

Millennial Fundraising Guide

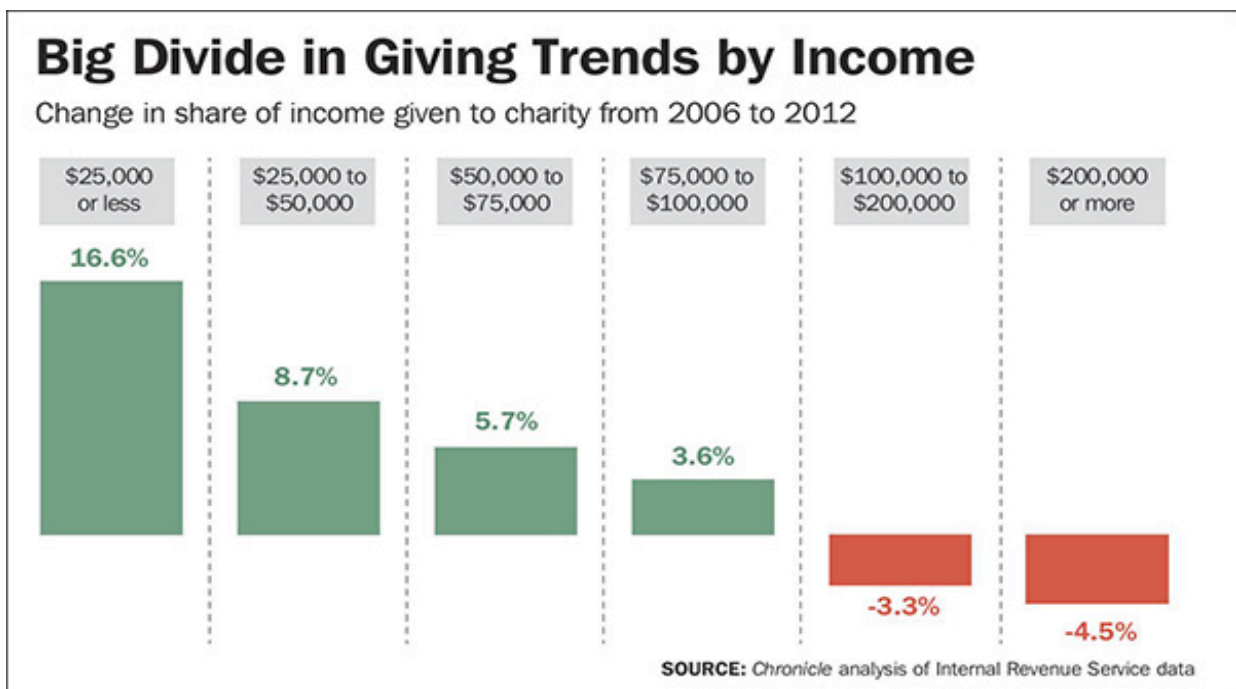
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Overview

Millennials represent a generation of socially conscious, idealists, with studies repeatedly indicating that they value cause engagement. “60% of Millennials donate an average of \$481 to nonprofits each year.” –USA Today

Contrary to conventional wisdom, individuals that make less than 25K or less contribute a larger share of their income 16.6% than any economic class and there is a negative correlation between income and charitable donations.



