

Millennial Donors

Understanding Millennial Donor Interests, Engagement, and Motivations

Data Set for the Millennial Donor Survey

a joint research project of



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Millennial Donors

www.millennialdonors.com

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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 2 higher education (university/college), 1 national youth leadership organization, 1 local arts organization, and 1 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.

Age

Answer Options	Response Percent
<20	0.2%
20-24	21.1%
25-29	30.4%
30-34	23.7%
35-40	20.3%
40+	4.3%

Level of Education

Answer Options	Response Percent
GED	0.1%
High School Diploma	0.1%
Some College Work	0.7%
Associates Degree	0.4%
Bachelors Degree	43.8%
Some Graduate Work	15.8%
Masters Degree	25.6%
Professional Certificate	1.3%
Some Post Graduate Work	2.0%
PhD/JD/MD	10.4%

Employment Type

Answer Options	Response Percent
Part Time	9.7%
Full Time	69.9%
Contracted	3.0%
Student	10.9%
Other	6.5%

Career Sector

Answer Options	Response Percent
Public (government/governmental organizations, etc)	22.4%
Private (corporations, private businesses, etc)	46.0%
Non Profit (charities, churches, advocacy groups, etc)	15.3%
Other (please specify)	16.3%

How many hours have you volunteered this past year?

Answer Options	Response Percent
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%

Over the course of the next year, how many hours do you plan to volunteer?

Answer Options	Response Percent
0-5	25.6%
6-10	14.3%
11-15	7.8%
16-20	10.6%
21-25	4.6%
26-30	3.9%
30+	33.3%

How much money have you donated to organizations this past year?

Answer Options	Response Percent
\$0-\$49	23.3%
\$50-\$99	13.0%
\$100-\$149	10.3%
\$150-\$300	11.8%
\$300+	41.7%

How much money do you plan to donate to organizations over the course of the next year?

Answer Options	Response Percent
\$0-\$49	20.2%
\$50-\$99	12.5%
\$100-\$149	11.5%
\$150-\$300	12.2%
\$300+	43.6%

What was your largest donation to an organization?

Answer Options	Response Percent
\$0-\$99	43.2%
\$100-\$249	23.7%
\$250-\$499	11.3%
\$500-\$749	5.8%
\$750-\$999	1.2%
\$1,000+	14.9%

Have you ever served as a board member for an organization?

Answer Options	Response Percent
Yes	33.1%
No	66.9%

Are you currently a board member for an organization(s)?

Answer Options	Response Percent
Yes	16.6%
No	83.4%

Does the age of an organization's board affect your willingness to donate?

Answer Options	Response Percent
Yes	10.8%
No	89.2%

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

Answer Options	Response Percent
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?

Answer Options	Response Percent
Yes	60.5%
No	39.5%

Do you think the members of the board or the executive leadership of the organizations you support value your opinions?

Answer Options	Response Percent
Yes	75.5%
No	24.5%

How interested would you be in working closely with the board or the leadership of the organizations you support on defining the direction of the organization (strategic planning) or helping the board create solutions to challenges?

Answer Options	Response Percent
Very Interested	14.6%
Interested	24.8%
Somewhat Interested	35.0%
Not Interested	25.6%

Why or Why Not?

- If I feel that my opinions are important to the board I would be more than happy to help. If they asked me to participate but did not take my recommendations or actions into their decisions I would most likely not participate.
- I would really like to but I don't have the time too.
- To feel like my dollars were supporting something that I believed in fully.
- I don't know if my ideas would be taken seriously because of my age. Or is my idea good enough to even share with the board?
- I believe that through working with those who have recently been involved and impacted in an organization, Board members can see the areas of success, and areas of improvement that are there.
- I would appreciate having more knowledge about the decision-making process and priorities of the organization.
- If I'm donating, I have a vested interest in that organization and would love to be involved in the strategic planning process.
- If I'm donating money to an organization I would love to have a say in the direction that organization is headed.
- 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.
- It's our duty to be involved with the organizations we support and not just mindlessly give them money.
- I think it creates more value for myself when making a donation.
- Time and Distance
- 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.
- I enjoy investing the whole of who I am to an organization--not just my money.
- I am the future board member- better to start now with catching the vision, mission, etc.!
- 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.
- I think it is important that the board understand what their community needs/wants. Their community is not just those they serve, but those who contribute as well.
- I would participate because I am definitely interesting in helping find solutions. However, at this point in my life, I have a lot of changes going on right now so it is difficult for me to get involved in things such as this even though I would like to at some point.

