

## How does ProjectED work?

### The Platform

*For millennials involvement with the cause is important and it exists in both virtual worlds and face-to-face social worlds. The platform, one that empowers a community of givers to learn, donate, share and connect must be smart. It is there that they will connect to the cause, and feel a personal call to action.*

**What level of engagement will ProjectED facilitate for donors via the platform/website? Here are ideas on what is possible. This needs to be further explored.**

### EDUCATE

- Using video, and graphics facts can be presented in an entertaining way.

### DONATE

### CONNECT and SHARE

- Social media and email sharing tools making it easy to connect and spread the word, and to connect directly to millennial donors via channels they prefer.
- Student recipients can share and report on achievements over time using social media. (Virtual celebrations might be fun!)
- Communicate frequently with donors. Update quarterly or even monthly, not annually.
- Highlight and share individuals' contributions to the Project. This includes contributions of all kinds - voice, networks, talent, and monies. Badges and Awards can incentive giving.

### STORYTELLING

Millennials are outcome driven. Share stories of impact and update frequently.

- Beneficiary stories
- Donor stories - What motivates one to pledge, advocate, or leverage a network for ProjectED?

### EXPERIENCE

The millennial Impact Report reveals that this generation does donate monies without necessarily needing to connect through volunteerism, but it also highlights that they want to be connected to the cause and to others. They need "to experience the cause's work without being onsite." Create a pathway to a relationship.

**To best motivate investment ProjectED can use its platform to facilitate a variety of opportunities to connect to each other and to the cause's work, online and offline. This is under exploration. What works in the best interest of the Project's goals?**

Studies suggest offering this generation a variety of engagement options as the best way to bring in more support to causes.

### **Ideas for Engagement**

**Social Media Campaigns** - Corporate sponsor generated campaigns, with online and offline components.

- Here is an example - [MassMutual #loveisagift campaign](#) and [Website](#)

**Giving Days** – Ex. [Giving Tuesday](#)

**“Do it Your Own Way”** - Donors might want to create their own fundraising events. Be flexible. Let them.

**Competitions / Industry Challenges** - Millennials enjoy participating in events to support causes. They leverage networks for support, gaining increased donations for causes in this way.

### **Volunteerism**

**Employees of Corporate Sponsors – Supporting volunteer opportunities for their employees. Is it necessary? Do employees and/or corporations want it? How to do it?**

January 16, 2016 - I had a conversation with a director of communications at a non-profit who had previously held a similar position in corporate banking and learned the following:

*Corporations often ask non-profits on grant applications what volunteer opportunities they will provide for their employees. Creating such volunteer opportunities for their workforce might be very important for corporations, and a way to bring them on board as sponsors.*

*Non-profits often partner with other non-profits, supporting each other for many reasons and this can be one way for ProjectED to connect donors to volunteerism, through partnerships.*

What role will volunteers play at ProjectED itself?

Millennials are collaborative and when possible they want to co-create products and services with brands and industry. This approach can be beneficial to building out this project's platform. Early feedback and continued input from users will be key. ([Source](#))

## References:

The Key to Getting Millennials to Donate: Create Something They Can Experience, Forbes, 2015

Understanding What Motivates Millennials To Give, Non Profit Hub, 2015

Three Ways to Engage Millennial Donors, Stanford Social Innovation Review, 2014

How To Increase Millennial Impact and Engagement, Third Sector, 2015