



Next Generation of Donors: Motivating Millennials to Give Now

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Learning Outcomes

1. Participants will learn the potential and current impact of Millennials' philanthropic efforts.
2. Participants will learn actionable ways to motivate and engage Millennials in their fundraising efforts.
3. Participants will see examples and success stories of diverse Millennials motivated to give.

Agenda

1. First line item
2. Second line item
3. Third line item
4. Bonus Section
5. Closing



“Describe Millennials in one word.”

Interactive Activity

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What is a millennial?

According to TechSoup, Millennials are members of the demographic group born between 1980 and 2000, also known as millennials, **are motivated by the goal of making the world a better place.**

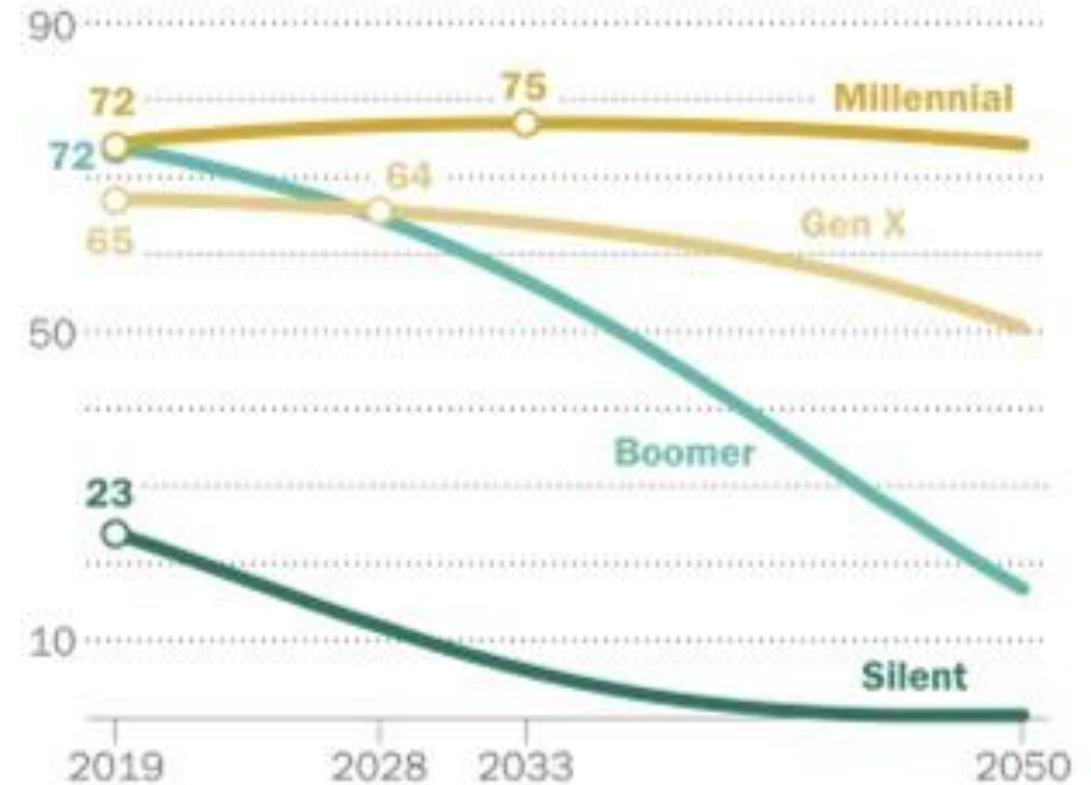
Projected Growth by Population

PEW RESEARCH CENTER

Note: Millennials refer to the populations ages 23 to 38 as of 2019. Source: Pew Research Center tabulations of U.S. Census Bureau population estimates released April 2020 and populations projections released December 2017.

Projected population by generation

In millions



Millennial Impact Report

TIP: Go to themillennialimpactreport.com and you can request a copy of this report.



