ENGAGE MILLENNIAL DONORS WITH CAPTIVATING MOBILE COMMUNICATIONS

WEBINAR

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Speaker Introductions

MILLENNIAL FUNDRAISING EXPERTS

Adam Siddiq
Peak Performance Coach for the Millennial Generation

Kristen Paruginog
Executive Director and Founder

Kruti Kanojia
Director of Client Services

Jeremy Koenig
Creative Director and Product Designer
Webinar Agenda

• An Introduction to Millennials with Jeremy Koenig

• Inside the Millennial Mind with Adam Siddiq

• Case Study: Mobile and Social Solutions for Millennial Engagement with Kristen Paruginog

• Amplify Your Impact By Marketing to Millennials with Kruti Kanojia

• Top 3 Ways Your Nonprofit Can Connect with Millennial Donors with Jeremy Koenig

• Questions and Answers with Experts
A donor between the age of 18 and 34 that now makes up more than 50% of the workforce in the United States. These individuals tend not to carry cash or checks and prefer text messaging, social media, and email communications. This generation prefers everything to be mobile and is largely resistant to traditional forms of fundraising including direct mail, telemarketing, and formal events. Crowdfunding is their preferred method of giving.

Millennials are often referred to as misunderstood, but the reality is there’s more data about them than any other generation. The real challenge for nonprofits is connecting them with your mission and showing them how they can help you change the world. To do that, however, you have to forget traditional methods and focus on the channels that they prefer.
Inside the Millennial Mind

Adam Siddiq
Peak Performance Coach for the Millennial Generation
What To Know About Millennials

THEY WANT TO CONTRIBUTE, BUT IN DIFFERENT WAYS THAN PREVIOUS GENERATIONS

Millennials have gotten a bad reputation among older generations. The reality is they want to align their work with making the world a better place, they just need some guidance to help them get there.

Millennial facts:
- Studies show that in 2015, 87% of Millennials donated to charities
- Millennials are very caring, even when it comes to people they don’t know
- The Millennial generation breaks down barriers and borders, and accepts diversification—they want to feel they are making a difference
- They are about to dominate the spending market—in 1 1/2 years they will eclipse Boomers, especially in the workforce where they’re growing in scale
- Millennials care about community and want to make a social impact and change the world, however, they often don’t have a roadmap for it
- This is a huge opportunity for nonprofits to provide options to help them support and participate in active change by getting involved with your cause

Other generations may care about your cause in general, but Millennials practice Effective Altruism, a philosophy and social movement that applies evidence and reason to determining the most effective ways to improve the world.
How To Get Millennials Involved
TELL YOUR STORY WITH PASSION AND MAKE THEM CARE

Speak to Millennials in the way they want to be spoken to: online, on social media, and with feeling! Millennials don't tolerate being sold. The best way for nonprofits to get them to give is from a place of personal engagement and opportunity.

- **Think give, not get**, show them what’s in it for them and how to take action
- **Crowdfunding is beautiful**, it helps people share the load and make change
- **Storytelling**—you have to feel the emotion yourself to know it will be great
- **Mobile is a must!** Take the opportunity to use it before everyone does
- **Video is the #1 most underutilized tool**; use it to set yourself apart!

Millennials are willing to do almost anything, but they need to know what’s really going on first. Why should they work with you, why should they care? Make them sad, angry, shock them—giving them that “why” creates trust and builds rapport, making them think “I have to do something” and get involved.

“Mobile is a gold mine of value for nonprofits. Use it to differentiate yourself from the other nonprofits and build your following today before anyone else.”
Start Using Snapchat!
IT’S LIKE A BITE-SIZED REALITY SHOW THAT KEEPS MILLENNIALS HOOKED ON YOUR CAUSE

Set up your nonprofit's Snapchat account and get started:

- Download the Snapchat app for iOS or Android
- Claim your nonprofit organization's username
- Enable your location to access geofilters and start sending snaps
- Build your follower list by promoting your Snapchat username on other social channels
- Start sending videos and photos to give followers a behind-the-scenes look at your nonprofit, keep them up to date with any missions or events, and tell them exactly how you’re making an impact.

