

# Millennial Donors

## Engaging Young Donors

Derrick Feldmann, CEO



# 69%

**of donors under the age of**

**35** are professionals,

**academics, owners,**

**managers or entrepreneurs**

52%

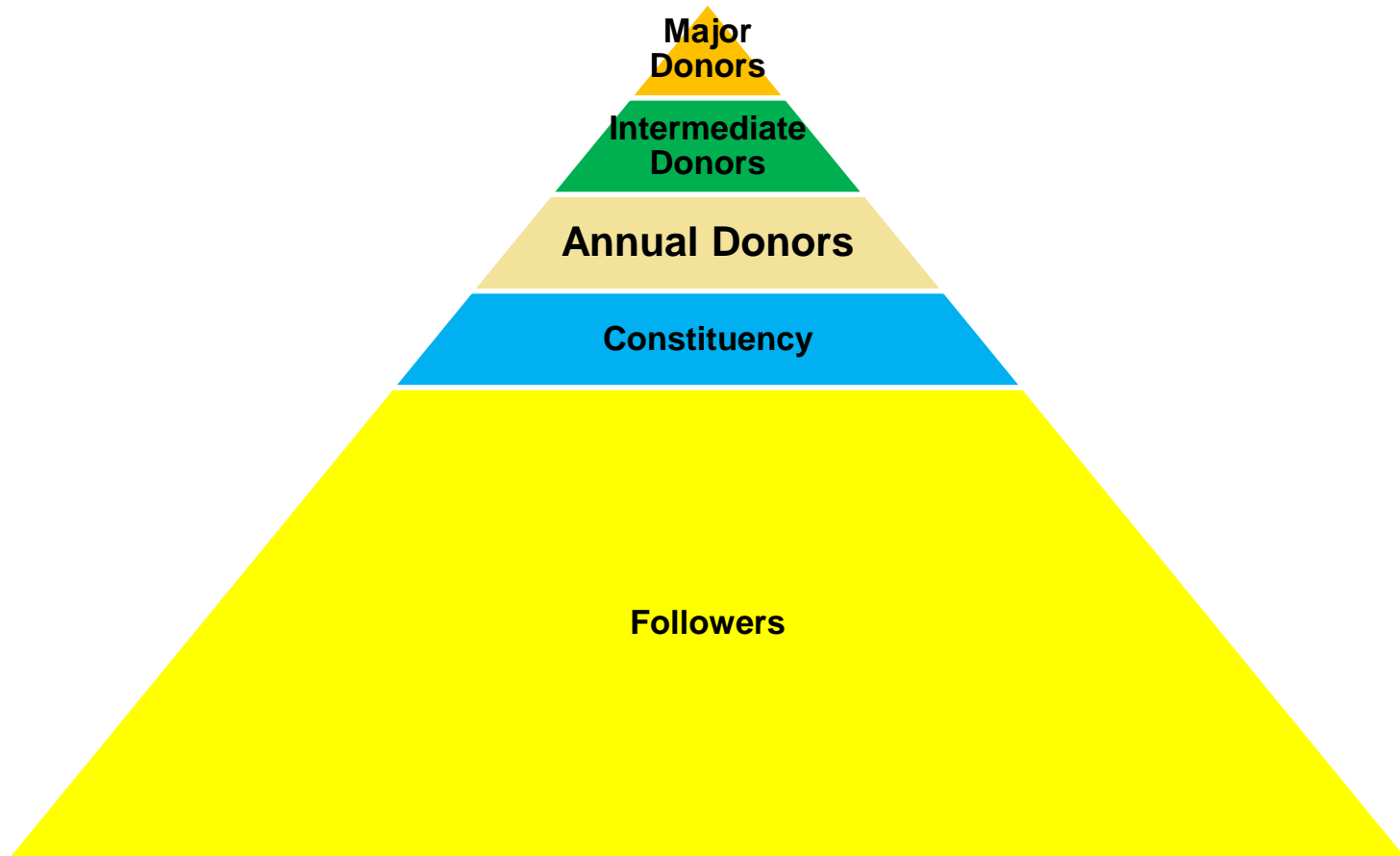
**earn over \$70,000**

70% are *not*  
supporting  
dependents

**44%** donate

**more than \$300**

# Millennial Donor Focus



# Organization Commitments

Come in

WE'RE

**OPEN**

**Engagement**

**First**

**Together Not  
Separate**

**Social is an  
Aspect Not  
the Focus**

# Focus on Pull Fundraising



**Technology**  
**is a Support**  
**Not a Crutch**

# Face to Face Works: How likely are you to donate based on asking method:

Answer Options	Not Likely	Somewhat Likely	Likely	Highly Likely
Email	19%	44%	29%	8%
Text	79%	14%	6%	1%
Blog	81%	14%	4%	0%
MySpace	98%	2%	0%	0%
Facebook	53%	38%	10%	2%
Twitter	91%	7%	2%	0%
Online Community Forums	78%	18%	5%	1%
AIM	97%	2%	0%	0%
YouTube	90%	8%	1%	0%
Face to Face	9%	25%	39%	27%

# Strategien

# Information Please!

**Millennials look for more information when they first hear about organizations. Through website and Google. Ensure that you are **ready** to inform and create easy calls of action.**

**information first,**  
**do nothing second,**  
**volunteer third, &**  
**donate last**

Answer Options	Not Likely	Some-what Likely	Likely	Very Likely
Volunteer	60.4%	34%	0.5%	0.4%
Donate	69.0%	28%	0.3%	0.2%
Obtain more information before donating/volunteering	8.5%	26%	37.0%	28.2%
Do Nothing	18.0%	49%	22.0%	12.0%

**a seat at the  
table: give me  
a voice**

# Access to the Leadership

A need to feel that they have the ability to access the leadership of the organization. This means a **system** must be in place for Millennial donors to voice opinions, provide counsel, and develop solutions *with and for* the board/executive leadership.

