

The Millennial Generation



Building Coalitions

Poll Question #1

What Year were you born?

- A. 1925-1945
- B. 1946-1964
- C. 1965-1979
- D. 1980-2000



Generations by Time Spans*

(Years Born)

- G.I. Generation: 1904-1924
- Silent Generation: 1925-1945
- Boomer Generation: 1946-1964
- Generation X: 1965-1979
- Millennial Generation: 1980-2000

*Based on live births with no generation spanning beyond 21 years

Ohio SPF Goals

- Decrease the number of 18 to 25 year olds engaged in high risk use of alcohol
- Decrease the number of 18 to 25 year olds engaged in the use of illicit drugs
- Decrease the number of 18 to 25 year olds misusing prescription medications



Expected Outcomes

- Describe rationales for including Millennials in community coalitions based on SPF principles for prevention and risk protection
- List suggested strategies for attracting and engaging Millennials in community coalitions
- Discuss ideas for identifying Millennials who can supply the creative and realistic energy needed to address issues of substance abuse

Risk & Protective Factor Theory

- Similar to public health model of disease prevention: focus on decreasing risk and increasing protection
- Risk factors predict substance abuse and protective factors can buffer risk factors
- To prevent substance abuse, reduce risk factors and increase protective factors throughout a child's life

Source: SAMHSA's Substance Abuse Prevention Specialist Training

Risk Factors

- Community Risk Factors
- Family Risk Factors
- School Risk Factors
- Individual and Peer Risk Factors



Source: SAMHSA's Substance Abuse Prevention Specialist Training

Community Risk Factors

- Availability of drugs
- Community laws and norms favorable toward drug use
- Transitions and mobility
- Low neighborhood attachment and community disorganization
- Extreme economic deprivation



Source: SAMHSA's Substance Abuse Prevention Specialist Training

Family Risk Factors

- Family history of substance abuse
- Family management problems
- Family conflict
- Parental attitudes and involvement in drug use



Source: SAMHSA's Substance Abuse Prevention Specialist Training

School Risk Factors

- Academic failure beginning in elementary school
- Lack of commitment to school



Source: SAMHSA's Substance Abuse Prevention Specialist Training

Individual/Peer Risk Factors

- Early and persistent antisocial behavior
- Alienation/rebelliousness
- Friends who use drugs
- Gang involvement
- Favorable attitudes toward drugs
- Early initiation of drug use
- Constitutional factors – includes things determined mostly by genetics, such as vitality, temperament, etc.



Source: SAMHSA's Substance Abuse Prevention Specialist Training

Relationship Between Millennials and Risk Factors

- Target population
- At-risk by nature of age group that includes teens and young adults
- Access and ability to communicate drug availability through social media messaging
- Risk taking behavior inherent in age group

Nielson on Millennials and Alcohol

- Beer is still a staple for this age group,
- But Millennial drinkers are **buying more wine and spirits than prior generations at the same age**
- A 2010 Millennial study by Nielsen found that 21-34-year-olds are excited to experiment with new and different alcoholic beverages,
- And share their experiences with peers, especially via mobile

5 New Gen Y Trends in 2011; www.facebook.com

Peer Influence In Prevention

- Use of listening sessions
- Generation that values peer advice
- Generation that travels in groups



WIIFM?

- Making a difference
- Personal connection
- Networking
- Mentoring



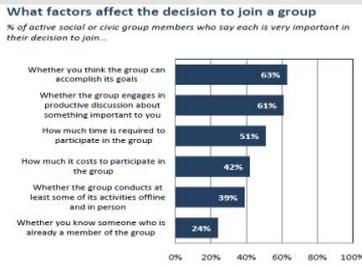
Poll Question #2

In what way do Millennials prefer to receive information from organizations?

- A. Facebook
- B. Email
- C. Printed
- D. Text



Community Engagement Trends



Source: Pew Research Center's Internet & American Life Project, November 23-December 21, 2010 Social Side of the Internet Survey. N for active members of groups=1,835.

Importance of asking

- Young people who are asked by friend or family to participate are more likely to do so
- Groups that encourage involvement can make a dramatic difference in youth/young adult participation

Community engagement and the internet

- Regular use of the internet encourages youth to be involved in civic and community activities
- Significant difference in involvement between regular internet users and non regular users

Social network and engagement

- Young people using social networks are significantly more likely to participate in community engagements
- Reciprocally being interested in civic participation increases social network use



Influence of education and class in engagement

- Gaps in engagement between college and non-college young people
- Gaps also between upper, middle and lower socioeconomic class of young people
- Race is not a strong predictor of participation
- Gaps more explained by opportunities than by inherent differences in groups

Rates of volunteering and community service

- Young people are volunteering more than adults and more than any previous generation
- 43% of all Millennials volunteering regularly compared to 35% of Baby Boomers
(2009 study, National Conference on Citizenship)
- However, young people's service less consistent over time