Snapchat smartphone app penetration by donor age:

- Age 13-17: 23%
- Age 18-24: 37%
- Age 25-34: 26%
- Age 35+: 14%

63% of Snapchat users are Millennials. This is an unparalleled opportunity to target these donors right where they are!
Case Study: Mobile and Social Solutions for 360° Engagement

Kristen Paruginog
Executive Director and Founder
Millennials want to be connected and involved, so give them a voice! Social media and text messaging are the best ways to engage these donors and make the conversation cool, relevant, fun and—most importantly—impactful.

Proven Strategies:

- Social media is a complex creature; you need to pay attention to what works and what doesn’t for your specific organization
- Text messaging is the new email, it’s closest thing to being able to stand in front of people and talk to them personally, so use it to your advantage
- Be transparent even when it’s uncomfortable—show all that you’ve done
- When fundraising, connect your supporters directly to those you are helping and make it personal for people to be a part of the conversation
- Send supporters fun things they can have at home to represent their involvement like t-shirts, bumper stickers, and other branded swag
- The call to action is not just to get donations—but to create a relationship with your donors; touch their hearts and the rest will come naturally

“MobileCause has been hands down the best investment our organization has made thus far. Text to give is the easiest way to get donations!”
Text Message and Facebook Examples

Text messages, reminders, and updates have a 98% open rate and we try to inspire supporters every time by including links such as:

1. Videos
2. Donation pages
3. Sign-up forms

All types of content are posted to social media as often as we have something compelling to share.

Posts are made multiple times per day in order to get the most exposure in the news feeds of our followers.
Crowdfunding Campaign

Check out this campaign: Text RUNBTS to 51555

Supporters text RUNBTS to 51555 to:
1. Make a donation
2. Become a fundraiser
3. Share via social media, email, and text

For maximum participation, we promoted our campaign link (igfn.us/vf/RUNBTS) across channels and we embedded a sign-up form on our website.

Teams to worked together toward the goal.

Each fundraiser created their own fundraising page, with photo, message, and goal.

On average, more than three women are murdered by their husbands or partners in this country every day.

Hundreds of fathers have come forward to say, ‘I want to stand with my daughter.’

Angel Run 2016 is dedicated to Danae. What a fun, lovely, spirited young lady. We are proud of you, Danae. Until we meet again #TeamDanae

I’ve been blessed to meet angels here on Earth, standing up and speaking out on DV. Unfortunately, I’ve been too close to friends and family who have suffered. Please stand with me and help support this great cause. Donations of any size are greatly appreciated. If we all do a little, it can make a HUGE impact #WalkingForMegan

To educate communities on the dangers of domestic violence, comfort victims and survivors, and assist them in the coordination of their needs, by providing a personal development resource, scholarships, financial empowerment, an advocate run helpline, and our innovative awards campaign.
Amplify Your Impact By Marketing To Millennials

Kruti Kanojia
Director of Client Services
Technology Is Everything

MILLENNIALS ARE THE MOST CONNECTED (AND MOST CHARITABLE) GENERATION YET

Record videos and take photos of everything your organization does! In the mind of Millennials, if it isn’t online it didn’t happen! Content and messaging are important, but to get active engagement from your audience you must be actively involved with them—give them something to latch on to and a reason to come back for more.

Key components of a successful Millennial fundraising campaign:

1. **Start with user experience.** What are the easiest ways for someone to donate to you? Pick the right mobile-friendly platform to accomplish it.

2. **Make it easy to give:** Get the minimum amount of info needed for the donation.

3. **Help people find you** by promoting your fundraising—create videos, utilize Google Ad Grants, and take advantage of free advertising.

4. **Give people an easy way to share**—specifically on Facebook and Instagram.

5. **Make them feel really good** about their donation to inspire more gifts.

**Not all Millennials are the same.** Do some persona development and drill into who your audience really is. It’ll likely be composed of multiple niches, so separate them out and segment your communications accordingly.
Persona 1: Humanists

VALUE HUMAN LIFE AND STAND UP AGAINST SUFFERING, NO MATTER WHERE IT TAKES PLACE

These Millennials care deeply about human life and preventing suffering. Migrant Offshore Aid Station (MOAS) resonates with them because the organization is doing vital work to help people in need. Person-to-person interaction is much more powerful than organization-to-group interaction.

