; it becomes a moot point." (2014)
66. "I would assume most ethical companies would have some sort of charitable cause involvement." (2014)
67. "Cause work gives more meaning to the job than just a paycheck. Life isn't about the money you make, it's about what you do with your life to impact others." (2014)



DIGITAL

- 68.** 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. (2012)
- 69.** Keep the website updated! The biggest turnoff for close to **75 percent** of respondents was when information hadn't been updated recently. (2013)
- 70.** Coming in at **51 percent**, the most frequent, specific action Millennials took on websites in the past year was to connect via social media (Twitter, Facebook, blogs, RSS feeds). The second-most frequent actions: donate (**46 percent**) and read a blog post (**46 percent**). (2013)
- 71.** Millennials overwhelmingly showed they prefer to donate through the web with **70 percent** of respondents having made 2011 gifts online through a nonprofit's webpage. (2012)
- 72.** While **more than 50 percent** of respondents said they would consider giving by using their smartphones, **only 15 percent** have done so. 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 percent**), or they have concerns about security (**43 percent**). (2012)
- 73.** Phone giving appears to no longer be as strong of a means of soliciting this generation with only **15 percent** having given last year verbally on the phone and **only two percent** saying it was their top preference to give in that manner. (2012)

DIGITAL

- 74. Millennials' most significant frustrations are trying to navigate non-mobile-friendly sites (**76 percent**), finding some information missing or not available (**65 percent**), and not being able to find the details they want—contact information, for example—quickly and easily (**52 percent**). (2013)
- 75. On this point, **47 percent** deplored having to “attend long training sessions in person for things that could be explained virtually.” (2013)

MILLENNIAL VOICES

- 76. “Text messaging is for personal use. I don’t want them from businesses or nonprofits, just from friends.” (2012)
- 77. “Social media should not be used to talk about yourself.” (2012)
- 78. “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.” (2012)
- 79. “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 they can engage in our work.” (2012)
- 80. “The photos on their Facebook feed concretely illustrate the work that is being done. [They present] sharable facts with great photos.” (2013)



COMMUNICATION

- 81.** Email is Millennial donors' most preferred communication method, with **93 percent** of respondents favoring it for receiving information from organizations. (2010)
- 82.** Facebook and print communication are less valued by donors at **24 percent** and **27 percent**, respectively. (2010)
- 83.** Once they've connected with an organization, Millennials want regular communications, with **43 percent** of them saying they want to hear from the organization monthly, and **32 percent** saying they would prefer quarterly contact. (2011)
- 84.** When they are contacted, Millennials prefer specific information: **79 percent** want updates on programs and services, **70 percent** want to know about volunteer opportunities, **56 percent** welcome information about fundraising events and an equal number (**56 percent**) said they want to know about activities and events for young professionals. (2011)
- 85.** In the past year, respondents took one or more of the following actions as a result of an email request: signed a petition or pledge (**52 percent**), donated (**52 percent**) and shared or forwarded news or updates (**49 percent**). (2013)
- 86.** Nearly three-quarters of respondents said they would tell Facebook friends about great nonprofit events, **68 percent** said they would tell friends impressive statistics about a cause or issue and **65 percent** said they would promote a nonprofit's great story or accomplishment. In addition, **61 percent** said they would use Facebook to alert friends to volunteering opportunities and needs. (2012)

DIGITAL

MILLENNIAL VOICES

- 87.** "People need to know where an organization is headed and how that vision can be shared. Direction for the future of the organization is dependent on staff, boards, and constituents of that organization. Everyone needs to be on the same page that is why I would get involved. Also it is important for everyone to understand the purpose of an organization in order to better support it through giving, volunteering or other ways." (2009)
- 88.** "Personal testimonies always influence me to either donate or volunteer. For example, if someone was directly helped by that certain organization and they shared their story, I will be more likely to give or volunteer as opposed to someone just calling and asking for money." (2009)
- 89.** "Stop trying to figure out Millennials and just include them." (2012)
- 90.** "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," said Greg Johnson, Chairman and CEO, Damar services (2012)
- 91.** "I need one thing to respond to. What do you want me to do?" (2012)
- 92.** "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." (2012)
- 93.** "I want to be inspired. Help me understand very clearly what I can do to help address large problems." (2012)

DIGITAL

94. "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 more than 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 that increase Millennials' access and engagement." (2012)
95. "Educate me about [your] organization and challenge me to think and reinforce my caring." (2013)
96. "Give me information about what is going on in the field, what [you] are doing about it, and how I can help without necessarily donating money all the time." (2013)
97. Their number one email pet peeve was when nonprofits emailed too frequently, with 72 percent saying, "I always have something in my inbox from them." (2013)
98. Explain more succinctly what it is exactly you do. (2013)
99. "If you have a site that I come to and the first thing I see is a picture, that's a plus for me," while another said the video on one test site was "excellent" and "made [her] want to know more." (2013)
100. "Be transparent with [how you're using all the money] you are collecting. You say you don't need money for operating expenses, but then say you use part of the money for raising awareness, which to me means marketing. Just be transparent about where all the money goes." (2013)



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THE MILLENNIAL IMPACT

The Millennial Impact Project is the most comprehensive and trusted study on the Millennial generation (born 1980-2000) and their involvement with causes. Since its start in 2009, Achieve continues to lead the national research team in partnership with the Case Foundation. With more than 25,000 participants in our studies, The Millennial Impact Project has helped organizations, corporations and individuals everywhere understand the best approaches to cultivate interest and involvement with this generation.

Learn more at themillennialimpact.com



Established by digital pioneers Jean and Steve Case, the Case Foundation invests in people and ideas that can change the world. For nearly two decades, they have focused on creating programs and investing in people and organizations that harness the best impulses of entrepreneurship, innovation, technology and collaboration to address urgent social challenges. Their work is focused on three key pillars: revolutionizing the philanthropic sector, unleashing the power of entrepreneurship to create social change and igniting civic engagement through citizen-driven solutions.

Learn more at casefoundation.org.