

Creating a Millennial Donor Strategy

Millennials are our organizations' future donor base. This generation of 20 – 35 year olds will be very important to our organizations and helpful in supporting our missions, but they expect to volunteer and give in ways that are different from previous generations. Don't assume this cohort can't be an asset to your organization, Millennials are generous and want to be engaged in philanthropic projects and will grow with the organizations they support.

Here are three things to keep in mind as you develop a Millennial donor strategy for your organization.

Research

Look at your current donor base and know how Millennials are already interacting with your organization.

- How many young donors do you already have?
- Do you have the information to contact them using email, text, mobile?
- How are they currently volunteering and giving?

Figure out the patterns and trends set by your Millennial donors, and then customize an approach to them based on their preferences.

Create a Multichannel Approach

- Create a comprehensive strategy for contacting Millennials through multiple channels
- More than just sending a text or setting up a Twitter account
- Learn what they want to know about your organization and communicate with them using both traditional and new media
- This generation adapts quickly to technological changes and gathers their information from a variety of sources before investing, so organizations must remain agile in their communications to stay connected with them.

Experiment and Innovate

- Millennials want to engage with your organization on their own terms
- Want to give time and money and have their voices heard, so encourage them to express themselves in creative and unique ways while helping your organization.
- Give them opportunities to become meaningfully involved and to experiment and innovate
- Encourage Millennials to formulate and execute experimental projects for your organization, even if they are small projects.

