

# Millennial Donors – What's next?



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Environics Analytics



# Housekeeping

- Listen-only mode for attendees
- Use Q&A feature to submit your questions
- Questions will be visible to all attendees, but there is an option to submit anonymously
- Presentation recording will be available on our website at [environicsanalytics.com/resources/webinars](https://environicsanalytics.com/resources/webinars)

# Introductions

Hi, I'm Ephraim



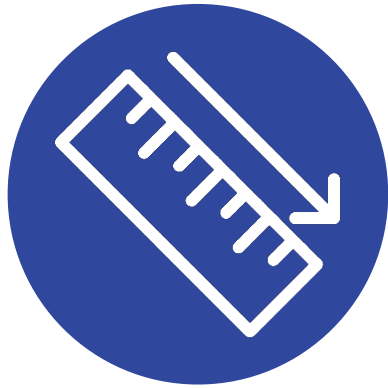
- Founder, 1832 Communications
- Partner with NPO's to build more relationships, raise more money, service more people, have more impact in the community
- When fundraising and marketing work together, it's a beautiful thing!

Hi, I'm Jennifer



- Director, Business Development & NFP Lead
  - Marketer, Consultant and Data Geek
- About Environics Analytics
  - Founded in 2003
  - Now Part of Bell Canada
- Analytics, insights, location intelligence, data services

# Key Trends in the Industry



Number of Donors  
decreasing



Shift to online  
donations



Younger donors  
showing up for  
causes

# Common questions we get from NFPs

- Should we be focusing on younger donors?
- How do we attract younger donors and retain them?
- What should we be doing differently to tailor the donor experience to this younger audience?
- Does our mission and message align with their values?

# Today's Presentation



Millennials in Canada



Not all Millennials are the same



How can you differentiate your charitable organization to meet the needs of your Millennial donors?