10 Takeaways

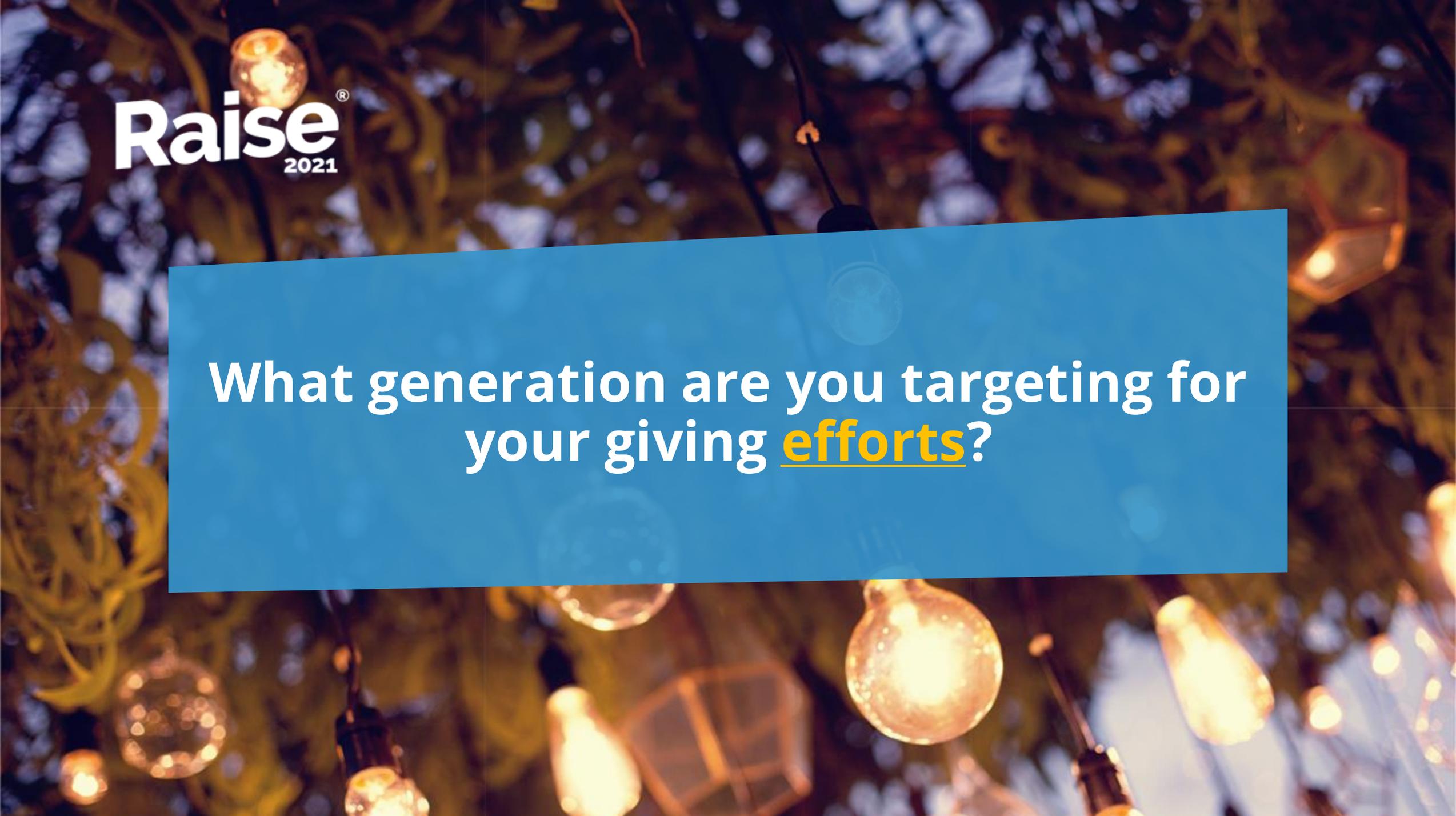
1. Millennials are **everyday changemakers**.
2. Millennials believe in **activism**.
3. Millennials care about **social issues**.
4. Millennials are **passionate about issues**, not institutions.
5. Millennials value **collective action and networks**.





10 Takeaways

1. Millennials support **the greater good**, not partisan politicking.
2. Millennials are **sector agnostic**.
3. Millennials take an **innovative approach** to creating change.
4. Millennials believe **all actions matter**.
5. Millennials are **influenced by their peers**.



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What generation are you targeting for
your giving efforts?

The Generations



Generation Y

- Born 1981 – 1995
(age 18-32 as of 2013)
- Represent 11% of total giving
- 32.8 million donors in the U.S.
- 60% give
- \$481 average annual gift
- 3.3 charities supported



Boomers

- Born 1946 – 1964
(age 49-67 as of 2013)
- Represent 43% of total giving
- 51.0 million donors in the U.S.
- 72% give
- \$1,212 average annual gift
- 4.5 charities supported



Generation X

- Born 1965 – 1980
(age 33-48 as of 2013)
- Represent 20% of total giving
- 39.5 million donors in the U.S.
- 59% give
- \$732 average annual gift
- 3.9 charities supported



Matures

- Born 1945 and earlier
(age 68+ as of 2013)
- Represent 26% of total giving
- 27.1 million donors in the U.S.
- 88% give
- \$1,367 average annual gift
- 6.2 charities supported

from on "Generational Fundraising Tips" by Andrew Shoaff



Millennial

Birth Years: 1980-1994

Current Age: 26-40

Size: 95 Million

Media Consumption: Cutting cable in favor of streaming options.