Inbound Marketing

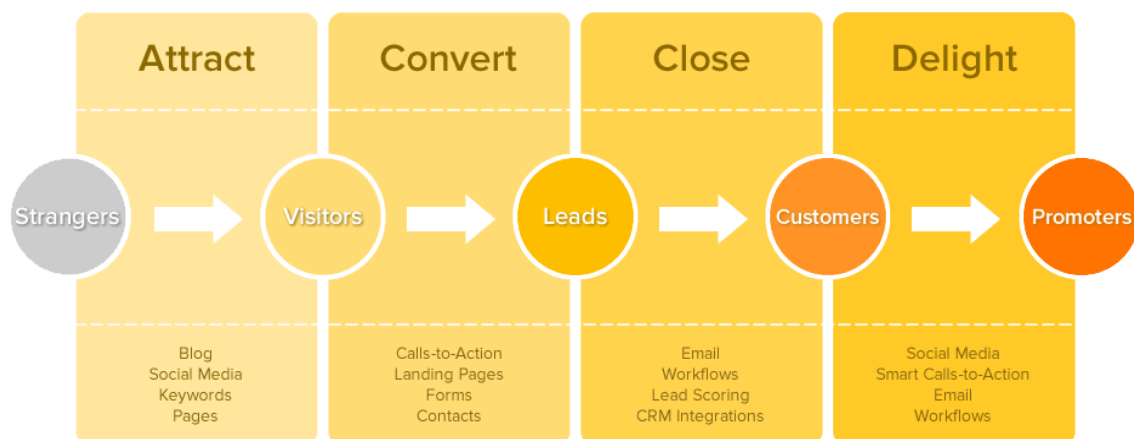
Millennials make up for having lower wages with strength in numbers, representing largest generation in the country and workplace.

Understanding the millennial mindset is critical to nonprofits that want to connect and grow their causes. We have all heard the marketing adage “It’s easier to retain a customer than acquire one.” After all, a nonprofit should view donors just as a business views their customers.

Following the Inbound Marketing sales process of; Attract, Convert, Close, Delight. Will turn the most socially conscious generation into your most valuable promotional asset.

Inbound Marketing Methodology

The best way to turn strangers into customers and promoters of your business.



Connect: Mobile

Mobile Facts:

- 65% of social media activity occurs on a smart phone.
- 51% of people who visit your website do through a mobile device.
- Mobile responsive websites design doubles giving on mobile devices.
- PayPal reported a 101% increase in mobile donations from 2013 to 2014.
- 19.8% of nonprofit event registrations occur on mobile devices.

Most Social Networks Are Now Mobile-First

% of time spent on social networks in the U.S.