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

Answer Options (Check All That Apply)	Response Percent
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%
Other (please specify)	

Referring to the previous question, how would you like to receive the information?

Answer Options (Check All That Apply)	Response Percent
Email	93.1%
Text	3.1%
Blog	7.1%
MySpace	0.2%
Facebook	23.8%
Twitter	3.8%
Print	26.9%
YouTube	3.2%
Other (please specify)	

As a donor, how often do you want to hear from the organizations you support?

Answer Options	Response Percent
Weekly	2.4%
Monthly	35.2%
Quarterly	57.2%
Annually	14.3%

What technologies do you use to stay in contact with friends and colleagues?

Answer Options (Check All That Apply)	Response Percent
Email	99.2%
Text	66.2%
Blog	15.4%
MySpace	2.4%
Facebook	83.4%
Twitter	11.5%
Online Community Forums	7.6%
AIM	11.1%
YouTube	5.3%
Other (please specify)	13.4%

Do you use any of the following technologies to find out information about organizations?

Answer Options (Check All That Apply)	Response Percent
Email	71.5%
Google	86.4%
Blog	16.7%
MySpace	0.9%
Facebook	51.2%
Twitter	8.2%
Online Community Forums	14.1%
AIM	0.9%
YouTube	9.3%
Other (please specify)	6.3%

Have you responded to any volunteer requests through the following technologies?

Answer Options (Check All That Apply)	Response Percent
Email	95.1%
Text	7.8%
Blog	3.0%
MySpace	0.4%
Facebook	34.4%
Twitter	3.4%
Online Community Forums	4.9%
AIM	0.3%
YouTube	1.1%
Other (please specify)	

Which of the following technologies have you used to donate?

Answer Options (Check All That Apply)	Response Percent
Email	79.5%
Text	18.2%
Blog	2.4%
MySpace	0.0%
Facebook	14.3%
Twitter	1.1%
Online Community Forums	11.6%
AIM	0.2%
YouTube	0.9%
Other (please specify)	

Indicate how likely you are to donate monetarily to an organization/cause based upon the asking method.

Answer Options	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%

Indicate how likely you are to volunteer to an organization/cause based upon the asking method.

Answer Options	Not Likely	Some what Likely	Likely	Highly Likely
Email	11%	43%	36%	10%
Text	67%	21%	10%	2%
Blog	80%	1%	5%	1%
MySpace	96%	3%	0%	0%
Facebook	44%	37%	16%	3%
Twitter	88%	8%	3%	1%
Online Community Forums	77%	17%	5%	1%
AIM	95%	4%	1%	0%
YouTube	89%	9%	2%	0%
Face to Face	9%	24%	39%	28%

Do you volunteer with an organization before you donate?

Answer Options	Response Percent
Yes	28.1%
No	71.9%

Do you donate to an organization if you have been a recipient of their services or programs?

Answer Options	Response Percent
Yes	83.0%
No	17.0%

Please indicate how likely you are to donate money when an organization makes the following requests.

Answer Options	Not Likely	Some-what Likely	Likely	Very Likely
Specific request to support a particular project	5.2%	39.5%	43.6%	11.6%
Organization specifies a particular amount	43.4%	41.7%	13.1%	1.7%
Organization specifies where the donation is going	5.7%	31.5%	47.1%	15.5%
Annual donation call	56.3%	30.0%	11.4%	2.1%
Emergency situation	11.1%	37.3%	36.6%	14.8%
Emergency call for specific amount	34.9%	39.5%	19.9%	5.5%
General non-specific request	55.7%	36.5%	6.8%	0.9%

Please indicate how likely you are to volunteer your time when an organization makes the following requests.

Answer Options	Not Likely	Some-what Likely	Likely	Very Likely
Specific Volunteer Request for a Project	6.4%	35.1%	14.6%	14.6%
General Non-Specific Request	43.5%	43.4%	10.7%	2.4%
Special Event	11.9%	36.8%	39.6%	11.6%

When you hear about an organization for the first time, how likely are you to perform the following?