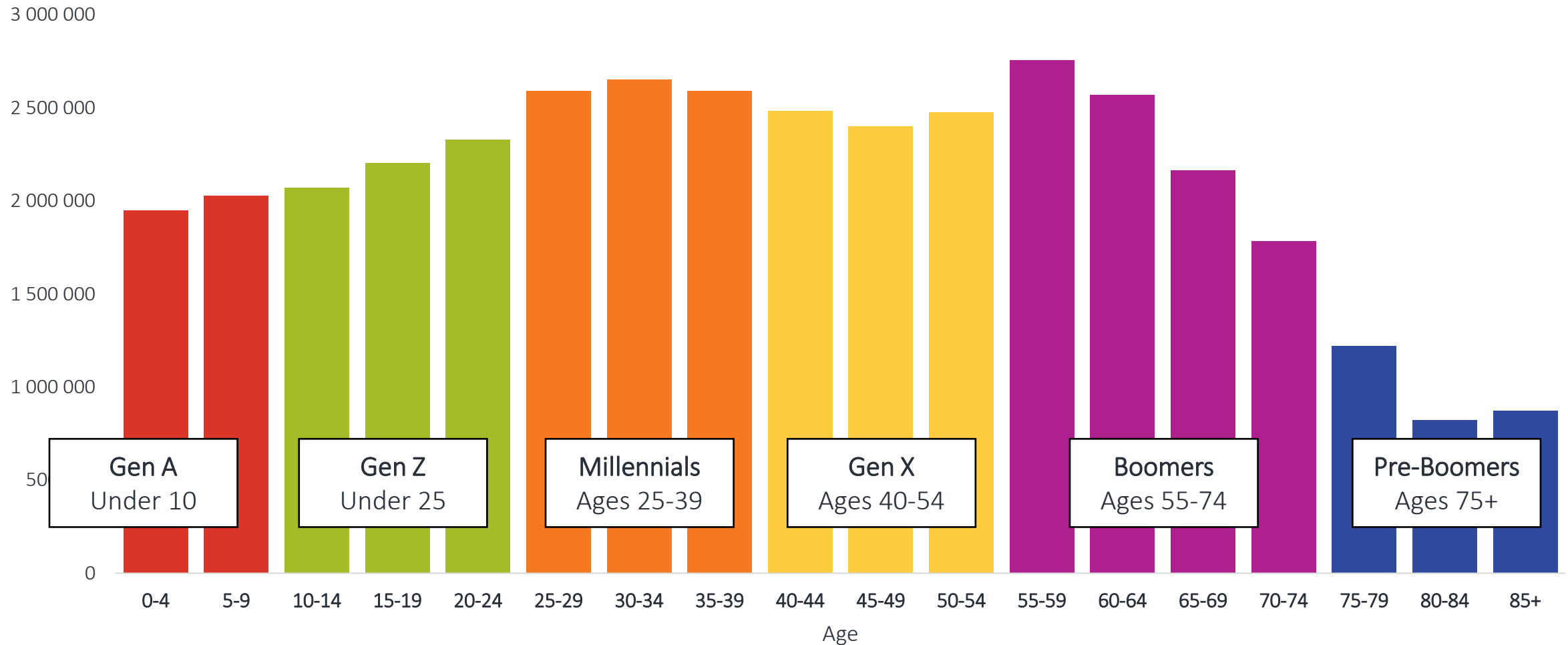




# Who are the Millennials?

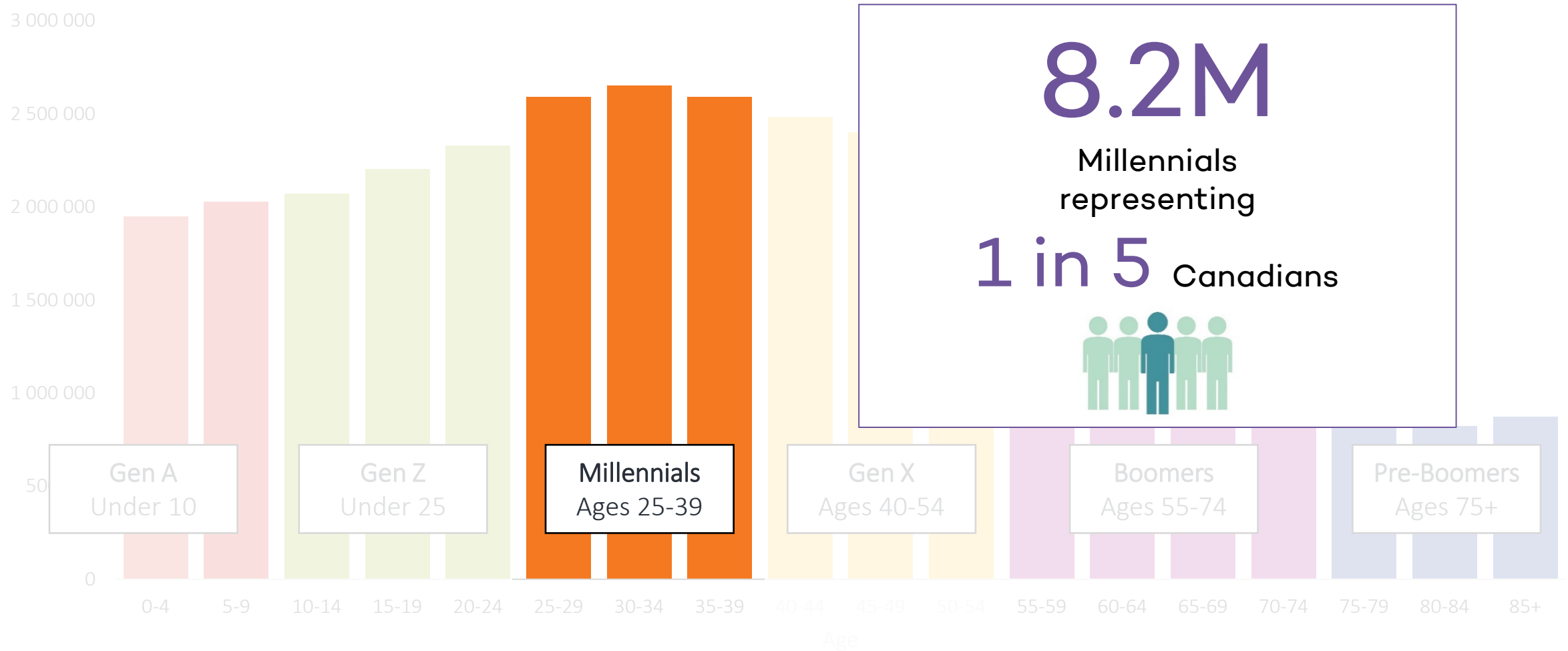


# Defining a Millennial

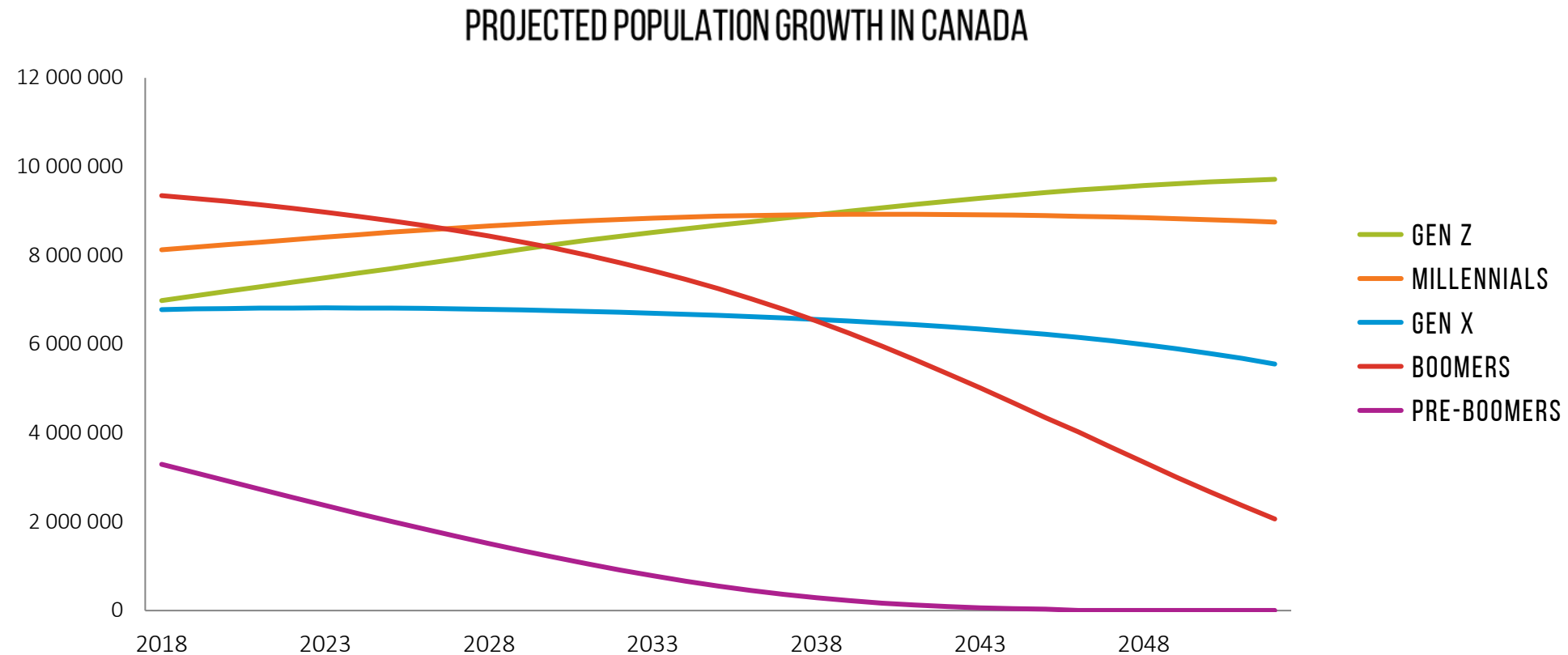