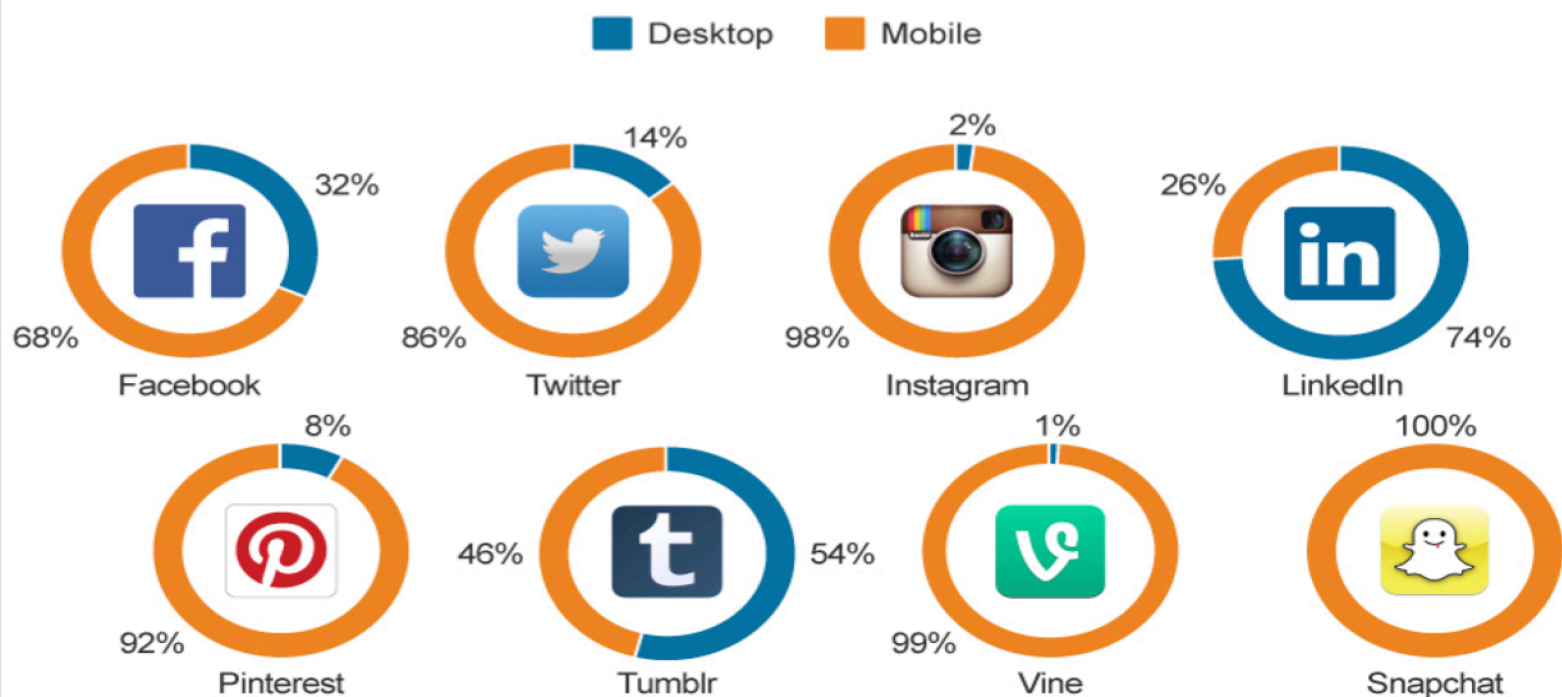


Image courtesy of Statista.



Connect: Crowdfunding

A January 2014 Forbes article reports that 2013 “yielded an estimated \$5 billion in global crowdfunding with about 30 percent of that total going to social causes.”

“The average nonprofit crowdfunding campaign raises \$9,237.55.”* With most crowdfunding campaigns consist of:

- “A video pitch,
- A written pitch,
- Reward tiers.”

To connect with Millennials you need to articulate impact. It not enough to just show that they did something good; it’s how you they did good. It’s important to have a clear breakdown of how funds are being used.

Ex. A little goes a long way...check out what your donation could do in Guatemala:

- \$10 – Two Malaria Vaccines
- \$50 – Two birth control implants
- \$75 – Blood pressure cuff
- \$100 – Preventative health services package for four women for a year

The Millennial Impact Report found that 78% of Millennials are very likely or somewhat likely to stop donating if they are not informed how their donation has made an impact. So, do your best to quantify how dollars donated gets translated into impact.



Connect: Social Media

“Snackable Content”*

Millennials are notorious for 2 personality traits:

Having a short attention span and FOMO (fear of missing out). The goal is to create; eye catching informative, entertaining, inspiring content that can be understood in 3 seconds.

3 Tiered Approach:

1. Facebook for Content

- New feature allows nonprofits to start fundraising pages.
- Transparency & Authenticity: Honesty is key.
- People trust people. Profile your team, volunteers, and most importantly the people who are benefitting from your mission.

Connect: Social Media

2. Instagram for Promotion

- Has the highest engagement rate on social media.
- “@Mentions increase engagement by over 50%”*
- Promote events: Fundraisers, 5 K’s, Crowdfunding Initiatives.
- “Visuals are processed 60,000 faster than text” -3M

3. Snapchat for candid moments

- Real time interactions during fundraising events.
- Behind the scenes look at daily operations.
- Have fun using filters and effects.
- New “Memories” feature allows you to save Snaps and Stories

