

# How Does ProjectED Work?

## I. Millennials

*Millennials want to be part of a movement. Give them one that they care about and they will be passionate and, yes, evangelical about it.*

*Millennials want to feel that they are making an investment. Not just that they are investing capital, but they're investing emotionally. (There is a distinction between donating and investing, for this generation.)*

### **The Millennial Impact Project**

**How does the millennial generation connect with, get involved with and support causes?** Sponsored by the Case Foundation, The Millennial Impact Project has been studying this topic since 2009. It is the most comprehensive and trusted study on this topic.

*Educate me about your organization and challenge me to think and reinforce my caring. 2013*

*I want to be inspired. Help me understand very clearly what I can do to help address large problems. 2012*

*Stop trying to figure out Millennials and just include them. 2012*

## **GIVE, SERVE, ACT AND INSPIRE**

- **84% of millennials made a charitable donation in 2014.** (34% donated \$1-\$100)
- **71% said they would be likely to give if they could increase their impact by seeing their gifts matched by another donor.**
- **72% of millennial donors surveyed don't need to volunteer for an organization before they donate.**
- **Millennials need to experience the cause's work without having to be on-site.**
- **Millennials are influenced by the decisions and behaviors of their peers.** 46% are likely to donate to a cause when asked by a co-worker, vs. 21% when asked by a supervisor, and 21% by asked by a senior executive.
- Millennials engage with causes to help other people, not with institutions. 85% are motivated to give by a compelling mission or cause.
- Millennials support friends and family that solicit on behalf of organizations they support as well.
- Millennials treat their time, money and assets as having equal value.
- Millennials act quickly when moved. (42 % reporting donating at the moment of inspiration.)
- The types of organizations that inspire millennials to volunteer mirror those that inspire them to give financially; 52 % said they are most likely to volunteer in support of education, 50% for human services, 35% for religious causes, and 33% for arts and culture.

## TOP ISSUES MILLENNIALS PERSONALLY CARE MOST ABOUT



*(Features only most frequently mentioned issues, not smaller ones. Responses coded to larger buckets.)*

Sources:

[Top 100 Findings - Millennial Impact Report, 2015](#) (Attached as document to post.)

[Millennials Are Actually More Generous Than Anyone Realizes. Wash Post 2015](#)

[How Millennials Are Reshaping Charity and Online Giving - NPR, 2014](#)

[Millennials and Reshaping of Charity and Online Giving - Non Profit Quarterly, 2014](#)