

Taking What Works and Making It Matter (TWWMM)

## How to Get Millennials to Give to Your Nonprofit as Told by a Millennial

Recently read the above article by a millennial about how to get millennials to give. Thought you'd be interested, the link to the full article is [here](#).

**There are three key takeaways from this post:**

1. Younger people like to see (visually) where their donation (no matter how small) is going
2. Younger people like to make donations when it is convenient for them
3. Younger people need to be asked to donate

### **YOUNGER PEOPLE LIKE TO SEE (VISUALLY) WHERE THEIR DONATION (NO MATTER HOW SMALL) IS GOING**

This shouldn't come as too much of a surprise. My peers (myself included) live on our cell phones. (If you're interested in learning more about the actual addiction people my age have with their phones I suggest you read this.) We are constantly surrounded by visual distractions - tweets, instagrams, snapchats - you name it, we see it.

The thing is, we don't read **anything**. Emphasis on the "anything" because it is so true. Instead, we **skim**. (More on this can be found here.) I can't read that article because "I am too busy," but I can "skim it, because I have a few seconds." That's how a millennial thinks. Unfortunately, that is how I frequently think. I can't read something because I'm too busy needing to check my Twitter. Its paradoxical, but it's true.

So how does this tie into showing your millennial donors where their donations are going? It means you have only a few seconds to convey to your millennial constituents how important their donation was (and how important a future donation will be).

Everyone likes to be thanked for their charitable giving, and conveying a sense of accomplishment to any donor can help retain them for the long-haul. A millennial isn't going to read your email, but that same millennial, just like their parents, genuinely cares about where their donation went.

### **YOUNGER PEOPLE LIKE TO MAKE DONATIONS WHEN IT IS CONVENIENT FOR THEM**

Millennials are busy people, even if it is artificially so, which means you need to make it convenient for them to donate. What do I mean by convenient? A millennial probably isn't going to:

- fill out your web form
- fill out your paper form

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*If they're really passionate about your cause they might donate in person.*

Most tried and true fundraising vehicles take some effort and attention on the part of the donor. Which makes sense, but for time-strapped millennials who can't afford to put their phones down, you have to make donating a low effort, low attention event.

### **YOUNGER PEOPLE NEED TO BE ASKED TO DONATE**

Surprise surprise, I don't do anything unless you ask me. Okay, that is a bit of a stretch, but not too much of one. Millennials and their younger peers are frequently disengaged unless directly prompted to do something. And, even when we are directly engaged we tend to have a short attention span.

So how can you combat this, while also keeping the "ask" convenient? Good question. Don't make me think. (I've mentioned that concept a few times in this post, about time I plug the book by Steve Krug.)

Millennials, just like their older peers struggle with cognitive dissonance – too many choices can be paralyzing.

You need to ask millennials to give, but you need to make it easy. Bridging the gap between directly asking and discreetly asking (the concept from the previous section) is undeniably difficult, and oddly paradoxical. "You're telling me I need to ask, but also telling me not to directly ask???"

### **HOW TO APPLY THESE CONCEPTS TO YOUR SHOP**

Taking these suggestions and applying them to your shop will be easier said than done. These concepts are not effortless to implement. Getting millennials to donate is not all that simple.

There are two overarching takeaways that I hope you will be able to apply right now:

1. Don't assume everything you hear in a webinar is valid
2. Accept that fact that millennials are different, eventually the tried and true fundraising vehicles of the past will need to be replaced.



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**Wishing all of you a wonderful end of the year! Enjoy the holidays and may next year be your greatest year ever!**



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