

Reaching Millennials

United Way
of Greater Stark County



Millennials are a hot topic in fundraising, and rightfully so. Millennials are the 80 million people, 20 – 35 year-olds already in or about to enter the workforce. In fact, Millennials will make-up 50% of the workforce by 2020.

We have designed a document to help you use research-based, best practices to reach Millennials within your United Way campaign. Much of the research presented is based on the four-year studies of the Millennial Impact, sponsored by the Case Foundation. They received input from more than 16,000 participants through 50 research partners. Complete details of the report can be found at themillennialimpact.com.

Using the research, United Way of Greater Stark County has developed the following actions, tools and suggestions for companies wanting to reach this important demographic. It is important to note, however, there is no silver bullet to reach this audience, with the possible exception of building long-term relationships. Implementing these new tools now will help in the short-term and as Millennials grow in their positions.

MILLENNIALS PREFER TO PERFORM SMALLER ACTIONS BEFORE FULLY COMMITTING TO A CAUSE

Research suggests Millennials tend to get involved with causes first by taking smaller actions connecting them to the organization. This could be anything from a “Like” on the organization’s Facebook page, sharing a video or attending an event.

Companies holding United Way campaigns can easily incorporate these smaller actions into their campaigns through rallies, by asking millennials to view and share the campaign video and by offering ways to volunteer.



SUGGESTIONS FOR COMPANIES:

Invite Millennials to sign-up for United Way of Greater Stark County's e-Newsletter

- United Way of Greater Stark County's monthly e-newsletter is a great way to provide Millennials with the actions needed to feel connected to a cause. Prompts include viewing and sharing stories, volunteering, taking surveys and performing other small actions. [<newsletter signup>](#)

Share information about Volunteer Opportunities and Young Leaders Society (YLS)

- According to the research, the top three factors spurring Millennials engagement in a cause are: 1) being passionate, 2) the opportunity to meet like-minded people and 3) enhancing their expertise. United Way of Greater Stark County offers various volunteering opportunities throughout the year geared towards workplaces, families and millennials through our Young Leaders Society. <http://www.uwstark.org/young-leaders-society>

Link Them With United Way of Greater Stark County's Social Media

- Millennials engage through social media and connecting them with United Way's social media is an easy way to introduce them to the cause.

Facebook: <https://www.facebook.com/UnitedWayOfGreaterStarkCounty>

Twitter: <https://twitter.com/UnitedWayStark>

LinkedIn: <https://www.linkedin.com/company/united-way-of-greater-stark-county>

Instagram: <https://www.instagram.com/uwstark>

YOUTUBE: <https://www.youtube.com/user/uwgsc>





MILLENNIALS NEED TO EXPERIENCE THE CAUSE'S WORK THROUGH IMAGERY AND VIDEO.

Millennials expect to be inspired through story. In the 2013 Millennial Impact Survey, more than 60% of respondents said they felt most invested in a cause when the nonprofit shared a compelling story about successful projects or the people it helps.

United Way campaigns have long been built on the use of story and imagery. Companies wanting to reach Millennials have access to a wealth of stories and supporting materials. These items can be shared with employees through email, social media and your company's spaces and intranet.

UNITED WAY RESOURCES:

United Way Campaign Video

- United Way's campaign video is a powerful way to share United Way of Greater Stark County's story. It's available for organizations to download at United Way of Greater Stark County's Campaign Headquarters and accessible to the public through United Way's main website.

United Way of Greater Stark County's Campaign Headquarters

- The Campaign HQ not only has information on how to run an effective campaign, it also has the tools to do it. The Campaign Materials pages include the video, photos and other tools.

United Way of Greater Stark County's Website

- United Way of Greater Stark County's main website, www.uwstark.org, links users to a wealth of stories and opportunities. You will find information on their Bold Goals for 2020, News, Events, and more.



Speakers

- Another great way to share stories is in person through events. United Way offers speakers to come to your organization to share brief stories of how United Way helps people. To schedule a speaker please contact your United Way representative or call (330) 491-9974.

MILLENNIALS ARE INFLUENCED BY THE DECISIONS AND BEHAVIORS OF THEIR PEERS.

- The same research shows that peer influence plays an important role in motivating Millennials to volunteer, attend events, participate in programs and give. Research consistently confirms that the influence of an individual on his or her friends is substantial. It also suggests that they have a strong desire for leadership roles within the causes they care about.
- Organizations can leverage this by identifying top giving Millennials and asking them to champion the United Way cause among their peers or departments. This provides a leadership role for those already associated with the cause and uses the effective peer-to-peer fundraising tactic.
- You can also identify any active members of YLS that could serve as a champion for your campaign to enlist their coworkers to assist with special events and volunteer opportunities. YLS provides on-going opportunities throughout the year to get involved in various events and volunteer activities.

FINAL THOUGHTS

- 83% of the respondents made a financial gift to a nonprofit organization. This is a generation that gives, but many may not have reached a career level that lends itself to replace gifts of those retiring. According to the same study, 23% of respondents gave \$51- \$100 with all other respondents giving at lower levels. Therefore, it's especially important to build authentic, long-

term relationships with Millennials now. As younger Millennials reach the next life stage, they will be more apt to give when that relationship is already established.

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- As you think about ways to incorporate the tools in this document, keep in mind that according to the book *Marketing to Millennials*, unlike any generation before them, Millennials are actively trying to assimilate other generations into their culture. This means that Millennial culture has become mainstream. As you focus on Millennials, your work will reach your entire workforce and help spread the message of United Way even further.

Your United Way staff person is happy to assist you with strategies directed toward Millennials.

Let us know how we can help you.