They are fueled by a clear sense of right and wrong:

- I share MOAS’s beliefs on humanitarianism and humanity
- I believe as Pope Francis does concerning the refugee crisis: that it is a crisis of humanity
- It was after watching one of MOAS’s first rescues that I was guided to support the wonderful work MOAS is achieving
- MOAS isn’t political, it’s a humanitarian organization that humanizes the refugee situation which is severely lacking coverage in politically motivated newspapers

Content pairing: Refugee stories

Messaging: “Every life is worth saving. Thank you for standing with us.”
Persona 2: Impact Seekers
SUPPORT ORGANIZATIONS WHO HAVE A REAL, TANGIBLE IMPACT ON THE WORLD

Millennial impact seekers support organizations who are on the ground doing the actual work. They want to know exactly where their dollar is going and will choose the most direct path. These donors prefer to put their money behind small organizations making a large impact.

**Patience for political posturing and talk is limited. They want action:**

- You are the only people saving lives at sea. NATO is sending them back.
- Most "direct" help organization I could find, with as little waste of money as possible (due to bureaucracy, etc.)
- A small organization making a big difference
- Your organization is on the front lines, helping people directly
- You save lives

**Content pairings:** Operational updates

**Messaging:** “We’re ready to launch”

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**Operations Update: Aegean Sea Mission**

The "Responder", a 52m rescue vessel with two high-speed rescue launches, is ready to begin its mission in the Aegean Sea. We look forward to bringing increased inshore rescues and Search and Rescue support offshore in the region. Be sure to check out our Facebook & Twitter pages for the latest updates, photos and videos from the boat.
Persona 3: Distant Partners

EMOTIONAL DONORS WHO WANT TO DO EVERYTHING THEY CAN TO HELP

These Millennial donors wish they could do more (volunteer, take in refugees, etc.), but often cannot due to geography and other limitations. When they support a cause, they feel as if it is the least they can do. They are likely open to taking more actions if asked, in order to do all they can.

To them, MOAS does what they cannot:

- I am so desperate to help but feel so far away. I wish there was more I could do. Thank you for what you do. Sincerely.
- Because I feel useless here in my safe house and safe country while all these people just desperately need help. I want to be able to help fellow human beings.
- You do what I can’t: take action on the front line.

Content pairing: Family-oriented inspirational stories.

Messaging: “This family escaped hell because of your help.”
Top 3 Ways Your Nonprofit Can Connect with Millennial Donors

Jeremy Koenig
Creative Director and Product Designer
Empower Millennials to make a difference in non-monetary ways. Ask them to volunteer, join a club, take a survey, sign petitions, register for an event, etc.

Make it easy for Millennials to get involved by:

1. Texting a keyword to take action at a live event
2. Responding to a text, email, or social media post

Tip: Send texts before, during, and after events. Continuously post videos, photos, progress, and fundraising totals to social media and be sure to thank and tag participants.
Make It Easy to Give

Try it out: Text DARROW to 51555

Ask for small gift amounts and keep your donation page short and sweet with the most minimal amount of fields.

Tip: Focus on your Millennial donor count rather than donation totals. After new donors have participated in your work ask them to step up and become a monthly donor of a small amount.
Make It Easy to Fundraise

Millennials love crowdfunding. It’s their favorite way to make donations.

Empower supporters to conveniently set up crowdfunding pages to raise support from friends and family by simply:

1. Sharing a keyword to sign up and get involved
2. Making it easy for friends and family to become volunteer fundraisers too

Tip: Create videos and photos that individuals and teams can share on social media to promote their fundraising pages. Give out stickers and t-shirts to fundraisers. Millennials dig free swag and they will proudly represent your brand to build awareness for your cause.

Try it out: Text SBFUND to 51555
Questions & Answers

PLEASE TYPE QUESTIONS AND THEY WILL BE SELECTED BY THE MODERATOR

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MobileCause is the world's leading mobile and online fundraising software for a new generation of donors. To speak directly to a fundraising expert about implementing solutions for your organization please call (888) 661-8804 or go to mobilecause.com/demo

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