

The Future of Fundraising: Focus on Millennials

Hannah Routly, March 2017

In our short time together...

- ▶ Highlight a few studies
- ▶ Debunk some myths
- ▶ Summarize key strategies
- ▶ Group discussion of successes
- ▶ **Convince you its not hopeless!**

Millennials: shaping the future

- ▶ Born between 1980 and 2000 (this varies)
- ▶ ...the term “millennial” became equated with apathy and entitlement...
- ▶ “Five years of research has illustrated to us that, on the contrary, **millennials are intrinsically motivated to do good.**”
 - ▶ Source: The Millennial Impact Report Retrospective: Five Years of Trends

Are Millennials getting a bad rap?



“*The free access which many young people have to the internet and social media has poisoned the mind and corrupted the morals of many a promising youth*”



“*The free access which many young people have to romances, novels, and plays has poisoned the mind and corrupted the morals of many a promising youth*”

Memoirs of the Bloomsgrave Family, Reverend Enos Hitchcock 1790

<http://mentalfloss.com/article/52209/15-historical-complaints-about-young-people-ruining-everything>

Donor Profiles

Hannah

- ▶ Female, 42 years old
- ▶ Gives more \$\$ than volunteer time
- ▶ A monthly donor to several charities
- ▶ Only gives online
- ▶ Long term board volunteer
- ▶ In the beginning stages of considering a legacy gift

Donor J (millennial)

- ▶ Female, 36 years old
- ▶ Gives volunteer time more than \$\$
- ▶ Recently joined a board through employment role
- ▶ Does not donate regularly, will occasionally pledge
- ▶ When asked about monthly giving, "*I never thought about it*" [Read: was not asked]

Giving: An Overview

- ▶ What's the best way to get donations from people under 40 years old? *wait until they are over 40.*
- ▶ “There is no measure that I can find anywhere that tells a fundraiser that younger people are a priority over older donors.”
 - ▶ Source: Sean Triner <http://www.seantriner.com/>

Giving: Trends among younger donors

- ▶ 50% of donors under the age of 35 **gave more** in 2015 compared to 34% and 36% of middle age and older donors (compared to 2014)
- ▶ 36% of young donors said they held back their giving last year, vs. 29% of those middle-aged and 24% of older donors.
- ▶ Source: The 2016 Burk Donor Survey

Obligation vs. Engagement

- ▶ Younger donors want to give to groups that resonate with them personally, rather than just because their family has always given to a particular cause.
- ▶ “...interested in helping causes and applying their skills with a greater sense of immediacy than their predecessors...”
 - ▶ Source: NextGenDonors: Respecting Legacy, Revolutionizing Philanthropy, credit to Shawn Plater at Brook Recognition

Future Casualty: Direct Mail

- ▶ **MYTH** Direct mail engages only older age groups. Granted, *giving engages older age groups more than younger ones.*
- ▶ **REALITY** The average age of a direct mail donor is around 75.
- ▶ Source: Institute of Fundraising “True Or False: Debunking Direct Mail Myths”

Volunteering: Bygones

The older generation

Regular, long-term
volunteering



The new generation

35% volunteering
(↑ from 23% 4 yrs ago)



Source: NCVO (The National Council for Voluntary Organisations): 2014/2015 Community Life Survey

Social Media: Pulling in millennial donors

- ▶ Social media makes a charity accessible to their online community in a way that is difficult to replicate anywhere else.
- ▶ Followers more likely to attend an event or volunteer compared to 5 years ago
- ▶ Source: The 2016 Burk Donor Survey

Engagement: Priming the next generation

- ▶ Are you reaching out to all donor levels?
- ▶ 72 percent of Millennials are eager to join a nonprofit and a little over 50 percent would like to give monthly to a charitable organization.

▶ Source: Olivia Baker, npEngage, Millennial Impact Report 2016

Closing thoughts

- ▶ The next generation are not donors, they are fundraisers.
 - ▶ Millennials engage with causes and issues to help people NOT institutions
 - ▶ **“The concept of one-size-fits-all fundraising has been outdated for many years...”**
- ▶ Sources: Dr. Una Osil, npEngage and AFP Webinar: Understanding How and Why Millennials Give

what to do?

- ▶ Do you make it easy for donors to give?
- ▶ Are you offering ways to get involved beyond giving?
- ▶ Are you encouraging giving at all donor levels?
- ▶ Are you willing to embrace change?
- ▶ Are you everywhere?

What are your
success stories?