Shaping Events: Explosion of the internet and the great recession.

Finances: Massive student debt causes this generation to delay major life purchases.

KASASA[®]

Millennials in the Major Gift Pipeline

Annual Gift

Many millennials will fall into this category. They are going through a variety of major life milestones including beginning their careers, getting married, starting a family, etc.

Mid-Sized Gift

Once millennials become more established, they can move into the mid-sized gift category. You will most likely see the older segment of the generation give at this level because they are more established in their careers and lives.

Major Gift

Depending on how your organization categorizes a 'major gift' there may be a few millennials in this category. There is a lower likelihood of having a critical mass of millennial donors in this category, but many should be cultivated as future major donors.

Planned Gift

Very few if any. Many organizations will not count a planned gift for someone in this generation. That doesn't mean you shouldn't consider millennial donors for planned gifts, but it will be a very long time until your organization realizes this gift.

Millennials and Wealth

Today

- 618,000 Millennial Millionaires
- Average Millennial Millionaires age between 34 - 37

Future

- Projected to inherit \$68 trillion by 2030



The 3O's

1. ONLINE (accessible and easy entry)
2. OFFER Opportunities
 - Millennials seem to believe that what the industry views as traditional activism – voting, petitions, protests, marches, and the like – is still the most influential way to bring about change.
3. OFFER Motives and Incentives

Online

- Accessible and user-friendly donation landing page
 - Millennials value speed and efficiency!
 - Have multiple ways to donate (Credit Card, Check, Mobile Text 2 Give, Peer to Peer)
- Be sure your website and donation page is MOBILE FRIENDLY!
- Use social media!
 - Be sure your content is shareable.
 - Do you have social media ambassadors?
- Positive reviews from Google, Yelp, Facebook, and etc.
 - Millennials value the opinion of their peers.
- Do not underestimate the power of email.

Offer Opportunity

Create volunteer opportunities designed for the Millennial generation

- Millennials are cause-oriented. They can volunteer with/as:
 - Special Events
 - Campaign committee members
 - Pro Bono services
 - Social Media Ambassadors

Create a Junior Advisory Board

- OR: Create a spot on your board that represents the Millennial generation
- OR: Create a mentor program. Your board members would be the mentors and young professionals can be the mentees.

Socialize your fundraising!

- Peer-to-peer campaigns

Offer motives and incentives

- Employee Giving Programs
- Unique and relevant fundraising merchandise
- Social influence and personal involvement
 - Kick-offs; team engagements
 - Online fundraising challenges
- Create exclusivity and perks for special events
 - VIP; early registration codes;
- Donor recognition
 - Tagging volunteers and donors on social media
 - Posting on social media/website about Millennial donors
- Nominate your millennial donors for community/local awards

A person wearing a denim jacket, a black cap, and black pants is running on a city street. Their arms are raised in a celebratory gesture. The street is lined with brick buildings and trees. A blue semi-transparent banner is overlaid on the image, containing text.

Does your fundraising efforts include
peer-to-peer fundraising?

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Peer to Peer Fundraising Campaigns

- Build campaigns that are achievable and impactful
 - Smaller dollar amounts for a direct program or cause - Build wins!
- Recruit a team of influencers
- Matching money doesn't hurt
- Market for your audience:
 - Not about your organization...it's about the impact
 - Directly state how the millennial donor is making a difference
 - Don't be text heavy
 - Pictures and videos are best

Don't Forget To...

1. Collect contact information from effort
2. Thank donors
3. Announce the impact of the fundraising effort
4. Continue to connect with donors



**DON'T
FORGET!**



Millennial Success Story

“As a Millennial, what encourages you to give to charity?”

Human Sundae Challenge

From donor perspective: Young donors encourage friends to help them beat the opposing team.

From organization perspective: The families impacted by the program are also the donors. They see the impact and support it. Setting the stage for long term engagement.

Millennial Success Story

“As a Millennial, what motivates you to give to nonprofit organizations?”

From donor perspective: Michael Zepatos donated to Meritan, a local charity in Memphis, TN, as well as other charities such as Ptolemy, which is part of Carnival Memphis, ALSAC, Street Dog Foundation, ASPCA, University of Memphis' Tiger Scholarship Fund, U of M Law School fundraisers, Memphis Grizzlies charitable organizations and more.