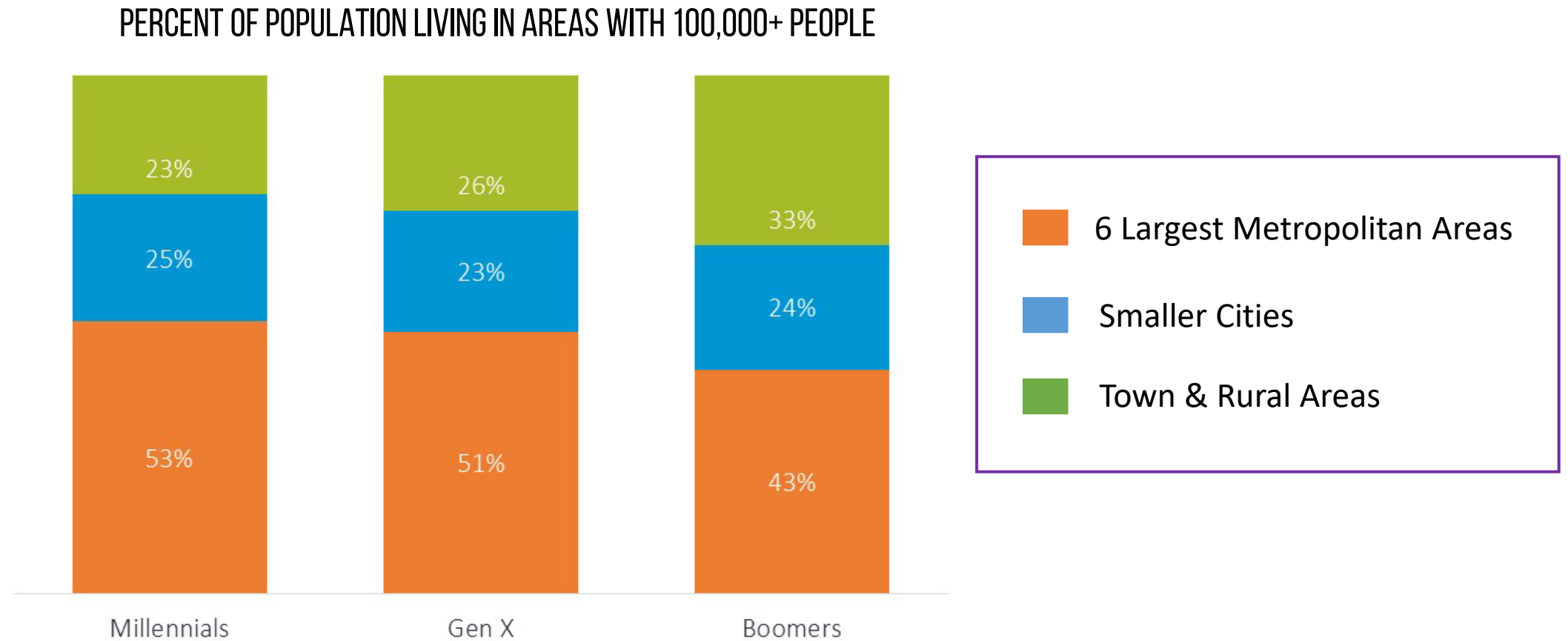
# Defining a Millennial

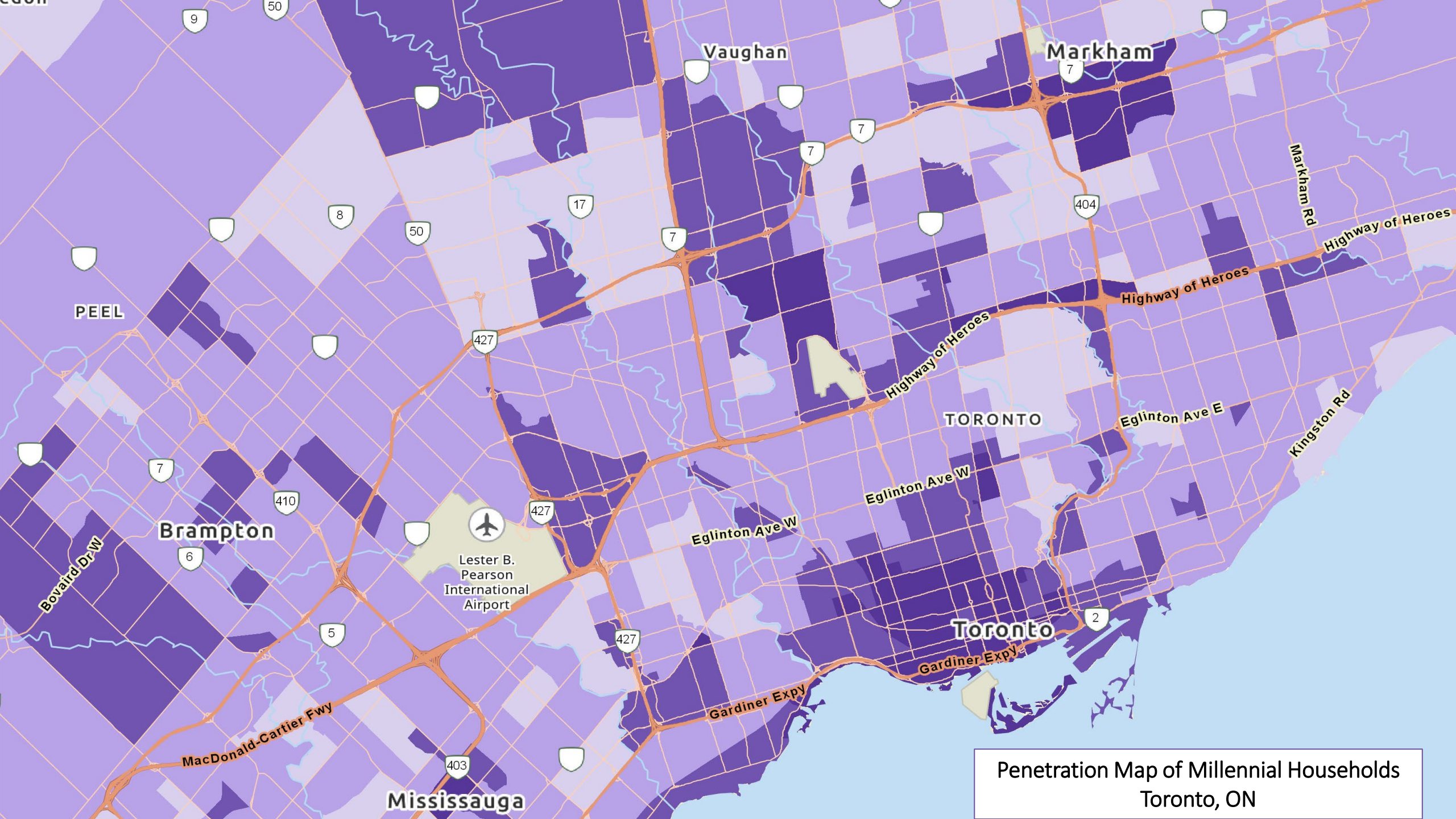


# Millennial Generation will Grow as a result of Immigration as the Number of Boomers Decline



