



MILLENNIALS & SOCIAL GOOD



OVERVIEW

The Millennial generation wields powerful influence both on and offline. It comprises the largest segment of the U.S. population—more than 100 million members, according to the U.S. Census Bureau. Given its sheer size, effectively engaging the Millennial generation is critical to the success of most nonprofit organizations. Yet Millennials prefer to impact social good much differently than other age groups.

This generation takes social good into account in their everyday lives and looks for opportunities to volunteer in small but considerable ways. They also tend to give in order to gain something in return, whether it be contributing to the greater good or earning tangible rewards.

Junior Achievement USA and Ypulse recently surveyed Millennials around how they prefer to benefit the social good, and the types of appeals that are likely to gain Millennials' attention and support.

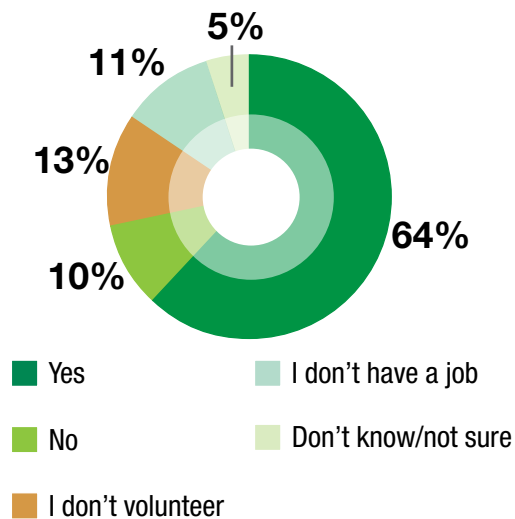
KEY FINDINGS

The factors shaping the volunteering mindset for this generation are:

1. Hybrid activism
2. Having a voice in digital democracy
3. Empowerment through purchasing
4. Gamification and rewards systems

SKILLS-BASED VOLUNTEERING

When you volunteer for an organization, in addition to helping that organization, are you looking to develop skills that you use in your job?



Specifically which skills are you seeking to develop? Select all that apply.



INSIGHTS

Hybrid Activism

This generation has been accused of indifference or lacking motivation, and it can be difficult for Boomers and Xers to understand that the generation has activist tendencies—even if they aren't all taking to the streets as generations before them might have. Charity is constantly being re-defined as Millennials find their foothold and discover the ability to make change, despite pockets suffering from debt. They want to be able to contribute their time and resources in ways that are convenient for them. What results is hybrid activism, which allows them to donate their time and effort through attending events, making purchases, perusing the internet, playing games, and other every day acts.



IN THEIR OWN WORDS

"I try to give my time or money, or both, to social good efforts and charities. It just depends on how much of either that I can spare."

—Female, 22, TX

DIGITAL POWER

Though most Millennials don't have the money to fund a cause and contribute in a way deemed meaningful by old standards, they do hold the power of connectivity, and share above and beyond any other generation. Digital democracy could be the future of charitable giving. Giving young adults the opportunity to directly contact state congress and senate leaders makes the actions feel more substantial.

66%



of Millennials have donated to a charity or cause in the past year.

A VOICE IN THE DIGITAL DEMOCRACY

The connection between Millennials and volunteering stems from their belief that as a generation they can, and will, make change in this world. Sixty-six percent believe that they have the power to change things in the real world if they make enough noise online. Sites like Change.org have taken off because they put causes at the forefront of the conversation and bring the masses together *online* in order to influence action *offline*.

