

Millennial Donors

A Study of Millennial Giving and Engagement Habits

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Millennial Donors

Millennial donors are different than donors from past generations – but not in the ways you might expect. Yes, technology and social media are integral parts of their lives, but these donors are driven by personal relationships and human connections. In this way, they are like more established donors and volunteers. And they expect to be treated as such.

As a result, we believe organizations need to realign their young-donor engagement strategies, with the expectation that this undertaking will not produce quick returns, but will deliver considerable long-term rewards.

To us, these survey results are reassuring, because they affirm our belief that that, even as new technologies shape our culture, donor engagement is increasing in importance rather than diminishing.

It's our hope that the information in this survey will help you prepare your organization to engage this new generation of donors. These young men and women have shown themselves to be willing and generous – your challenge is to approach and engage them in the best way.



Derrick Feldmann
Achieve



Ted Grossnickle
Johnson Grossnickle Associates

executive summary

Millennial Generation donors want to be engaged in a different way than Baby Boomers or Generation X donors; however, contrary to what general perceptions might suggest, that doesn't mean you'll connect with them most successfully through social media appeals.

For the "2010 Millennial Donor Study," Achieve and Johnson Grossnickle Associates (JGA) asked more than 2,200 people between the ages of 20 and 40 across the U.S. about their giving habits and engagement preferences. Approximately 75% of the respondents represented Generation Y or Millennial donors. The results of the survey show a generation definitely connected by technology and social media, but more inspired to give and volunteer by personal engagement and human connections.

These results would suggest that nonprofit organizations seeking to tap into this new generation of donors will need to redesign their solicitation and engagement processes, treating these new givers more like their older peers in an effort that will not deliver a quick return on investment but will reward the organization over time.

As expected, Millennial donors are actively involved with Facebook and other social media, and comfortable with texting, but on questions regarding their preferred methods of staying in contact with family and friends, virtually all of the respondents say they rely on technology they might consider old-fashioned: email. More important to our purposes, perhaps, more than nine out of 10 respondents said they prefer to receive information from organizations via email, with Facebook coming in a distant third, behind even print communications. And while many of these donors also rely on email when learning about organizations, it's Google that serves as their primary resource for information.

And what do they want to know? By a large margin, the respondents reported being most interested in hearing about a nonprofit's programs and services (86.3%), and more than half (53.9%) said they want to receive updates on the organization's financial condition. However, this desire for meaningful communication does not suggest a desire for frequent contact. Most of the respondents would prefer to hear from organizations on a quarterly basis, while slightly more than a third would welcome a monthly communication, the standard for any organization that produces a newsletter.

Email also is popular as a means for giving: More than three-quarters of the respondents said they have used email to donate. Texting proved even more popular than Facebook for giving (18.2% vs. 14.3%), but it should be noted that this survey was conducted during the period of heavy text-based fundraising after the earthquake in Haiti.

Although one-hit social media campaigns have attracted a lot of attention in recent years, our study results suggest that such campaigns have limited potential for two reasons. First, the vast majority of our respondents are unlikely to volunteer for or donate to an organization the first they hear about it; second, survey participants showed a heavy preference for face-to-face solicitations over all others.

In fact, even email falls considerably from favor when juxtaposed with personal contact. When asked how likely they would be to donate based on methods of asking 66% of respondents said they would be likely or highly likely to respond to a face-to-face request, while only 37% said they would be likely or highly likely to give if asked via email. Results were similar when the donors were asked how likely they would be to volunteer based on methods of asking.

Another key factor in urging these donors to give is the nature of the request. More than half of the respondents said they are likely to respond to a specific request for a particular project, an emergency situation or an appeal that explains exactly what the money will be used for. Very few (7.7%) said they are likely or very likely to respond to a general, non-specific request, and 56.3% said they would not respond to an annual donation call.

What many of these donors will respond to is an opportunity to connect with leadership and have a voice in an organization's direction. The majority of respondents expressed an interest in having access to members of the board or executive leadership of the organizations they support. Three-quarters of respondents said they are at least somewhat interested in working closely with leadership on important matters, and more than two-thirds are at least somewhat interested in being involved in the development of strategy, direction or focus for the organization. Given such an opportunity, slightly more than 75% say they feel members of the board and leadership value their opinions. Unfortunately, only a little more than half (53.2%) of the survey respondents said they have access to members of the board or the executive leadership of the organizations they support.