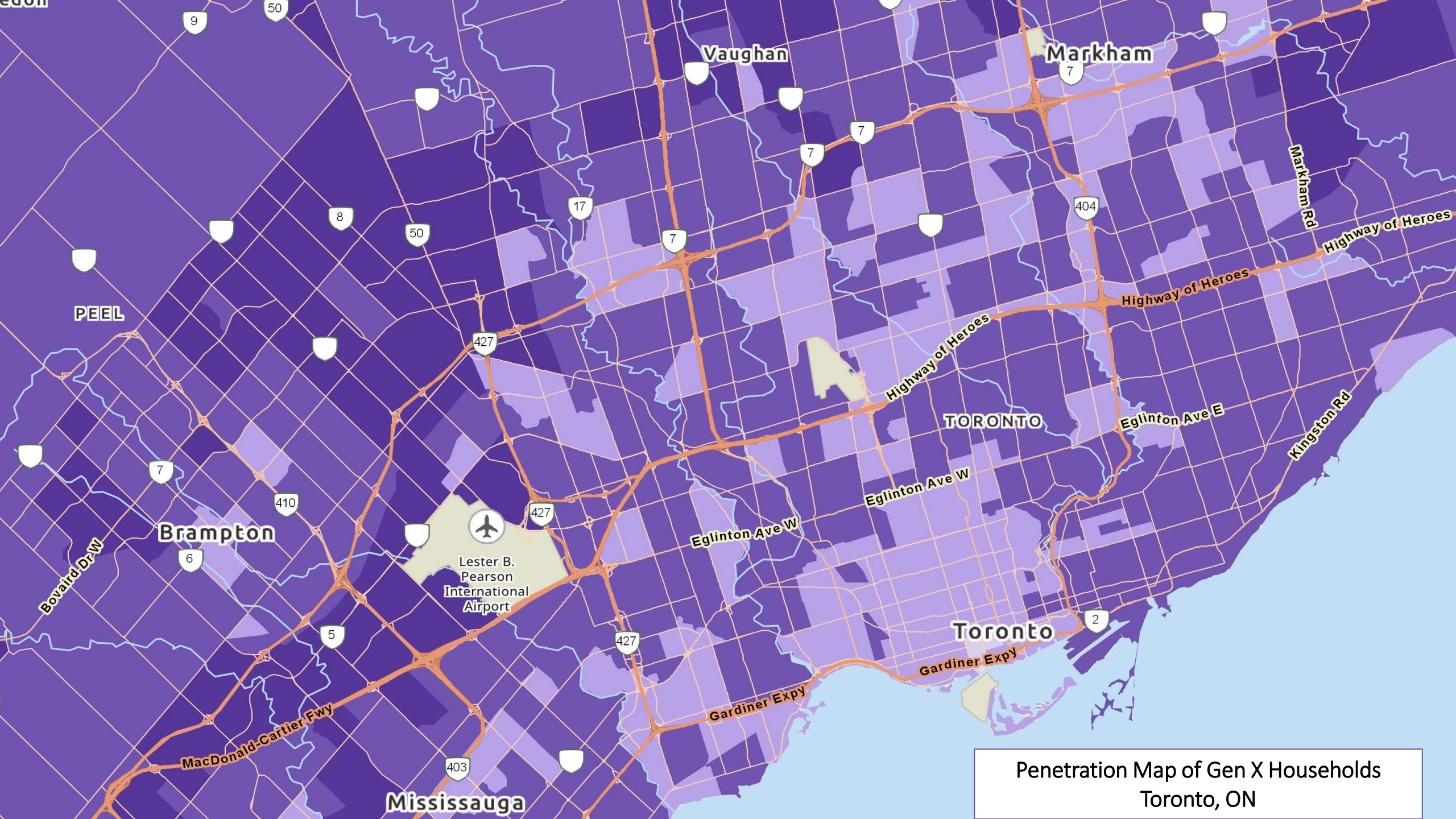
# Millennials are more Likely to Live in Large Urban Areas





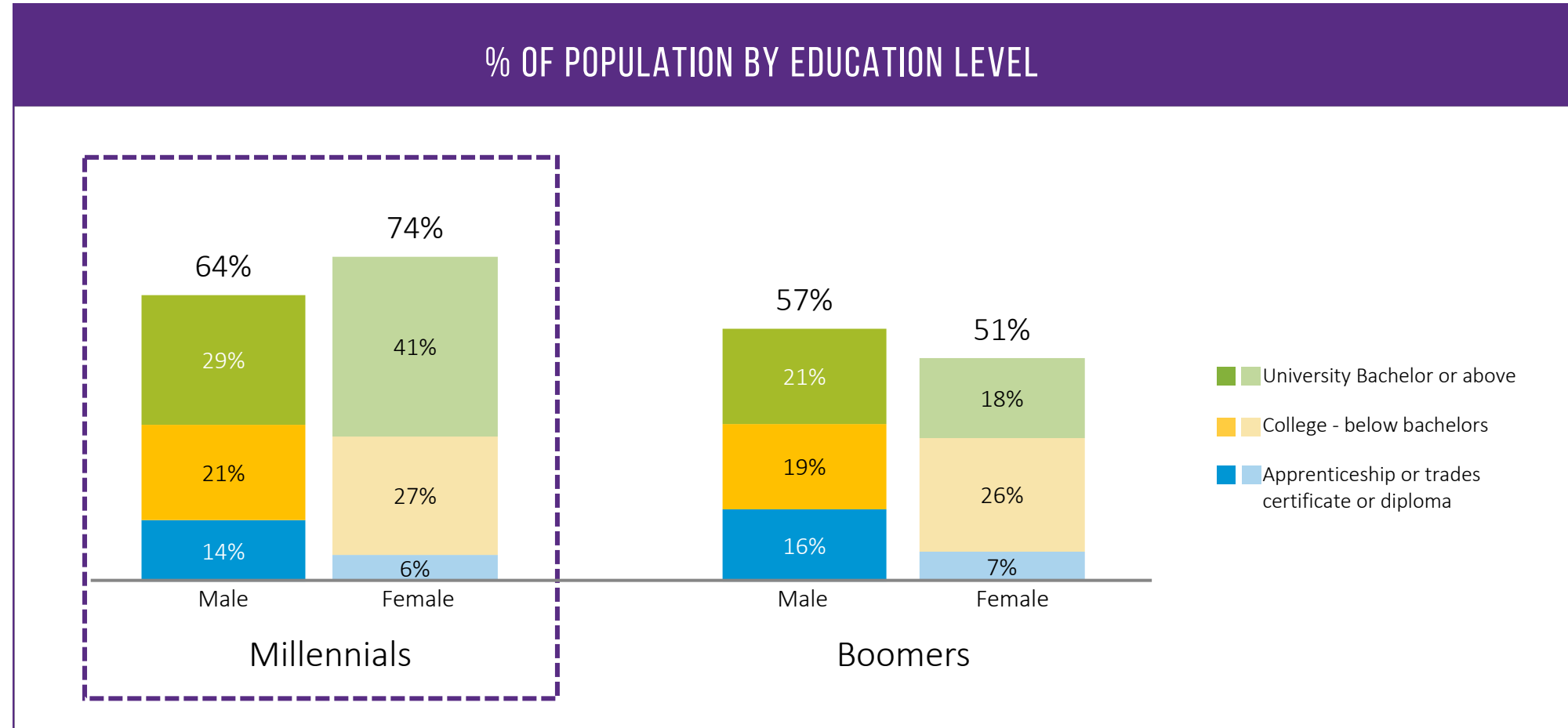
Penetration Map of Millennial Households  
Toronto, ON





