

THE 2013 MILLENNIAL IMPACT REPORT



ABOUT THE RESEARCH

METHODOLOGY

For the 2013 Millennial Impact Report, Achieve gathered information from an online survey distributed to Millennials through 14 research partners, as well as conducted usability testing of nine nonprofits' online presence [website, social media pages (Facebook and Twitter), emails, and mobile]. For this study, Millennials were defined as anyone born between the years 1979-1994.

SURVEY RESPONDENTS

The survey conducted was the fourth consecutive Millennial Impact survey with responses from 2,665 individuals. Of the respondents, 60% earned an undergraduate degree and 24% earned a master's degree. Most were full-time employees (65%). The survey was open from February 1, 2013 to March 15, 2013. The research included in this report is also supported by the past three years of Millennial research, which has surveyed a total of 11,675 people. It is important to note that the report reflects views from a sample population of the Millennial generation.

RESEARCH PARTNERS

- Advocates for Youth
- ALSAC/St. Jude Children's Research Hospital
- American Pianists Association
- AmeriCorps Alums
- GiveCorps
- Kiwanis International Foundation/Circle K International
- Maymount Foundation
- ONE
- One Percent Foundation
- Pacific Lutheran University
- Pi Lambda Theta
- Repair the World
- Seattle Works
- The Nature Conservancy

USER TESTING OF MILLENNIALS

- User testing conducted March 4, 2013 to March 20, 2013
- User tests included 100 participants ages 20-35
- User tests included video-recorded feedback and usability testing on messaging and online presence [website, social media pages (Facebook and Twitter), emails, and mobile].

RESEARCH TEAM



- Derrick Feldmann, CEO
- Joanna Nixon, Strategy Consultant
- Justin Brady, Creative Strategist
- Lara Brainer-Banker, Senior Designer
- Lindsay Wheeler, Designer

LEAD RESEARCH PARTNER



EXECUTIVE SUMMARY

This year, Achieve gathered information from an online survey distributed to Millennials through 14 research partners, and, for the first time, conducted usability testing of nine nonprofits' online presence that included video feedback.

The top takeaway: Millennials first support causes they are passionate about (rather than institutions), so it's up to organizations to inspire them and show them that their support can make a tangible difference on the wider issue.

The question for nonprofits becomes then: How can we fully invest in this generation, immerse them in the cause, and maximize the impact of their interest, time, and giving?



CONNECT

- Millennials prefer to share information about the cause, not the organization itself. This preference moves savvy organizations away from traditional PR and towards content expertise on a cause.
- Smartphone usage continues to rise, as mobile devices best enable the connectivity and news information gathering from peers, mobile content sources, and organizations that Millennials seek. Some methods for attracting the mobile-friendly Millennial audience include:
 - a) crafting mobile-friendly email content that calls readers to action
 - b) posting regularly on Facebook, especially with images (the most shared item)
 - c) writing news or action-oriented headlines to deliver organizational news
- Organizations should think “mobile first” and focus on responsive design as well as content, including navigation, context around the organization’s work, and success stories. It’s imperative that organizations’ websites clearly show their work, demonstrate how potential constituents can help, and offer ways people can get involved.
- Take note: Millennials who want constant updates on an organization no longer rely on or return to websites to receive that information. Instead, they use websites first to learn about the organization, and then to connect with its social networks to stay updated. The smoother and more integrated the online experience, the higher the chances for conversion along any point of the engagement pathway.
- Millennials are highly selective about what organizations they follow in a crowded and noisy media landscape, connecting actively to 1-5 organizations on social media. Given the rise of supportive activism such as sharing and signing petitions, as well as other forms of micro-volunteering where the norm is not to be on-site with the organization, social media presents an opportunity to witness the organization’s action at work with the people it serves.
- Organizations will know their message is resonating when Millennials are compelled to share their content. It’s an instant feedback loop that tells organizations what this audience finds interesting and worth disseminating. Sharing, in fact, is a form of indirect advocacy, in that it furthers education about the cause and draws other people to the issue. The more that nonprofits can inspire sharing, the better chance they have of capturing Millennials passion about their cause.

INVOLVE

- Millennials view volunteer opportunities as a way to socially connect with like-minded peers, which moves them beyond technology (social networking) to in-person action. It's especially helpful when organizations craft marketing messages that highlight the peer involvement—for example, "Join 20 other people like you at Clean-Up Day this Saturday."
- Further, volunteer programs that facilitate networking for Millennials maximize this generation's inherent social connectedness. Designing programming with this benefit in mind will ultimately help retain young professionals and give them opportunities to broaden their skillsets among groups of people invested in the same issue.
- The report also shows that offering online training in place of in-person training is attractive to Millennials, with the added benefit of allowing participants to train and serve anywhere. This generation also wants to know upfront what their time will achieve, so sharing positive, direct results signals to Millennials that you value and respect their time.



