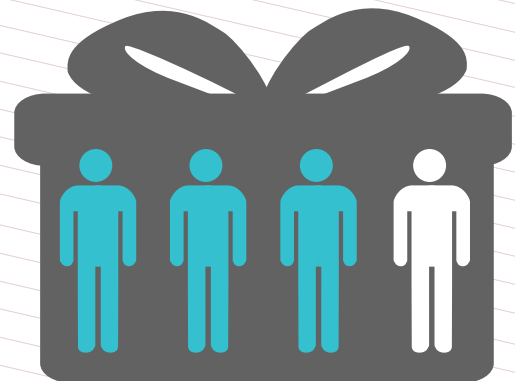
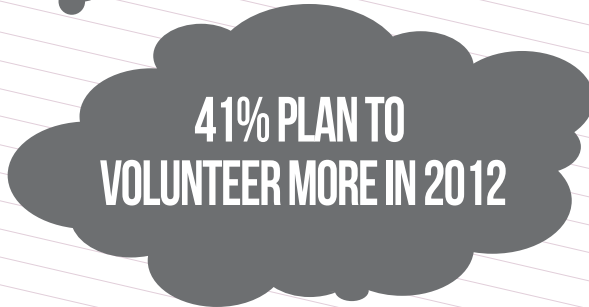
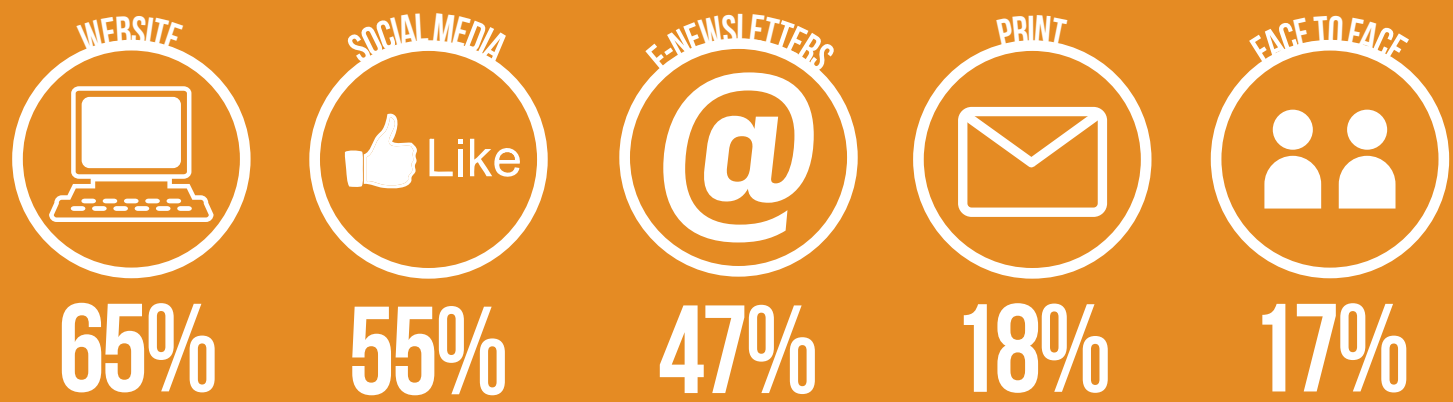


# KEY FINDINGS

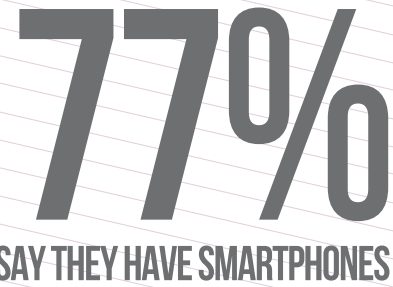


## HOW DO YOU PREFER TO LEARN ABOUT NONPROFITS?



MY BIGGEST  
PET PEEVE  
IS WHEN I DON'T KNOW

HOW MY GIFT WILL MAKE A  
DIFFERENCE



# HOW DO YOU PREFER TO LEARN ABOUT NONPROFITS?



65%



55%



47%



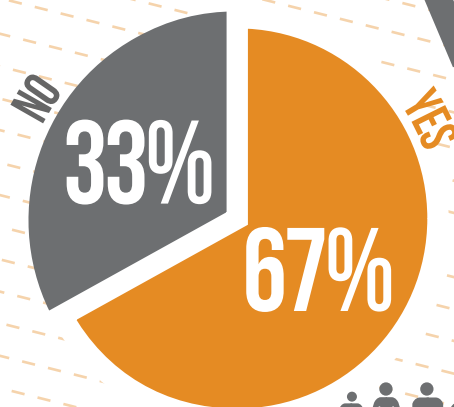
18%



17%

## WHAT TYPE OF NONPROFIT INFO WOULD YOU SHARE?

- COOL EVENTS 74%
- STATISTICS 69%
- NEWS 65%
- OPPORTUNITIES 61%
- VIDEO 47%
- GROUP INVITATION 39%
- I MADE AN IMPACT 36%
- I DONATED 30%
- NONE 5%
- OTHER 1%



HAVE YOU INTERACTED WITH A NONPROFIT ON FACEBOOK

77%

SAY THEY HAVE SMARTPHONES



23%


DO NOT.



# THE MILLENNIAL IMPACT REPORT

# 2012

# INVOLVE



58% PREFER A SHORT-TERM  
VOLUNTEER COMMITMENT



81% PREFER TO LEARN ABOUT  
VOLUNTEERING OPPORTUNITIES  
THROUGH THEIR PEERS



41% PLAN TO  
VOLUNTEER MORE IN 2012



63%

VOLUNTEERED FOR A  
NONPROFIT IN 2011.



INTERESTED IN LEADERSHIP INVOLVEMENT  
77%

BUT ONLY



ALREADY ON A BOARD  
20%

TOP 2 REASONS  
PREVENTING MILLENNIALS  
FROM TAKING LEADERSHIP

LACK OF TIME



62%

NEVER BEEN ASKED



40%

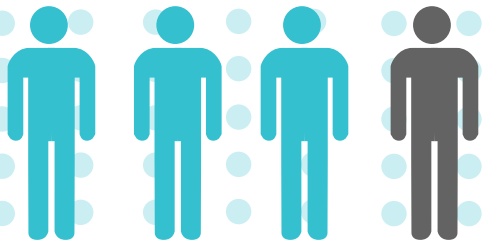
THE MILLENNIAL  
IMPACT  
REPORT

2012 GIVE



75%

SAID THEY GAVE A  
FINANCIAL GIFT IN 2011.



● MY BIGGEST ●  
PET PEEVE  
IS WHEN I DON'T KNOW

HOW WOULD YOU PREFER TO  
MAKE YOUR DONATION TO A  
NONPROFIT ORGANIZATION?



#1. GIVE ONLINE



#2. IN PERSON



#3. IN MAIL

HOW MY GIFT WILL MAKE A  
DIFFERENCE



42% GAVE TO WHAT  
INSPIRES THEM IN  
THE MOMENT