Penetration Map of Gen X Households  
Toronto, ON

# Millennials, Especially Women, are more Highly Educated than their Parents



Source: Statistics Canada, 2016 Census



# Giving Tendencies Between the Millennial Genders are Starting to Differ as well...



**25.2%** of Millennial females  
donated in the past year

vs.

**23.7%** of Millennials males



# ... However Average Dollars Donated Differs even more Dramatically, in the Opposite Direction



**\$210** is the average gift from  
Millennial females  
in the past year

vs.

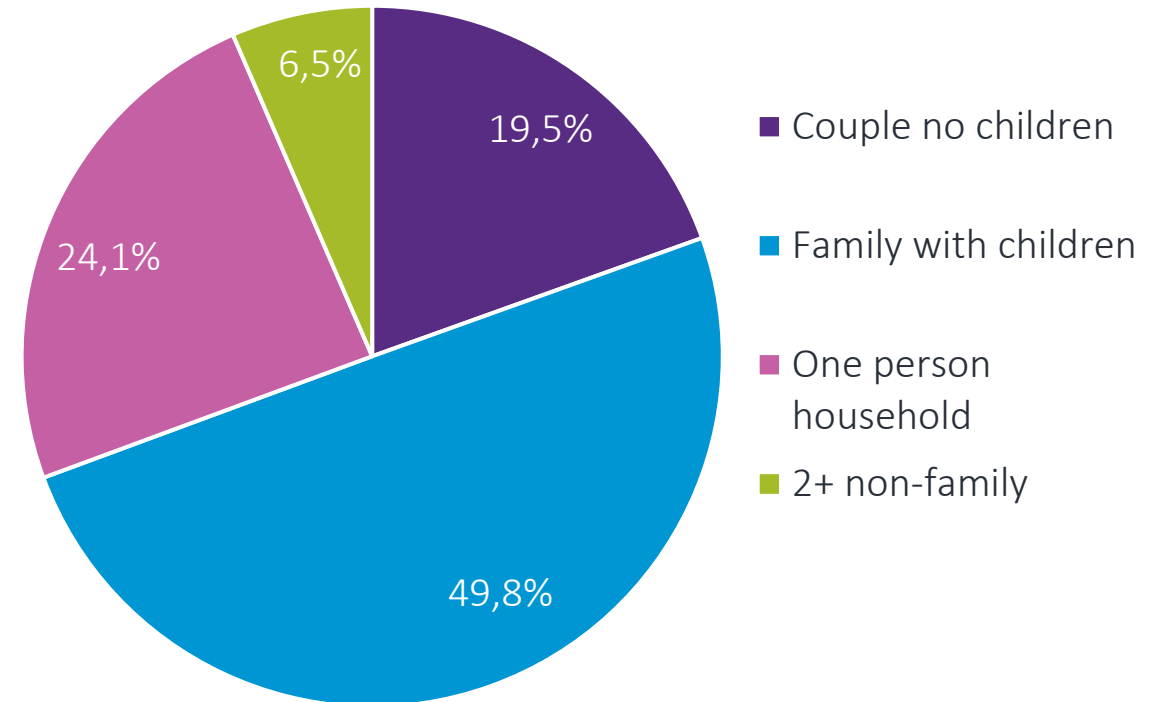
**\$253** is the average gift from  
of Millennial males in the past  
year





# The Millennials

- Diverse group in transition
  - Families as well as singles and couples
  - Homeowners and renters
- Highly educated
- Culturally diverse, many second generation
- High use of technology



