

Millennials in the News

Much time has been spent trying to predict how Millennials will mature into donors and transform the philanthropic platform to fit their style. Insight is growing as the cohort ages. A new study by the Chronicle of Philanthropy found that Millennials are ready to give bigger gifts and support new causes this year. 46% of donors under 35 said they were going to give more in 2018 than they did in 2017, and 48% increased the number of charities they supported as well.

Here are a couple tips on how to attract Millennials in this critical engagement phase:

Engage Millennials by implementing social media strategies through the different platforms they access. Use social media to engage them, then use their technological skills to help you advocate for your organization.

Differentiate your organization from others in the same service area. Millennials see value in progressive organizations with fresh ideas. Try creating a graphic to promote your organization in a different way that relates to younger generations.

Connect with Millennials. Get to know them and reach out to them frequently to retain their engagement with your organization.