Age 18-34 Digital Audience Penetration vs. Engagement of Leading Social Networks

Source: comScore Media Metrix Multi-Platform, U.S., Dec 2015

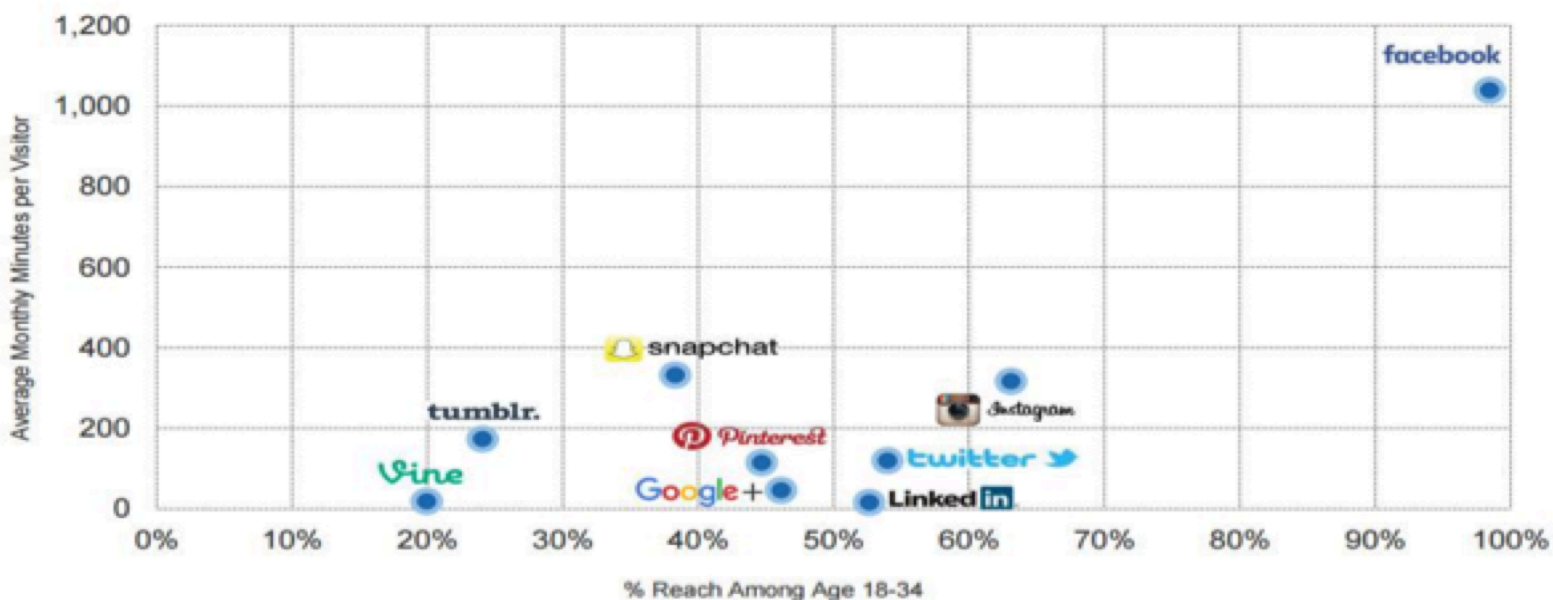


Image Courtesy of ComScore Sources: *Sprout Social



Inspire

Referring back to the Millennial Impact Report, “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.”

“Think about your nonprofit’s story, your donor’s stories, and someone your nonprofit has helped. Pose your nonprofit’s mission as a conflict you’re fighting against. For example, if you’re nonprofit is focused on feeding the hungry, you’re battling hunger and the cycle of poverty.