GIVE

- From an organization's perspective, donation requests that focus on how the gift will benefit the recipients will garner higher response. What's more, fundraising on Millennials' preferred channels (websites and email as opposed to telemarketing) significantly increases chances for conversion.
- While Millennials don't give a lot, they do want to give what they have. One new finding this year is that 52% of respondents said they'd be interested in monthly giving. This format offers nonprofits an opportunity to experiment with soliciting smaller but more regular gifts.
- Millennials showed significant interest in using their network—family and friends—to fundraise on behalf of causes they were passionate about. Run/Race/Walk events are the highest peer fundraising methods by Millennials with a historic presence within school and college-based programs. However, given these events' cyclical nature, they sometimes swell short-term participation numbers without always leading to long-term retention.
- Another, less cyclical trend in peer fundraising is that Millennials are starting to ask for donations in lieu of gifts for birthdays and other events. This trend is worth watching (and capitalizing on) as social networks enable and facilitate such giving with greater reach and speed.



THE MILLENNIAL IMPACT RESEARCH

2013 CONNECT

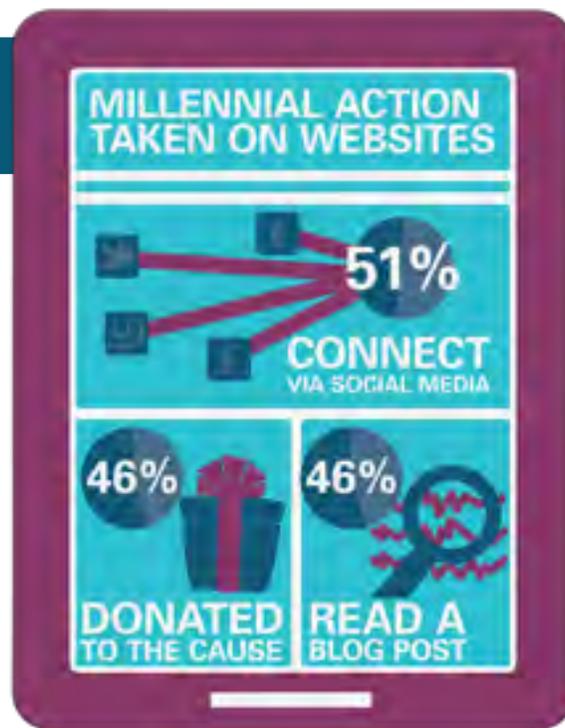


75%
OF MILLENNIALS
LIKE, RETWEET, OR
SHARE CONTENT
ON SOCIAL MEDIA

KEEP THE WEBSITE UPDATED!!

Millennials' biggest website pet peeve is when the information has not been recently updated.

MILLENNIALS
LIKE PHOTOS!



HEAR WHAT MILLENNIALS ARE SAYING!
www.themillennialimpact.com/2013research

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2013

INVOLVE

How can I help Millennials get involved?

FOLLOW THE VOLUNTEER CONTINUUM



**SUPPORTIVE
ACTIVISM**



**YOUNG NONPROFIT
PROFESSIONAL GROUP**



**ONGOING
LEADERSHIP**



**MILLENNIALS WERE MORE INTERESTED
IN GETTING INVOLVED FOR...
NETWORKING & GAINING
PROFESSIONAL EXPERTISE**



79%

PASSION



56%

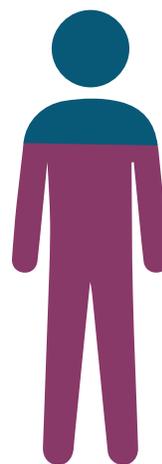
MEET PEOPLE



46%

EXPERTISE

**MILLENNIALS' TOP THREE MOTIVATIONS
FOR GETTING INVOLVED**



72%

**OF MILLENNIALS
ARE INTERESTED
IN PARTICIPATING
IN A NONPROFIT
YOUNG
PROFESSIONAL
GROUP**



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GIVE 2013

2012 GIVING HISTORY THE SINGLE LARGEST DONATION

\$100.00

23%

GAVE \$51.00
TO \$100.00

\$50.00

40%

GAVE \$1.00
TO \$50.00

\$1.00



83%

OF MILLENNIAL RESPONDENTS MADE A
FINANCIAL GIFT TO AN ORGANIZATION IN 2012

BUILD A GIVING
RELATIONSHIP WITH
MILLENNIALS BY ENGAGING
THEM THROUGH...



INSPIRATION



MONTHLY
GIVING



TRANSPARENCY



PEER-TO-PEER
ENGAGEMENT

52%

WOULD BE
INTERESTED IN
MONTHLY GIVING



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