The good news is that, once engaged, these donors seem more than willing to bring others onboard. Roughly seven out of 10 of the respondents said they would communicate with friends and family about ways to get involved in the organization, and about the same number said they would be willing to ask others to volunteer. The willingness fell off slightly when it came to asking for donations, however, with 51.6% of respondents saying they would be willing to ask family and friends for financial gifts.

So what do these results mean? First, they would seem to suggest that nonprofit organizations need to surrender many of the assumptions being made about Millennial donors and focus on engagement and personal connections to draw them into involvement and giving. And, furthermore, that organizations need to shift their attitudes, realign their staffs and engage this "low-capacity" audience in ways more typically reserved for donors with greater means.

We are not suggesting that nonprofit organizations should ignore technological advances or eschew social media. Quite the contrary: We believe technology and social media can be great tools for reaching this audience. However, long-term success will require that organizations marry these new tools with real personal engagement, reaping the benefits of connecting with a maturing generation of donors that not only are acquiring greater means but that also are willing to act as champions and evangelists.

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key findings

- 91% of Millennial donors are at least somewhat likely to respond to a face-to-face request for money from a nonprofit organization, with 27 percent being highly likely to respond to such a request. Only 8 percent are highly likely to respond to an email request.
- 55.2% of Millennial donors are likely or highly likely to respond to a specific request or particular project. 55.7% are not likely to respond to a general, non-specific ask.
- 71.9% of Millennial donors don't need to volunteer for an organization before they donate.
- Millennial donors want to know details about the organizations they support: 86.3 percent want updates on programs or services, and 54.6 percent want information about the organization and its financial condition. 68 percent want information about volunteer opportunities.
- 60.5% say they would like access to board and executive leadership, and 53.2% say they have it.
- Asked who could get them to donate to an organization, most Millennial donors say they would be likely or highly likely to give if asked by a family member (74.6%) or a friend (62.8%). Only 37.8% would be likely or highly likely to give if asked by a coworker.
- 71.7% of Millennial donors said they'd be willing to communicate with friends and family about ways to be involved in an organization they support.
- Email is Millennial donors' most preferred communication method, with 93% of respondents favoring it for receiving information from organizations. Facebook and print lag behind at 23.8% and 26.9%, respectively.
- When a Millennial donor uses technology to find out about a nonprofit organization, Google is the donor's first stop, with 86.4% of respondents citing the search engine. 71.5% rely on email, and 51.2% use Facebook to find information on organizations.



"I really have a passion for making the world a better place, and wish I had more opportunities to do so. Being a part of making the big picture decisions for organizations I care about would be a great learning experience and would really give me the sense that I was making a difference."

the next generation of givers

Achieve and Johnson Grossnickle Associates (JGA) surveyed more than 2,200 constituents and donors to organizations, asking them about their giving habits and engagement with organizations. This study does not compare generations; instead, it looks specifically at the Millennial generation, those people between the ages of 20 and 40.

Most of our study participants are college-educated, with 40% having received a graduate degree or at least pursued graduate studies. More than 80% of our survey respondents are working at least part-time (10.9% are students), with nearly half being employed in the private sector. Just over 15% of them work in the nonprofit sector.



“People need to know where an organization is headed and how that vision can be shared. Direction for the future of the organization is dependent on staff, boards, and constituents of that organizations. Everyone needs to be on the same page that is why I would get involved. Also it is important for everyone to understand the purpose of an organization in order to better support it through giving, volunteering or other ways.”

the givers' gap: all-in or all-out

The most striking aspect of the Millennials' giving and volunteering history might be polarization: Respondents tended either to give generously of their time and money, or hardly at all.

While the largest single segment of respondents said they donated \$300 or more in the past year, the next largest segment gave less than \$50. A question about their giving plans for the coming year yielded a similar gap, but responses did suggest that Millennials plan to be more generous, with slightly more saying they would move to the higher end of the giving spectrum and a smaller segment expecting to fall into the bottom group. Other responses were spread fairly evenly in the gap between those extremes.

As one might expect, this age group does not tend to make large single contributions. Asked about their largest donation in the past year to a single organization, the biggest chunk of the respondents reported it as being less than \$100. Still, nearly 15% of the Millennials gave at least one gift of \$1,000 or more.

Questions about volunteering yielded similar gaps: Less than 30% of the respondents reported volunteering more than 30 hours for nonprofit organizations in the past year, but even more said they volunteered five hours or less. Asked about their plans to volunteer in the coming year, a third said they likely would volunteer 30 hours or more, and a quarter said they expect to volunteer five hours or less.

