



# Fundraising with Millennials

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# Why talk fundraising with millennials?

- What is challenging about raising money from millennials?
- What is easy about it?
- What do you want to gain from this session?



# Multigenerational Workers

Generation	Traditionalists (1900- 1945)	Boomers (1946-1964)	Gen X (1965- 1980)	Millennials (1981-2000)
Management Style	Top down Conformist	Hierarchy Earn respect Climb the ladder	Flexible Inclusive Self-reliant	Mutual respect Shared leadership
Work Style	Separate home & work, Loyal, Thrifty	Flexibility Workaholic	Collaborative Independent Direct communication	Multi-tasking Question status quo Independent
Motivators	Authority, Value work for work's sake	Hierarchy, Respect, Self-improvement, Materialism	Healthy lifestyle, Work/life balance, Flexibility	Relationships, Challenges, Feedback, Causes



# Multigenerational Fundraising

Generation	Traditionalists (1900- 1945)	Boomers (1946-1964)	Gen X (1965- 1980)	Millennials (1981-2000)
<b>Motivators</b>	It's the right thing to do, Loyalty to a cause	Giving feels good, desire to have an impact	Friends, family and peers, accomplishing goals	Volunteering, Peer-to-peer
<b>Platforms and Giving Methods</b>	Direct mail, peer-to-peer	Mix of giving platforms	Mix of giving platforms	Multi-channel, volunteerism,
<b>Gift Recognition</b>	Hand-written thank you from leadership	Thank you from client, Impact demonstrated	Impact demonstrated, Explaining how funds were used	Interaction with mission, encourage more involvement



# The Four Stages of Fund Development

Generation	Traditionalists (1900- 1945)	Boomers (1946-1964)	Gen X (1965- 1980)	Millennials (1981-2000)
<b>Identify New Donors</b>	Family and friends of longtime donors	Lists of donors to similar organizations	Friends and colleagues of current donors, current events	Special events, volunteer opportunities, online
<b>Best Way to Ask for Donations</b>	Direct mail, peer-to-peer	Story telling, Mail, peer-to-peer, special events, etc.	Story telling, Mail, peer-to-peer, special events, etc.	Social media, in person, peer-to-peer, giving through volunteerism
<b>Encouraging and Sustaining Investment</b>	Personal invitations and hand-written thank yous	Interaction with clients, Demonstrate Impact of gifts	Interaction with clients, Demonstrate Impact of gifts	Interaction with mission in action, get more involved

# Finding Millennial Donors & Volunteers

- Ask current volunteers to recommend
- Young professional groups
- Special events
- “Best of” lists and business awardees
- Next generation of long-time supporters or philanthropists



# Asking Millennials for Money and Time

- Use video and photos to convey need
- Show how a small investment helps
- Ask via social media and at events and encourage them to share/invite
- Offer meaningful volunteer opportunities & use their time well
- Offer opportunities to advocate for your cause if possible



# Keeping Millennials Involved & Giving

- Use video and photos to share stories of impact
- Send personal mail...it's a rare treat!
- Show how small investments help
- Encourage them to share news and success stories on social media
- Ask them to take on leadership roles as volunteers and advocates





# Action Planning



- What generations do you think most of your donors represent?
- What are some ways you could change your approach to finding, nurturing and asking donors of different generations, especially millennials?

