

User Scenario – Millennial Donor and Volunteer

Julia

31 years old, Associate at Macy's Corp.

Volunteer in Macy's Community Program

Julia has been living in NYC for the past 6 years having moved here after college with her closest friend. They hail from Kansas; and both came to work and to experience life in this city. Recently Julia was promoted into a new position at Macy's Corp. The company promotes community volunteerism via their Community Program, and Julia enjoys participating. She has volunteered for one project multiple times, as it has been a great experience all around. This pre-college program is in an all girls public high school in East Harlem – The Young Women's Leadership School. Many of the students attending this school are from immigrant families; many will be the first in their families to graduate from high school, and the first to attend college. The goal is college. The school promotes this from 9th grade on, offering programming for students, and their families. This volunteer site is extremely popular with employees from Macy's Corp.

Julia has shared the following about her experience volunteering at the school.

"I currently volunteer at a pre-college program at The Young Women's Leadership School of Harlem.... They ask for volunteers through corporations as a one-time commitment, but most people sign up every time there is an event because it is so well organized and the students are so well prepared by the school... Also participants enjoy the personal one to one interactions they have with the students."

Macy's Corporation has recently been approached by ProjectED, as they search for corporate partners who are currently engaged in community projects focused on college access and affordability for 1st generation and low-income students.

Recognizing the value this program has for students and their employee volunteers the company decides to come on board. They will offer a new employee match to ProjectED's crowdfunding platform so that in partnership with their employees they can make even greater impact for local youth.

Julia learns about this new partnership in the company newsletter. She immediately makes a donation of \$25, and shares the news via email with colleagues who have also volunteered at the school. She also checks out ProjectED's website. She finds stories about students who have received support, and also of donors to the project. Over drinks after work, a group of colleagues take some fun photos and tweet one to the Project, writing "Macy's Associates support #ProjectED! " They get an invite to share any experiences they have had with the Project via email, which Julia does. Their story appears on the ProjectED blog. Macy's picks this up and shares a link via their twitter feeds.

The campaign spreads!

A Corporation

...And at the same time Macy's has highlighted their support of this cause on social media, sharing photos of happy millennial employees who volunteer in the community as part of Macy's Community Programs. The corporation's financial commitment to pre-college programs, via the corporate match opportunity, is on the post for all to learn about. This becomes an opportunity for Macy's to share that they are a brand that believes access and affordability in higher education is essential, and therefore takes action to facilitate it.

Macy's has a dedicated twitter feed for college students looking for jobs and careers after graduation. They see a boost in job applications after these tweets go out.

<https://mobile.twitter.com/macys>

<https://mobile.twitter.com/macyscollege>

<https://www.macysinc.com/community/default.aspx>