Diversity and engagement

- Diversity of volunteers across gender and race
- CIRCLE identifies who is likely to be "hyper-engaged"
 - Current students
 - Urban
 - African Americans
 - Democratic
 - From families where parents volunteer

Belief in Collaborative Approach

- Millennials believe that working in groups is more effective at addressing local and national issues than people acting alone



Millennial Donors

- Time
- Money
- Talents



Millennial Donor Headset

- Connected by technology and social media
- Inspired by personal relationships and human connections



Millennial Donor Headset

- Must be targeted: Specific timeline or project
- Want to feel as though they are needed & their input will be valued
- Asked: How likely would you be willing to volunteer
 - 66% would be likely to volunteer if asked in person
 - 37% would be likely to volunteer if asked via email

Donations

- Hierarchy matters: More likely to give if asked by board member, director, etc.
- Organizations financial condition important
- Want to fund a specific program or event
- Do not give large, single donations
- Prefer monthly or quarterly updates



How they Donate

- Prefer face-to-face solicitations over all others.
- 75% give via email
- 15% give via text message



Haiti Donor Experience

- Mobile phone users texted millions of dollars in aid to Haiti earthquake relief and
- Got friends to do the same
- The mobile givers were younger, more racially and ethnically diverse when compared with those who contribute through more traditional means



Aaron Smith, Pew Research Center's Internet & American Life Project, January 2012

Millennial Goals

- Want to make a difference
- Wants to work for an organization that contributes to society
- Reminder: Millennials are confident (which can be viewed as cocky)
- Willing to change the status quo
- 75% believe they digest more info. & learn more quickly than older generations

What Millennials can do for Non- Profits

- Create social and emotional connections
- Facilitate knowledge the target audience
- Telling the story: People love stories and the Millennials are masters at telling stories through social media
- Keeping the mission and focus relevant
- Inspiring audiences
- Creating change

By 2018, there will be 100,000,000 Millennials-
We must engage effectively

Millennials want meaning

- Civic and cause minded
- 50% volunteer at least 3.5 hrs. weekly
- 83% of freshman have volunteered in the past year
- 61% feel personally responsible for making the world better



Expectations of an Organization

- Transparency
- Integrity
- Purpose & Meaning
- Will not become workaholics for the coalition
- No dull meetings

Attracting and Engaging



Attracting and Engaging Millennials

- Use media for meetings
- Use of medias for communication
- Outline the purpose and meaning of the organization



Newsletters Content

- Updates on programs and services
- Volunteer opportunities
- Updates on financial conditions
- New program offerings
- Fundraising events



Volunteer Recruitment

- Relationships are important & take time
- The world is small
- Millennial can and do stay connected
- Invite married couples to come as a team
- 75% desire to serve others in society

Poll Question #3

Which of the following requests result in the highest return?

- A. Facebook
- B. Email
- C. Face-to-face
- D. Text



Technology & Recruiting

- What does the internet say about you/your coalition?
- How do potential volunteers get information about their organization
 - Googled: 86%
 - Email: 71%
 - Facebook: 51%
- Facebook: 51%

When Volunteers Retained

- Treat them as peers
- Millennials want to hold leadership roles
- Want to be heard
- Want ideas and contributions to be valued
- No posturing or phoniness



Once Engaged

- 70% will recruit friends & family to volunteer
- 52% will ask friends & family for donation
- Will feel comfortable with making the request of others



Poll Question #4

Which tech company had the youngest founder?

- A. Facebook
- B. Twitter
- C. My Space
- D. Apple



History of Creativity & Enterprise

- Facebook
- Apple
- Microsoft
- My Space
- Twitter
- Google



Where are the Millennials?

- In the city: More likely to be found in cities
- In church: Low religious involvement
- In college: Most are in college
- Employed: High unemployment rates
- Job market: Fewer at work



Implications

1. Don't be too edgy
2. Bring them together for a purpose
3. Get them to share love
4. Adopt a friendship approach
5. Invite Dialogue

Implications

6. Build trust through Social Media
7. Use media for positioning , they have heard every message before
8. Market for the local good
9. Make your brand or message useful
10. Keep trying new editions

(Stephen Mellor Youth and Kids Research, Harris Interactive)

References

1. Most Millennials are in College; www.newstrategist.com/productdetails/Mill3Pages.pdf
2. Millennials: Engage, Motivate and Retain in the New Workforce: A new Directions Paper
3. A study of Millennial Giving and Engagement Habits: Millennialdonors.com
4. Service and Volunteering-Youngerthinking.com
5. Pew Research
6. CIRCLE Research
7. John Racanelli, CEO National Aquarium Institute; Millennials: Why non-Profits Need Them to Survive

**Webinar 4:
Friday, February 24, 2012**

2:00 PM – 3:30PM

QUESTIONS