

Millennial Donors

2010 Millennia Donor Study

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- ▶ Achieve and Johnson Grossnickle Associates
- ▶ Surveyed 2,200 people between 20 and 40
- ▶ 75% were Gen Y or Millennials
- ▶ The results show a generation definitely connected by social media and technology,
- ▶ More inspired to give and volunteer by personal engagement and human connections

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- 90% preferred email as the way to receive information from organizations they already know about
- Newsletters second
- Facebook a distant third
- 75% have used email to donate
- Texting hot during times of crisis
- Not a desire for frequent contact. Quarterly best
- Only 33% want to be contacted monthly

2010 Millennial Donor Study

- ▶ GOOGLE serves as their primary source of research information
 - Google (87%) Email (72%) Print media (27%) Facebook (24%)
- ▶ While you are busy researching them, they are busy researching you
 - 85% want to know about programs and services
 - 54% want updates on financial condition
- ▶ Want an opportunity to connect with leadership and weigh in on organization's strategic direction

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- ▶ **Personal contact wins every time**
- ✓ 66% likely to respond to a face-to-face request
- ✓ 37% likely to respond to email
- ✓ 50% likely to respond to a particular project, emergency situation or an explicit appeal
- ✓ 8% likely to respond to a general, non-specific request.
- ✓ 56% do not respond to an annual donation call

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- ▶ Involvement is key:
 - Once engaged, younger donors are willing to invite others to become involved as donors(52%) or volunteers (70%).
 - Focus on engagement and personal connections to draw them into involvement and giving.
 - Engage this “low capacity” group in ways more typically reserved for donors of greater means.