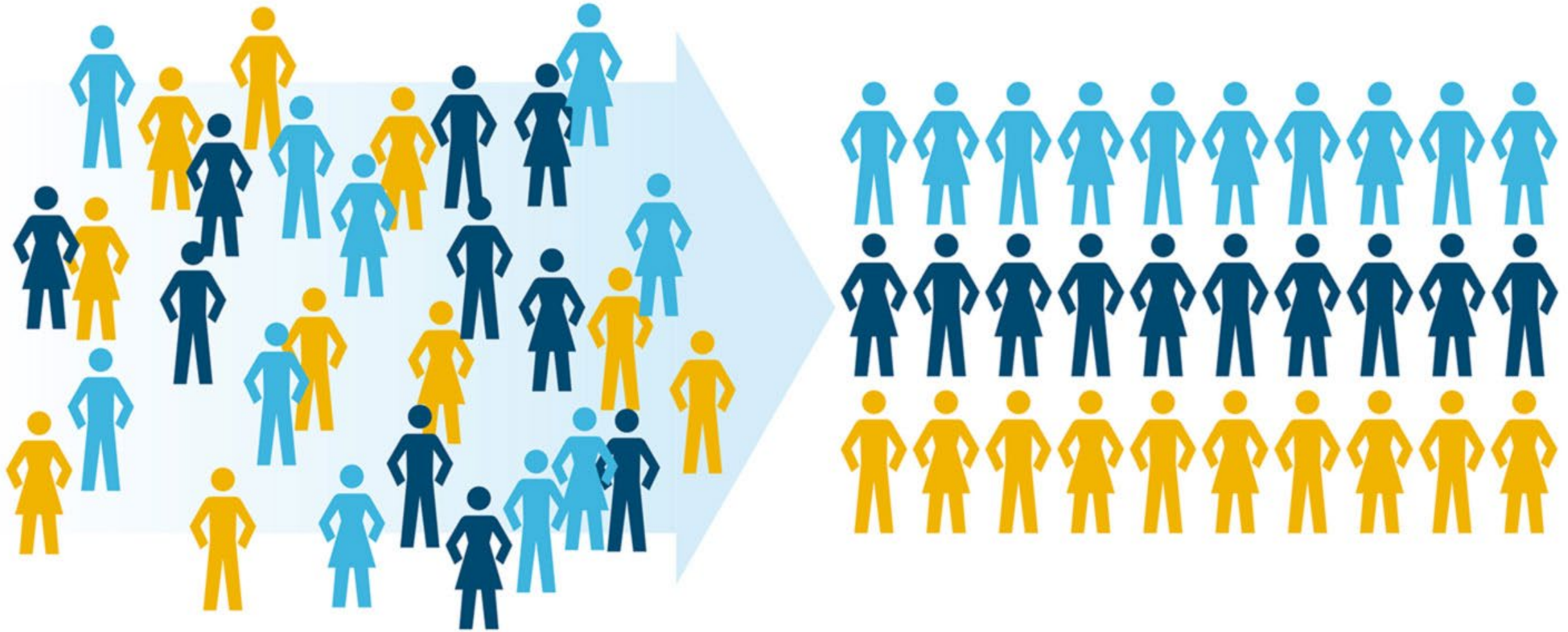
Home Owners  
54%

# Millennials are Not All the Same





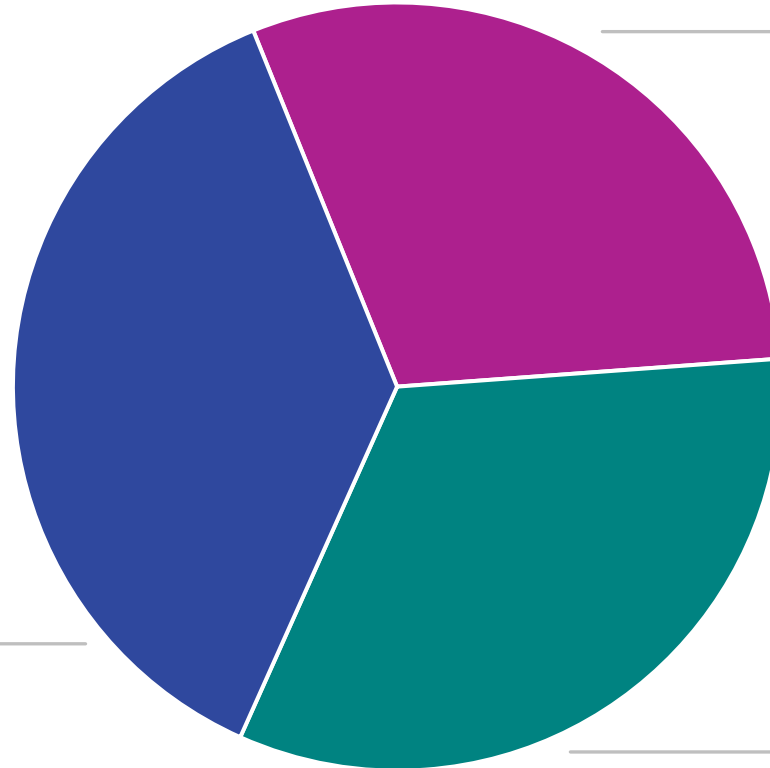
# Find your Millennials



# Three Millennial Lifestyle Types



**BUDGET  
MILLENNIALS 37%**

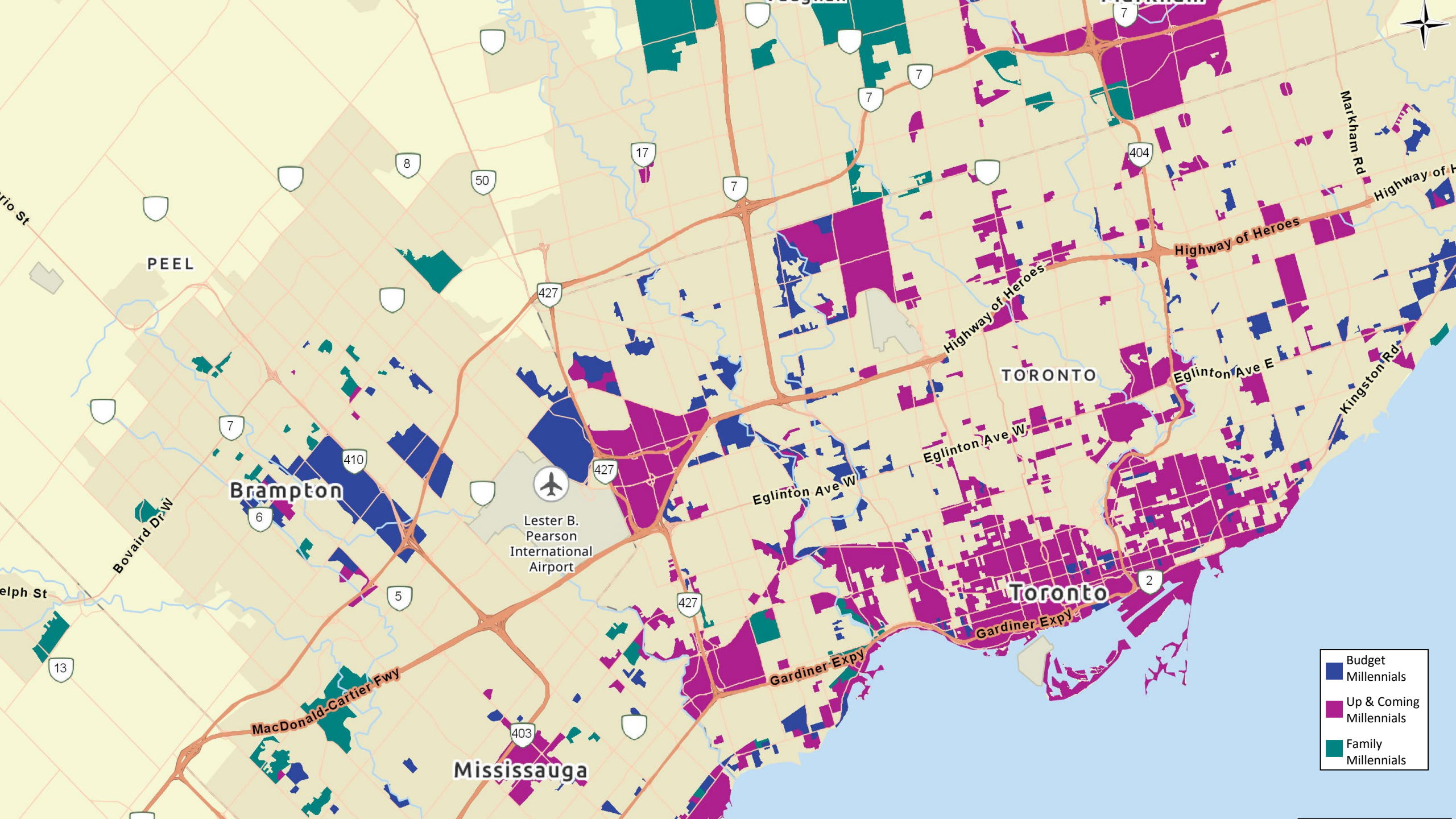


**UP & COMING  
MILLENNIALS 30%**



**FAMILY  
MILLENNIALS 33%**





- Budget Millennials
- Up & Coming Millennials
- Family Millennials

# Demographic Characteristics

## BUDGET MILLENNIALS

## UP & COMING MILLENNIALS

## FAMILY MILLENNIALS



AGE

Under 34 years old

24 – 39 years old

Under 44 years old



HOUSEHOLD STRUCTURE

Singles & Couples

Singles & Couples

Young Families with  
Children



HOME OWNERSHIP

Renters

Renters

Owners



HOUSING

Older Apartments

High-Rise Condos

Newer Houses



URBANITY

Urban City Centres

Urban City Centres

Suburban



# Demographic Characteristics

## BUDGET MILLENNIALS

## UP & COMING MILLENNIALS

## FAMILY MILLENNIALS



AVERAGE HOUSEHOLD  
INCOME 2021



AVERAGE HOUSEHOLD  
INCOME 2026



EDUCATION



EMPLOYMENT



TRANSPORTATION TO  
WORK

\$75,263

\$130,311

\$119,252

\$87,454

\$154,724

\$136,216

Mixed

University

University

Blue Collar

White Collar

White Collar

Public Transit and Walk

Public Transit and Walk

Drive

Source: Environics Analytics PRIZM 2021, DemoStats 2021