Only a small amount of this donated time is spent in board meetings, according to our findings. Only 16.6% of the respondents currently serve on nonprofit boards, and only 33.1% have ever served as board members.

More than anything else, the giving and volunteering polarization in this age group (as well as their board involvement) would seem to be simply a product of the respondents' personal and professional progress. It would

How many hours have you volunteered this past year?	
0-5	36.0%
6-10	14.6%
11-15	6.9%
16-20	7.4%
21-25	3.9%
26-29	2.1%
30+	29.1%

How much money have you donated to organizations this past year?	
\$0-\$49	23.3%
\$50-\$99	13.0%
\$100-\$149	10.3%
\$150-\$300	11.8%
\$300+	41.7%

be typical for those who successfully entered the workplace and settled into careers would be more generous, while those who are still finding their footing would have considerably less to give in terms of time and money.

As such, we would not expect this polarization to continue as this generation ages. On the contrary, we would expect that, as the bulk of the generation acquires greater wealth, more of these donors will emulate their more generous peers – underscoring the importance of forging relationships with them now, regardless of their means.



“Personal testimonies always influence me to either donate or volunteer. For example, if someone was directly helped by that certain organization and they shared their story, I will be more likely to give or volunteer as opposed to someone just calling and asking for money.”

connected with a purpose: give me substance

No one would be surprised to learn that Millennial donors are technologically savvy and highly connected; what might be underestimated is what they want to know about an organization, and how they want to receive information.

Nonprofit organizations often assume that the best way to connect with younger donors is through activities and events, and our study results do reflect a high level of interest among these donors in knowing about such opportunities to gather and connect. However, the respondents showed an even higher interest in information about the organization and its fiscal health. By a large margin, they reported being most interested in hearing about a nonprofit's programs and services (86.3%), and more than half (53.9%) said they want to receive updates on the organization's financial condition.

However, a desire for thorough and meaningful communication does not suggest a desire for frequent contact. Most of the respondents would prefer to hear from organizations on a quarterly basis, while slightly more than a third would welcome a monthly communication. Very few would be satisfied with only an annual report; by the same token, almost none (only 2.4%) expect a weekly update.

Having established what information Millennials want to receive and how often they want it, we turn to their preferred methods of communication. As expected, when asked what technologies they use to stay in touch with friends and colleagues, they cited Facebook and texting in strong numbers (83.4% and 66.2%, respectively), but many more, at 99.2% of respondents, rely on a relatively old-fashioned communications tool: email. Other options, such as blogging, Twitter and instant-messaging are used much less frequently.

This email inclination rose to the top again when the Millennials were asked about their preferred methods of receiving information from organizations they support. More than nine out of 10 respondents said they prefer to receive information from organizations via email, with Facebook coming in a distant third, behind even print communications.

And while many of these donors once again rely on email to learn about organizations, it's Google that serves as their primary resource when looking for information, with Facebook again surfacing as a popular choice.

As a donor, what information do you want to receive from an organization?

Organization Updates on Programs or Services	86.3%
Organization Updates on Financial Condition	54.6%
Information on Other Donors	10.0%
New Program Offerings	53.9%
Volunteer Opportunities	68.0%
Fundraising Events	49.8%
Information Sessions	26.3%
Opportunities to Participate in Focus Groups	26.5%

Based on these findings, it's apparent that organizations would be mistaken if they rely on stereotypes when communicating with Millennials. Yes, these donors do embrace social media, and they are interested in hearing about activities and events. But email still carries a lot of weight, and this generation is as interested as any other in receiving substantive information on a regular basis. And, finally, organizations need to be acutely aware of how they're showing up in Google searches and how they use Facebook – those platforms are integral to reaching this group.



“I like a breakdown of the specifics of where my dollar goes. If I don't feel a large enough percentage goes to actual proven solutions to problems, I will not donate.”

two-faced: find me on Facebook, meet me face-to-face

How would you like to receive information?	
Email	93.1%
Text	3.1%
Blog	7.1%
MySpace	0.2%
Facebook	23.8%
Twitter	3.8%
Print	26.9%
YouTube	3.2%

As important as technology is to Millennials' lives, many of our respondents' survey answers demonstrate that personal connections and close relationships are even more important, and that, while technology can be a useful tool for reaching donors, it is not the best way to establish lasting connections.