Make donors the hero’s of your cause. Emphasize that their participation created the impact. Show the audience that your nonprofit is supporting the donors in making an impact. With powerful storytelling, your nonprofit will be able to inspire Millennials to take a step to make a difference.”*

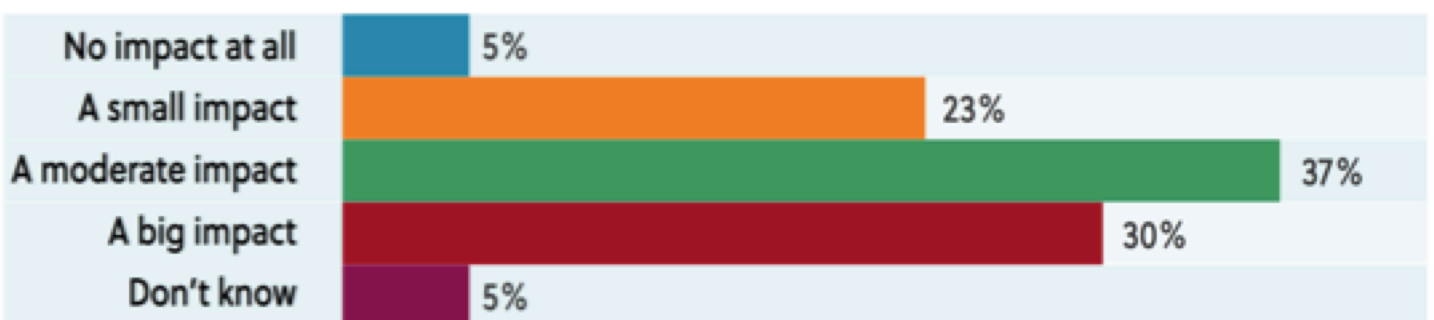
Engagement Initiatives

How do you engage Millennials in volunteering and giving programs?

- 64% of Millennials prefer having a fundraiser based around activity- runs, walks, and races.
- “Activity based events promotes peer-to-peer fundraising. Equate dollars raised to miles walked, etc.” *
- “Nearly 1/3 of all online donations are now a result of peer-to-peer fundraising. With volunteers give twice as often to charity as non-volunteers.”**

More than any other generation before them, Millennials believe that one person can make an impact.

How much impact do you believe a person like you can have in the U.S.?



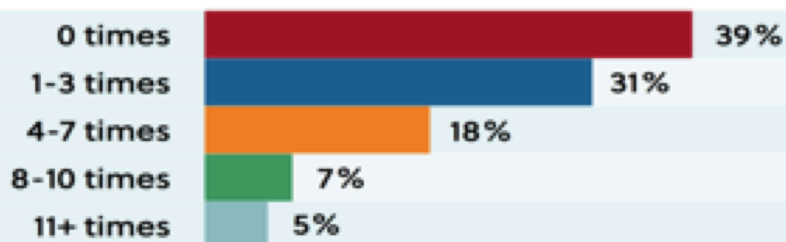
Engagement Initiatives

Millennials want to volunteer together and feel connected through a shared passion for their cause work, ideally through initiatives that help their surrounding community.

Millennials are highly influenced by their peers when it comes to cause work and focus. "The greatest influence on millennial volunteerism and giving came from peers who had volunteered or given themselves."*

Creating shareable content for social media (pictures, videos, infographics on money raised, etc.) Inspires Millennials to share content, with 55% of those who engage with nonprofits via social media being inspired to take further action.

How many times in the past week have you posted on social media (including your own post or engaging in another's post through comments, retweets, etc.) about the issues you care about?



Social media platforms used in the past week to post about and/or engage with the issue you care about:

Facebook	88%	Tumblr	19%
Twitter	56%	YouTube	41%
Instagram	49%	Google+	27%
LinkedIn	15%	Reddit	8%
Snapchat	28%	Other	1%
Pinterest	18%	None	<1%



Conclusion

Millennials want engagement, whether it is on social media or in the community. They want to feel like they can make a difference.

It is the job of the nonprofit to effectively communicate not only the purpose of your cause but the impact one person can have. They want to stay informed about your nonprofit's work and build a deeper connection with your organization.

Compelling messages that inspire, update the progress of your campaign, have strong call-to-actions that give donors easy opportunities to donate, and share social media content. Allows you the opportunity to tap into the **Millennials mission of leaving an impact on this world.**