# Wealth & Giving Behaviours

## BUDGET MILLENNIALS



## UP & COMING MILLENNIALS



## FAMILY MILLENNIALS



Net Worth

\$306,946

\$827,088

\$451,683

Liquid Assets

\$188,270

\$482,578

\$236,351

Average Dollars Given to Charitable Organization

\$492

\$1,523

\$733

Charitable Category of Choice

Development & Housing

Arts & Culture / Environment

Education & Research



# Social Media

## BUDGET MILLENNIALS



## UP & COMING MILLENNIALS



## FAMILY MILLENNIALS



Facebook

79.4%

76.2%

79.2%

Twitter

31.7%

35.3%

31.2%

Instagram

42.5%

48.8%

42.7%

LinkedIn

41.9%

53.5%

42.9%

Snapchat

14.4%

11.4%

15.3%

# Top Values

## BUDGET MILLENNIALS



Multiculturalism

Financial Concern  
Regarding the Future

Flexible Families

## UP & COMING MILLENNIALS



Social Learning

Effort Towards Health

Personal Control

## FAMILY MILLENNIALS



North American Dream

Personal Optimism

Primacy of the Family

# Over to Ephraim!



# Millennials: A Snapshot

- 20% of the population
- Multitaskers
- Tech savvy
- \$20 billion annual donations



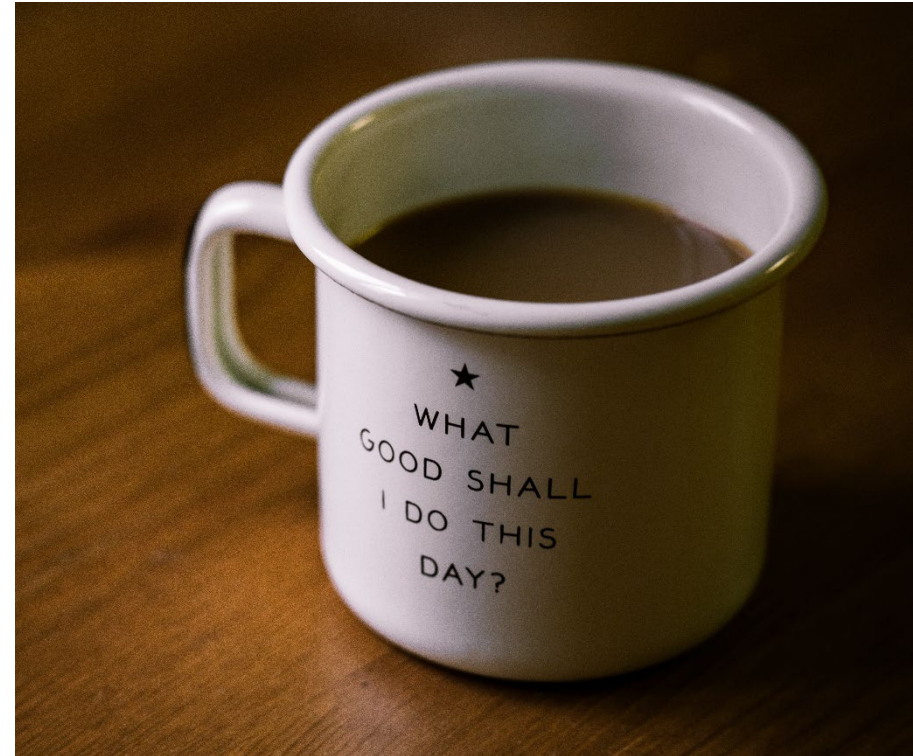
# Millennials: A Fundraising Snapshot

- Motivated to make the world a better place
- Value networks: Want to use their collective voice
- **Passionate about issues, NOT institutions**
- 60% give to 3.3 NPOs



