

Direct Forum is a free email newsletter containing useful direct marketing tips, news updates and how-to information. It's convenient, informative and I am not trying to sell you anything!

1. **Millennials**, the second most important group for charities and **how to engage them.**

2. **A free offer:** My students can help to raise money for your charity.



Millennials, the second most important group for charities and **how to engage them.**

I have often advocated that charities should reach out to Boomers since they have displayed the strongest likelihood of donating the most money.

This does not mean that one should ignore other important groups like the Millennials.

To be successful, nonprofits must appeal to younger and older donors alike. While the older may be your current donors, the younger set will be the lifeblood for your charity in the future.

First, let's look at how the two groups differ:

1. Mode of engagement

Boomers: They displayed activism by protesting in the streets against the Viet Nam War, at the Democratic Convention in Chicago, or to support Roe v. Wade,

Millennials: They raise their voices on the Internet and show their support on their mobile devices or on social media sites.

Recently they waged a campaign to express their outrage against Chip Wilson, the chairman and co-founder of the athletic clothing company Lululemon, for the company's sale of see-through yoga pants. When he tried to shift the blame for a faulty batch, thousands of young people hijacked the company's Facebook page and tweeted their disgust for his lame explanation. Wilson eventually had to resign.

2. Same words different views

Boomers: Women have had a long history of fighting for gender equality and proudly promoting the concept of "feminism".

Millennials: However, among younger people the term "feminism" is viewed as a controversial issue since they believe it has some negative connotations today.

Similarly, other words that once meant something to one generation are viewed differently today.

Case in point: In the classical Christmas song "Deck the Halls," the line Don we now our gay apparel, the word "gay" had a completely different connotation

(It meant festive or merry till the 1980s) as opposed to what it means today.

3. Mode of communication

Boomers: While many Boomers have progressed to sharing personal items like photos, news with family and friends on Facebook or Instagram, they are still more comfortable sharing private things with select people only.

Millennials: They connect via technology—exposing a lot more information about themselves openly on social media, connecting with their network of friends and even strangers. They text messages, post photos, send email or tweets and share all kinds of personal or public content on many social media sites.

75% of Millennials even enjoy re-tweeting, expressing their likes or dislikes or sharing news and videos.

4. Involvement:

Boomers: They support a charity for personal, traditional or family reasons. Many volunteer or sit on a board as well.

Millennials: They volunteer too but they give out of passion for a cause. It could be something that inspired them or touched them enough to make them want to show their support for the cause.

This has given rise to a new form of activism such as: sharing and signing petitions; raising funds on Crowdfunding sites; expressing

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likes on Facebook, LinkedIn and other sites and a rise in peer-to-peer solicitations.

Other insights into Millennials as to why they get involved with a charity are:

- 79% indicated passion for a cause;

- 59% liked the opportunity to meet people;
- 46% wanted to gain knowledge;
- 72% of Millennials are interested in participating in a nonprofit young professional group.

Here are some hints on how to involve them:

1. Grab their interest via a message or video to rally them.

Most of the things that go viral online are a direct result of sharing something that touches or amuses young people deeply.



Remember Psy? Over five million people have viewed his Gangnam style dance.

2. Create various online channels for engagement.

Millennials are all over various social media channels, from Twitter to Facebook. Welcome them through a variety of ways.



Source: www.archiveguidance.com

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3. Develop and create networking opportunities for Millennials.

By facilitating the building of connections, both in-person and online, you have a better chance of getting them involved.



Example: President Obama won both his elections by encouraging youth, because they are passionate, tech savvy, know how to use social sites and are deeply engaged as volunteers.

4. Talk about issues from various perspectives.

Millennials tend to be concerned about many social issues. One survey showed that young adults between the ages of 20-28 cited about eight issues that they cared most about. Partly because they perceive many underlying causes as more complex and partly because many problems are interrelated.

Example: When thinking about the women's movement, think beyond traditional "women's issues". For instance, abortion rights are also about access to health care, poverty alleviation and immigration rights. By taking an interconnected approach to addressing these diverse issues you have a better chance of capturing young people's attention.

5. Focus on your website.

Millennials tend to browse websites for initial information so the smoother and more integrated the online experience, the higher your chances for attracting a younger audience.

Also, don't forget to update it constantly if you want them to come back.



6. Millennials view volunteer opportunities as a way to socially connect with like-minded peers.

When reaching out to them get to the point fast with limited text. Millennials are not big readers. Keep it simple—tackle only one issue at a time.

Example: Make the call more action oriented: **"Join 20 other people like you at a rally to end breast cancer."**

7. Peer to peer fundraising has the highest attraction for Millennials.

Run/Race/Walk events have greatly benefited from this attraction. Another recent phenomenon in vogue with Millennials is asking for donations in lieu of gifts for birthdays and

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other events they can participate in.

Example: “The Ice Bucket Challenge”—individuals challenge their friends or others who, within 24 hours of receiving the challenge, either get a bucket of ice water poured over their heads (and post a video of the action online) or skip the ice water and donate \$100 to ALS.

According to *The New York Times* more than 1.2 million videos have been shared on Facebook between June 1 and August 13. And *The Chronicle of Philanthropy* reported on August 27 that over \$94 million has been raised for ALS research.



8. Celebrity appeal.

Another thing that appeals to Millennials is following their idols on social media. No wonder many celebrities have millions of followers.

I can predict that the upcoming “Stand up to Cancer” push using celebrities will raise millions for Cancer research. So, if you can get the endorsement of a celebrity for your cause, you are off to a great start.

9. Millennials want to know how organizations are using their contributions.

One way to do this is by using specific targeted projects. Give young people a clear

understanding of where their money is going,

Example: the charity “Water” has initiated 13,075 specific projects to raise money for water pumps and has raised millions. One way they do this is by stating: Help us bring clean water to 100,000 people in the Sahel. Then they show the progress of each project on their website.

10. Donation requests that focus on small gifts work best.

Asking for gifts between \$10 to \$100 and telling how the gifts will benefit the recipients will garner higher response from this group.

Example: A crowdfunding campaign for my latest client: “Shades of Hope”, created by a young intern, raised \$1,000 on Indiegogo in less than a month.



Finally, how do you know if your charity's message is resonating with Millennials?

Simple! If this audience feels inspired to share your content or video, that's instant feedback that tells you they find your content interesting and worth circulating among their friends and peers.

A free offer:

My students can help raise money for your charity.

It takes a Millennial to understand and reach out to other Millennials.

Here's my offer: Who better than young enthusiastic creative minds that are constantly on social platforms to help you attract more Millennials or Boomers for your cause.

These are my advertising and marketing students and for the last 10 years, I have had them become involved with an actual project for a different charity each year.

Each year they have risen to the occasion and raised thousands for the charity through direct mail, social marketing or videos they created.

Here's one video by my students for the Lisa Brown Charitable Foundation. Go to this link: <http://youtu.be/GAohZup-ZXc>

So, if you too want fresh ideas from young minds to raise funds for your charity, at no cost, here is a golden opportunity. Just send me an email and we can discuss the details.

Hurry! I start teaching on September 9, 2014. If you want to capitalize on this great offer get in touch with me at: designersinc@sympatico.ca by September 20, 2014.

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