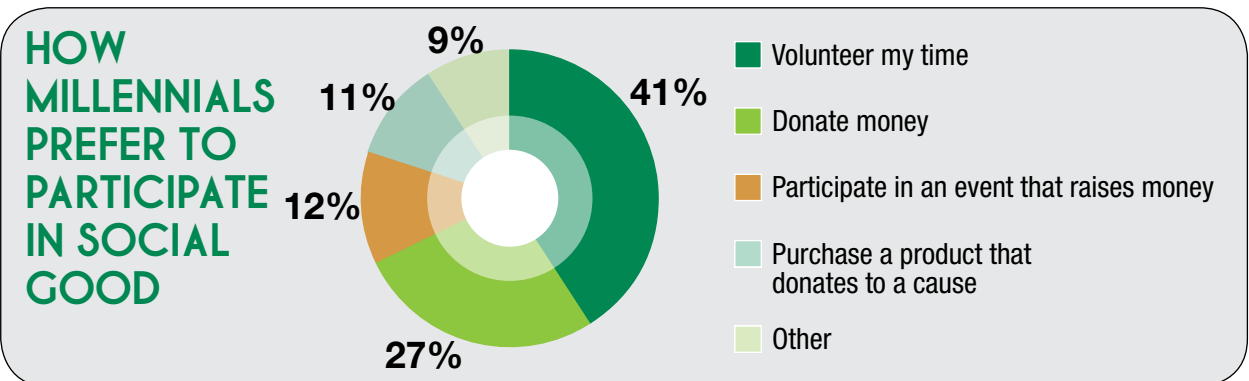
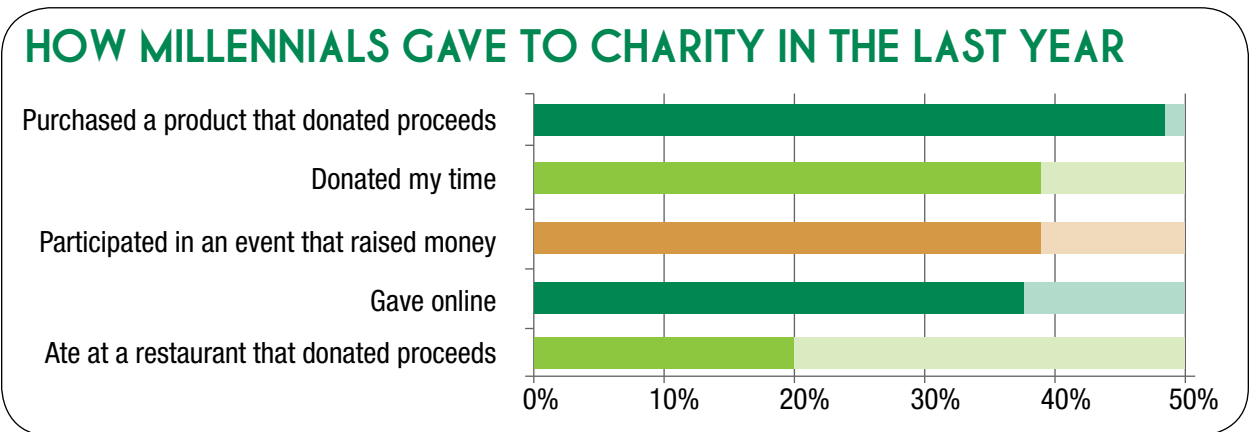
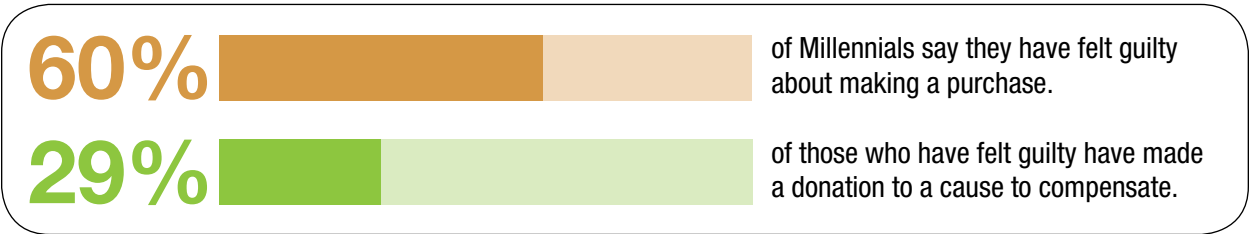
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EMPOWERMENT THROUGH PURCHASING

While Millennials may be tight on cash, that doesn't mean they can't find ways to give back. Donating money through purchases has long been in existence, but Millennials have taken on this system as their own, supporting companies who promote social good efforts and take an active role in the causes that their consumers support. Giving a little goes a long way in this case.

Purchase Power In Action: TOMS has long been at the forefront of Millennial brands as one of the first to put social good at its core, giving away a pair of shoes to those in developing countries for every purchase. Now, the brand is taking its social good ethos to the next level with TOMS Marketplace, an online store that represents something bigger by selling merchandise from an array of ethical companies. The wide range of products, like headphones, bags, and bicycles, directly support charities and causes, making it easy for consumers to provide aid through their purchases.



GAMIFICATION AND REWARDS SYSTEMS

The summer of 2013 marked the second annual Global Citizen Festival, an event that combines Millennials' affinity for music festivals and the chance to make an impact. The event drew over 60,000 people for a free concert in Central Park with live performances from Alicia Keys, John Mayer, and Stevie Wonder. In order to take advantage of this exclusive lineup and become a "Global Citizen," participants had to watch videos, sign petitions, and take quizzes on social change reading material, earning points for each task completed to earn their free tickets.



Research conducted for Junior Achievement by Ypulse (January, 2014). Ypulse conducts a bi-weekly Pulse Survey among 1,000 14-30-year-olds, powered by SurveyU, a proprietary youth research panel of over 150,000 Millennials ages 13-34.