As a millennial, one of the reasons Michael has donated is due to his involvement in the local community. Michael learned specifically about Meritan through Chessie Biggam, one of his very good friends. After understanding the work they do regarding elderly home care and job training for seniors, he was drawn to the cause. As a member of Ptolemy, he has networked with many people from various sectors within the community of Memphis. As an avid supporter of the Memphis Tigers, he has donated to the TSF fund. Michael has continued to donate to causes important to him and his community, including the U of M Law School, as several of his friends have attended the school over the years.

From organization perspective: Michael is a strong asset to the community and continues to be a beacon of energy, optimism, and hope for those around him.





Millennial Success Story

“As a Millennial, why do you give to your nonprofit of choice?”

From donor perspective: “I give to the National Black MBA Association because I believe that having a platform for Minority professionals to grow personally and professionally in local communities allows individuals to reach their maximum capacity in life.”

– Kiamesha Wilson



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“Fundraising is the gentle art of teaching the joy of giving.”

HENRY RUSSO

Resources

<https://blog.techsoup.org/posts/7-steps-to-fundraising-from-millennials-getting-them-to-give>

<https://www.practicalecommerce.com/future-of-non-profits-depends-on-generation-y>

<https://blog.techsoup.org/posts/7-steps-to-fundraising-from-millennials-getting-them-to-give>

<https://www.causevox.com/blog/millennial-giving-trends/>

<https://www.kasasa.com/articles/generations/gen-x-gen-y-gen-z>

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THANK YOU!

QUESTIONS?

Now's our time to
hear from you!



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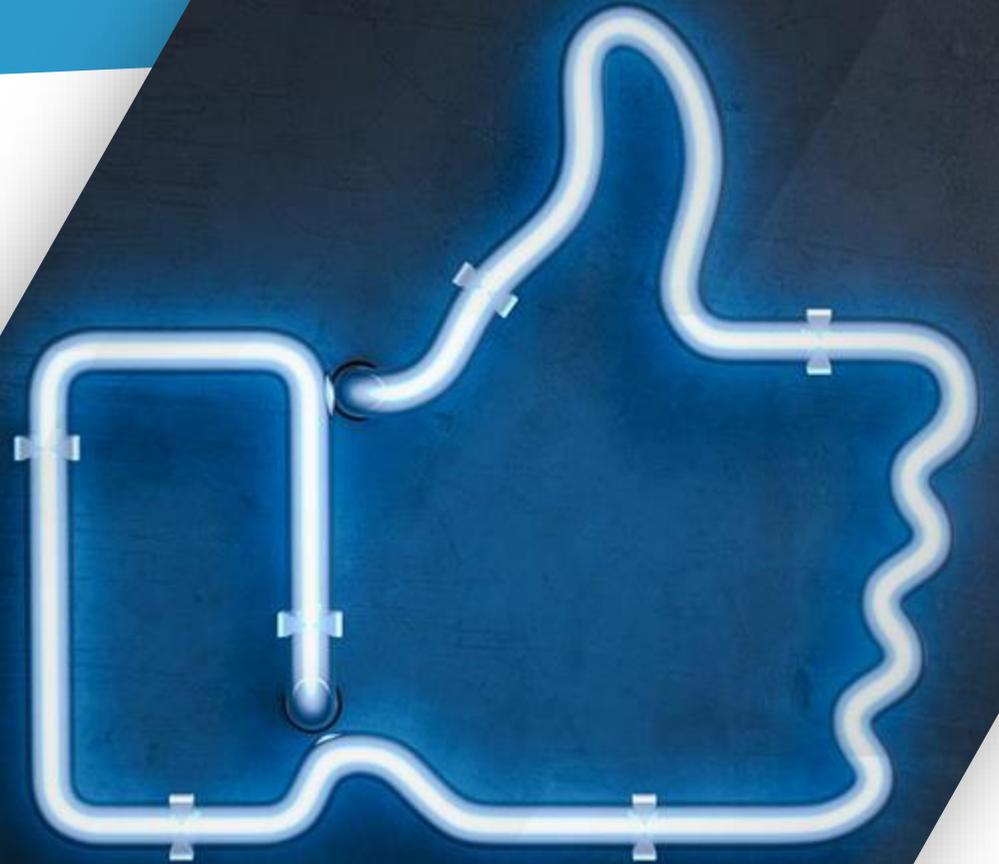
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