Despite some of the media attention paid to massive, one-hit social media campaigns, our study results suggest that the vast majority of our respondents are unlikely to volunteer or donate to an organization the first they hear about it. In fact, fewer than 1% of respondents are likely or very likely to give time or money based on first impressions, and more than six out of 10 will want more information before donating or volunteering.

Our results also suggest that a personal connection to an organization can play a significant role in decisions to give: While only 28% of our respondents said they prefer to volunteer with an organization before donating, a big portion of them – 83% – donate to organizations from which they have received services or with which they have participated in programs. This result would seem to contradict the long-held notion that organizations cannot solicit support from those they serve.

Certainly, technology can play a big role in reaching these donors – and, again, email and Facebook are the most favored technologies. Email is by far the most effective technology for inviting these donors to volunteer, with Facebook ranking a distant second. More than three-quarters of the respondents also said they have used email to donate; however, for donations, more have used texting to give than Facebook (18.2% vs. 14.3%), but it should be noted that this survey was done shortly after the Haiti earthquake, when a number of highly visible text-based fundraising campaigns were underway.

Indicate how likely you are to donate monetarily to an organization/cause based upon the asking method.	Not Likely	Somewhat Likely	Likely	Highly Likely
Email	19%	44%	29%	8%
Text	79%	14%	6%	1%
Blog	81%	14%	4%	0%
MySpace	98%	2%	0%	0%
Facebook	53%	38%	10%	2%
Twitter	91%	7%	2%	0%
Online Community Forums	78%	18%	5%	1%
AIM	97%	2%	0%	0%
YouTube	90%	8%	1%	0%
Face to Face	9%	25%	39%	27%

Even email falls considerably from favor when juxtaposed with personal contact. When asked how likely they would be to donate based on methods of asking, 66% of respondents said they would be likely or highly likely to respond to a face-to-face request, while only 37% said they would be likely or highly likely to give if asked via email. Results were similar when the donors were asked how likely they would be to volunteer based on methods of asking. Only 9% of the respondents said they were not likely to give or volunteer if asked in person.

The person doing the asking also has an impact on how likely these Millennials are to give or volunteer. By far, family members carry the most weight, with friends also having a lot of influence over gifts of time and money. Co-workers fell to a distant third in both categories.

Another key factor in urging these donors to give is the nature of the request. The more specific the request, it seems, the more likely they are to give. Very few of these donors are likely to respond to a general, non-specific request, and more than half said they will not respond to an annual donation call. On the other hand, more than half are likely to respond to a specific request for a particular project, an emergency situation or an appeal that explains exactly what the money will be used for. Responses were similar when survey recipients were asked how likely they would be to volunteer based on the nature of the request.

What factors influence your donation at the event?	
How the Money Raised at the Event Will Be Used	78.5%
People Who Invited You to the Event	28.2%
The People in Attendance at the Event	14.6%
Quality of the Event	30.9%
Information Presented About the Organization	67.8%
All of the Above	22.9%
None of the Above	3.1%
Other (please specify)	7.4%

The donors also prefer specific information to special events or recognition gifts. While more than half said they would not be likely to donate based on their attendance at a private reception or a recognition gift, nine out of 10 said they would be at least somewhat likely to donate if the request is for a specific and unique need.

About one-fifth of respondents said they would be likely or very likely to donate after attending a private session with friends and co-workers, although quite a few more said they would be somewhat likely. Once again, specific information is important: Nearly eight out of 10 respondents said how money would be used would influence their decision to give, while only 28.2% said the person who invited them to the event would be a factor in the decision. The results also suggest that organizations hosting an event might do well to consider who delivers the evening’s speech. Eight out of 10 respondents said they would be at least somewhat likely to give after an event with an influential speaker.

Successfully soliciting funds from any generation can be a complex process that relies on many factors, but organizations seeking to reach Millennials might be able to simplify their strategies considerably: Employ a multi-channel, high-tech process to reach these donors, but rely on face-to-face contact when making the ask.



“We are getting away from supporting random organizations that solicit via phone. We are focusing our resources to local organizations that we believe in. We support friends and family that solicit on behalf of organizations that they support as well.”

a seat at the table: give me a voice

With this emphasis on personal connections, a key factor in developing long-term relationships with Millennial donors would seem to be deepening personal connections between the donor and the organization. Experience teaches us that a sure way to forge these bonds is to give donors a voice in the organization, a role in guidance and strategic planning and a direct line to leadership – and the results from our survey support this lesson.