Do you have **access** to members of the board or to the executive leadership of the organizations you support?

Answer	Response Percent
Yes	53.2%
No	46.8%

Do you want **access** to members of the board or to the executive leadership of the organizations you support?

63%

# Involve

## Throughout the Process

Involve in the decision making process and **keep** informed throughout the process overall. Our work is not a **secret** – if you treat it that way they will not respond.

# Organized Creativity


Millennial donors that **develop** solutions for the institution will respond more than those that are told the solution has been created.

Provide an **organized** approach for Millennial donors to develop solutions.

How interested would you be in working closely with the organizations you support on defining the **direction** of the organization (strategic planning) or helping the board create solutions to challenges?

75%

**two-faced:**  
**find me on**  
**Facebook, meet**  
**me face-to-face**

A solid blue horizontal bar at the bottom of the slide, with a subtle, lighter blue abstract shape on the right side.

# Engage Friends and Family

The friends made during the college years and their early professional careers.

**Opportunities** to engage the friends and family they have while **pursuing** a call to action will be the most important.

# Exclusiveness

Blanket **messaging** for participation will be less effective.

Providing opportunities to Millennial alumni that feel or **offer exclusiveness** will spark excitement and engagement.

**emerging  
evangelists:  
help me spread  
the word**

# Language

***Capacity, community, impact, empowers, collaboration, partnership, engages, challenges, ability, connects, and committed.***

To a Millennial donor, these words are so hard to **understand** - especially when multiple organizations use these words.

# Call to Action

Millennial donors respond to calls of action. A **specific** goal, needed input, and/or assistance with developing a solution. Drive with **content**. Simple calls to contribute or donate tend to fall on deaf ears.

# Be Specific...

# Be Clear...

# Be Honest...

Answer Options	Not Likely	Some-what Likely	Likely	Very Likely
Specific request to support a particular project	5.2%	39.5%	43.6%	11.6%
Organization specifies a particular amount	43.4%	41.7%	13.1%	1.7%
Organization specifies where the donation is going	5.7%	31.5%	47.1%	15.5%
Annual donation call	56.3%	30.0%	11.4%	2.1%
Emergency situation	11.1%	37.3%	36.6%	14.8%
Emergency call for specific amount	34.9%	39.5%	19.9%	5.5%
General non-specific request	55.7%	36.5%	6.8%	0.9%

**\$=Where for What  
and Who Will  
Benefit**



**Follow-Up**



**Donor  
Profiling**

**Brochures**

**Messaging  
Collateral**

# Influencers

Messages for participation **from** the organization may get small results.

Work through **“influencers”** to communicate messaging in a peer to peer approach. Utilization of “influencers” will help deliver messaging, spark a call to action, and influence peer engagement.

**John**

**Tracy**

**Anna**

**Don**

**Ellen**

**Megan**

**Eric**

**Devin**

**Mark**

**Veronica**

**Elise**

**Dan**

**John**

**Kelly**

**Katy**

**Jeff**

# Easy

Engagement is easy and is turn-key. Messages to Millennial donor have easy entry points, clicks, opportunities to **immediately** involve.

Work through **“influencers”** to ask what is their network like to see immediately from organizations.

Donate

Volunteer

Donate

Speak-Up

Volunteer

Donate

# Find **Where** People Are Going and Where They Came **From**

This page was viewed 19 times

[Visit this page](#) Analyze: **Navigation Summary** Content

**83.33%** Entrances

**16.67%** Previous Pages

**38.89%** Exits

**61.11%** Next Pages



# Scenarios and Response

# Conversations

- **Be Honest About Meeting**
- **Understand Experience or Interest**
- **Understand Life Issues**
- **Understand Connections/Networks**
- **Understand Communication Preference**
- **Understand Willingness to Connect**

**what does  
this mean - a  
recap?**

**realign**

**resources for**

**face to face**

**be specific**

# **multichannel approach**

# long-term investment

**download**

**discuss**

**contribute**

**participate**

**engage**

**chat**

The logo for Millennial Donors features the text "Millennial Donors" in a large, white, sans-serif font against a blue background with a faint, stylized leaf pattern. Below the main text, the website address "www.millennialdonors.com" is written in a smaller, white, sans-serif font.

# Millennial Donors

[www.millennialdonors.com](http://www.millennialdonors.com)

Visit [millennialdonors.com](http://millennialdonors.com) to join the conversation about Millennial giving and volunteering. Find resources, download the full report, read blogs and participate in chats about Millennial donors.