Answer Options	Not Likely	Some-what Likely	Likely	Very Likely
Volunteer	60.4%	34%	0.5%	0.4%
Donate	69.0%	28%	0.3%	0.2%
Obtain more information before donating/volunteering	8.5%	26%	37.0%	28.2%
Do Nothing	18.0%	49%	22.0%	12.0%

Please indicate how likely you are to volunteer based upon the person asking.

Answer Options	Not Likely	Somewhat Likely	Likely	Highly Likely
Friend	1.9%	19.8%	49.0%	29.2%
Co-Worker	11.1%	50.9%	31.3%	6.5%
Family Member	2.2%	15.2%	43.8%	38.6%

Please indicate how likely you are to donate monetarily based upon the person asking.

Answer Options	Not Likely	Somewhat Likely	Likely	Highly Likely
Friend	5.2%	32.0%	44.1%	18.7%
Co-Worker	18.9%	52.1%	24.1%	4.8%
Family Member	4.4%	21.0%	39.2%	35.4%

How interested are you in the opportunity to develop a new strategy, direction, or focus for an organization? (Examples include but not limited to strategic planning, focus groups, advisory board)

Answer Options	Response Percent
Not Interested	32.8%
Somewhat Interested	41.4%
Interested	17.2%
Very Interested	8.5%

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?

Answer Options	Response Percent
Yes	69.7%
No	30.3%
Why or Why Not	

If an organization you support asked you to communicate with your network of friends and family members about an opportunity to volunteer, would you be willing to perform such a request?

Answer Options	Response Percent
Yes	71.7%
No	28.3%
Why or Why Not	

If an organization you support asked you to communicate to your network of friends and family members about donating to the organization, would you be willing to perform such a request?

Answer Options	Response Percent
Yes	51.6%
No	48.4%
Why or Why Not	

If you answered yes to the previous two questions, what resources would you need to perform the volunteer or donation request through your network?

Answer Options (Check All That Apply)	Response Percent
Specific Information About the Volunteer or Donation Request	91.4%
Electronic (PDF/Word) Documents Describing the Organization or Request	74.3%
Print Documents Describing the Organization or Request	33.3%
Website Links to Make a Donation or to Sign-Up to Volunteer	85.8%
Print Pledge Forms or Volunteer Applications	22.5%
Organization's Social Media Information (Facebook or Twitter Sites/Pages)	42.2%
Online Video (Links to Organization's Video on Website or YouTube)	26.1%
Video (Physical Copy of DVD/CD)	5.3%
Other (please specify)	

How likely are you to donate based upon the following situations?

Answer Options	Not Likely	Some-what Likely	Likely	Very Likely
Organization has a private reception for all donors	51.9%	33.6%	12.9%	1.4%
Organization has a private reception for your friends/family members/colleagues	51.2%	32.2%	14.9%	1.6%
Donation request is for a specific and unique need other than a general request	8.3%	39.1%	43.3%	9.1%
Organization sends you an item for your donation (eg: water bottle)	50.1%	36.2%	11.9%	1.9%

If you attend a private session with friends and co-workers to hear about an organization, how likely is it that you will donate monetarily to the organization?

Answer Options	Response Percent
Not Likely	18.6%
Somewhat Likely	61.7%
Likely	16.7%
Very Likely	3.1%

What factors influence your donation at the event?

Answer Options (Check All That Apply)	Response Percent
How the Money Raised at the Event Will Be Used	78.5%
People Who Invited You 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%

How likely are you to donate monetarily to an organization after attending a private event with an influential speaker given by an organization?

Answer Options	Response Percent
Not Likely	19.9%
Somewhat Likely	55.0%
Likely	20.6%
Very Likely	4.6%

Other Comments on Giving and Participation

- My level of engagement would probably change based on the treatment I get from the organization.
personal experience -- one organization I did a little volunteer work wasn't sensitive to my timeline and schedule. For whatever reason, I missed a deadline, and the project I was working on wasn't able to be sent out. (It was a newsletter in this particular case.) That just sucked, and I haven't volunteered or responded since, though I liked the job. It didn't help that the person working with me wasn't very helpful, and only communicated via email. In this case some additional contact would have been nice, and maybe we could have worked out a solution.
- 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.
- Give me data. I need to know EXACTLY where my donations are going and that the money is not going to be wasted.
- 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.
- 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.

Research Team



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.



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.

Research Team



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.



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. www.jgacounsel.com.