The majority of our respondents said they are interested in having access to members of the board or executive leadership of the organizations they support, and three-quarters say they are at least somewhat interested in working closely with the board or leadership on important matters. Most of the respondents are at least somewhat interested in helping to develop strategy, direction or focus for the organization, and slightly more than 75% feel that, when they do have the opportunity to speak up, their opinions are valued by members of the board or leadership.

In light of this interest in involvement, we do see an opportunity for organizations to improve: Only a little more than half of the survey respondents said they have access to members of the board or the executive leadership of the organizations they support.

These results would suggest that Millennial donors want to be involved in organizational leadership. In this effort, many nonprofits seem to perceive an immediate and inherent challenge: How can you forge relationships between Millennials and your board when there typically is a considerable generation gap between those two groups? However, our survey suggests that this gap likely is not the issue some would expect, at least when it comes to donating. Nearly nine out of 10 respondents said the age of an organization's board would not be a factor in their willingness to give.

Do you have access to members of the board or to the executive leadership of the organizations you support?

Yes	53.2%
No	46.8%

Are you interested in having access to members of the board or to the executive leadership of the organizations you support?

Yes	60.5%
No	39.5%

emerging evangelists: help me spread the word

Throughout this report, we have suggested that successfully engaging Millennial donors will require hands-on relationships and long-term commitments. Despite their penchant for technology and social media, Millennials will not be won over consistently by flashy, quick-hit campaigns, but, rather, by a process of face-to-face cultivation and personal relationship building.

This process will be a lot of work, but it should be worth it – not only because it will be rewarded with a long-term relationship that grows along with the capacity of these donors, but also because, as these donors say they are willing to act as champions and evangelists for the organizations they support.

In our study, roughly seven out of 10 of the respondents said they would be willing to communicate with friends and family about ways to get involved in the organization, and about the same number said they would be willing to ask others to volunteer. The respondents were almost evenly split on whether they would be willing to ask others to donate to the organization.

As they carry the organization’s message forward, these donors want to be armed with specific information: of those who said they would be willing to ask for involvement or donations, 91.4% said they would want specific information about the request. Most of them also would want web links and electronic documents explaining the organization or request. Notably, while CDs and DVDs have become popular tools, only 5% said they would want those media to make a request or spread information to others.

As a donor to an organization, are you willing to communicate to friends and family members about ways to be involved in the organization you support?	
Yes	69.7%
No	30.3%



“It’s our duty to be involved with the organizations we support and not just mindlessly give them money.”

conclusion

We have learned a great deal about Millennials through this study, and emerged with some new understandings of their wants and preferences as donors. But perhaps what we have learned most is what nonprofit organizations must do to engage these young people: They must surrender many of their assumptions about Millennials and focus on personal connections if they are to successfully enlist them as givers and doers.

And doing this, will require organizations to shift their attitudes toward these donors, treating this audience in ways more typically reserved for major donors.

While these insights are in some ways fresh and surprising, they also ring true with years of research showing that lasting relationships form the foundation upon which all successful development efforts are built. That truth remains steadfast; what truly has changed is the way those relationships are forged.

Long-term success will require that organizations seeking to connect with Millennial donors focus on personal engagement – with the reward being a meaningful connection with a maturing generation of donors as it acquires more wealth and spreads the word about the organization and its mission.

In light of these findings, we believe nonprofit organizations need to shape a strategy now for engaging Millennial donors. Concrete steps could include:

- Realign development staffs to be more focused on face-to-face work and relationship building.
- Work with donors who are willing to build networks with friend and family.
- Create more specific requests for giving and volunteer opportunities rather than general requests.
- Develop a multichannel approach to communication and solicitation methods, recognizing that technology is a tool not a solution.
- Plan for a long-term return on investment for relationship-building efforts with Millennial donors rather than a quick result.
- Align fundraising priorities for all donor audiences, but when it comes to Millennials, focus on engagement in ways traditionally reserved for donors with greater means.
- Incorporate Millennial donors into strategic planning and organizational development. Make sure to provide opportunities to work with those in leadership.

“Give me data. I need to know EXACTLY where my donations are going and that the money is not going to be wasted.”

methodology

For this survey, Achieve and JGA partnered with 5 institutions to send the online survey to their constituents that fall within the 20-40 age category. Approximately 75% of the respondents represented Generation Y or Millennial (born late 1970's to 2000). The findings from this survey represent responses from 2,216 survey participants.

These institutions include two higher education institutions (university/college), one national youth leadership organization, one local arts organization, and one national education and fraternal organization.

All partner institutions promoted the survey online, in e-newsletters, through social media, and print for 30 days between January 1, 2010, and March 15, 2010. It is estimated that 17,000 individuals were exposed to the survey link during that timeframe. After the 30 days, the survey link was deactivated.

Each institution had a unique survey link and survey data, but the survey questions remained constant for any survey institution/participant. All survey data was compiled and analyzed in aggregate form.



“I would like to be apart of what they are doing so I can be really involved in it and know what it is going for and if I agree with it or not.”



Ted Grossnickle, CFRE

Senior Managing Counsel, Johnson Grossnickle and Associates; Chairman, Achieve

Ted Grossnickle co-founded the philanthropic consulting firm, Johnson, Grossnickle and Associates (JGA) in 1994. Prior, Ted spent 10 years as vice president of development and public affairs at Franklin College and served as the College's acting president in 1993. Ted has also held positions at Northern Illinois University, Wabash College, and Procter & Gamble. He holds degrees from Wabash College and Northern Illinois University. He is a member of the Board of Trustees at Wabash College and Garrett-Evangelical Theological Seminary, is Chairman of the Board of Visitors for the Center on Philanthropy at Indiana University, and is Chairman of Achieve, LLC. He has previously served as a member of the Board of Lambda Chi Alpha International Fraternity, Leadership Johnson County, and the Franklin Redevelopment Commission.

research team



Derrick Feldmann

CEO, Achieve

As CEO of Achieve, Derrick provides overall strategic direction for the work of the firm, clients, and partners. He is a regular contributor to nonprofit trade publications and speaker on fundraising, donor engagement, and strategy for organizations. Prior to founding Achieve, Derrick was responsible for all major development programs at The LEAGUE and Learning to Give organizations. His responsibilities beyond fundraising included program expansion, external partnerships, and sponsorship programs where he led efforts to expand the program offerings in 4 new markets, negotiated in-kind TV campaigns at a value of more than \$10 million, and increased fundraising by 200%. Derrick is a graduate of Southeast Missouri State University and holds a Master's Degree in Philanthropic Studies from Indiana University's Center on Philanthropy. Derrick currently serves on the Association of Fundraising Professionals International Youth Philanthropy Task Force and the board of the Starfish Initiative.



Angela White, CFRE

Senior Consultant and Chief Operating Officer, Johnson, Grossnickle, and Associates

Angela E. White, CFRE, joined JGA in 1996. She has a high level of expertise in philanthropic consulting in areas ranging from education to social service organizations. Among Angela's passion are women's issues and women-serving organizations. Recently, she has counseled the Women's Fund of Central Indiana and the Sisters of Providence of St. Mary-of-the-Woods College, her alma mater. She is a member of the faculty at the Center on Philanthropy at Indiana University and a frequent speaker and member of the Educational Services Committee for the Women's Philanthropy Institute at the Center on Philanthropy at Indiana University.

research team



Nick Parkevich, CFRE

Consultant and Director of Client Development, Achieve

Prior to joining Achieve, Nick served as the director of advancement at Damar Services, the 25th largest nonprofit in Central Indiana, where he led the largest campaign in Damar's 40-year history. As a registered lobbyist, Nick also led Damar's governmental affairs initiatives. Prior to his role at Damar, Nick was a public information officer for the City of Indianapolis Department of Metropolitan Development and also served as the first Indiana state director for Best Buddies. Nick serves as the President Pro Tem and Incoming Board Chair of the Perry Township Education Foundation board and is a longtime volunteer for the United Way of Central Indiana. A native Hoosier, Nick holds bachelor's and master's degrees in public affairs from the School of Public and Environmental Affairs at Indiana University.



About Achieve

Achieve is a consulting firm that provides expert guidance and delivers strategies to strengthen donor relationships and increase fundraising performance. Achieve works with nonprofit organizations that need to build the skills of its fundraising department, acquire resources for new and existing needs, and engage donors in meaningful ways.

www.AchieveGuidance.com.



About JGA

Johnson, Grossnickle and Associates (JGA) has been providing authentic, strategic philanthropic consulting services to non-profit clients since 1994. JGA's team of senior consultants offers client-focused, highly customized philanthropic consulting services to private colleges, independent schools, and large cultural and community organizations. JGA specializes in capital campaign counsel, feasibility studies, philanthropic assessments, and development audits.

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