# 2019 Millennial Impact Report (Achieve, Case Foundation)

- Time, skills, talent, money, voice:  
All are equal
- Buying from socially responsible  
company = doing good
- Small or large scale = doing good
- The message: Who = what





# 2019 Millennial Impact Report (Achieve, Case Foundation)

- Number 1 influence on engagement with your NPO? Peers!
- 90% stop giving: Lack of trust
- 75% stop giving: Lack of info on how gift was used



# What is Fundraising?

- “SHOW ME THE MONEY” ✕
- Building relationships ✓
- Start NOW!
  - Older Millennials
  - Peak earning years



# Millennial Motivations for Giving

They're motivated by:

- The cause, NOT the NPO
- The story of who will benefit
- Inclusivity





# Communicating & Marketing to Millennials

- They grew up in a connected world- meet them where they are!
- Mobile responsive site
- **EMAIL!**
- You are:
  - Easy to reach
  - Responsive to comments/questions



# Communicating & Marketing to Millennials

- **Social proof:** Showcase their peers
- Feature corporate partnerships
- Social, email, text, in-person events
- Inconsistent comms turns them off (Qgiv's Generational Giving Report)



# Your Website and Millennials

- 66% will research before making a gift (Qgiv's Generational Giving Report)
- **They research impact (data time!)**
- Web speed and mobile matter
- Storytelling
- Fight distrust





# Social Media, Email and Millennials

- Keep them updated
- They WILL connect with brands on social
- Shine a spotlight on them
- Share testimonials & impact



# Millennial Fundraising: Include Them!

- Lower the bar of entry!
- Offer opportunities to get involved
  - Board & committees
  - Virtual activities- e.g. mentoring kids
  - Volunteering
- Awards are for everyone



# Millennial Fundraising: Peers

- Ambassador fundraising
- **Friendraising- give them the tools**
- Kick-offs before events





# Millennial Fundraising: Digital

- Make giving easy!
- From Qgiv's Generational Giving Report
  - Yes to Apple Pay, PayPal, Google Wallet
  - Allow giving via text/app
  - They'll pay processing costs



## Text to donate

Pick up your phone and text "Planet" to 44231. It's that easy.

# Millennial Fundraising: More Ideas

- Sell cool merch (they'll wear you on their sleeve)
- Corporate partnerships
- Experiences (marathon, bike race, dance-a-thon)
- First-time welcome package



# Millennial Fundraising: And Finally...

- Don't just do what YOU want. Ask THEM what THEY want!
- Decision making process should be inclusive





# Millennial Fundraising: Post Donation

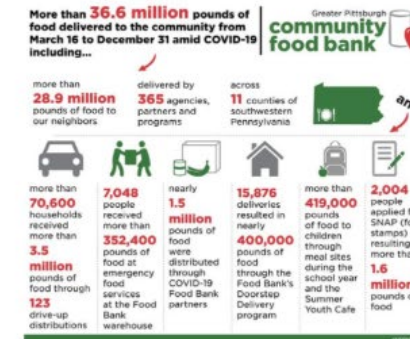
- Show how gift made a difference
- **Storytelling!**
- Constant updates
- Relationship with NPO staff

Meet Bridget



Bridget, a student and a bar manager, was laid off during the COVID-19 pandemic. "I'm laid off and I'm actually a student. I'm trying to graduate. I graduate in two weeks and my school is actually the one that told me about this [distribution]"

Stories of how your donation will make an impact in the lives of your neighbors experiencing hunger:



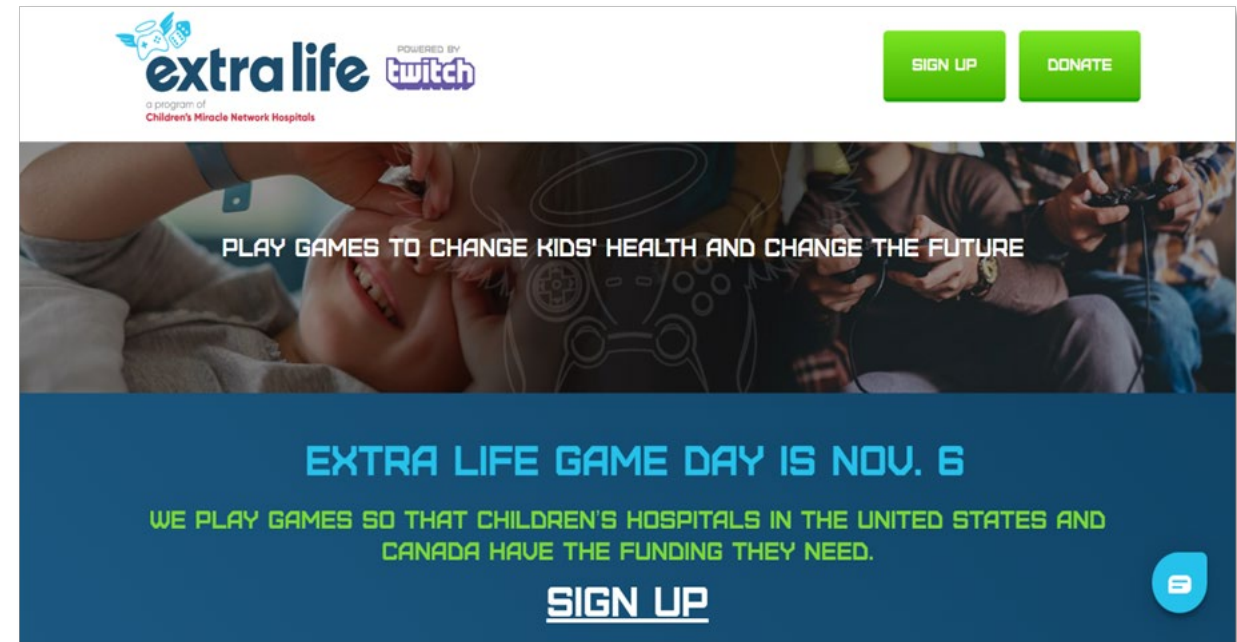
Meet Curtis and Audrey



Curtis and Audrey are doing their best to make ends meet, but the COVID-19 pandemic is making that a challenge. While Audrey waited for her disability to come through, Curtis had been working at a hotel and a food restaurant, but is furloughed.

# Ideas to Consider

- Extra Life: Gaming for good
- Virtual scavenger hunt
- Networking events
- Speakers



# Great Idea to Learn From





# Great Idea to Learn From

## Let's color Shakesbear!

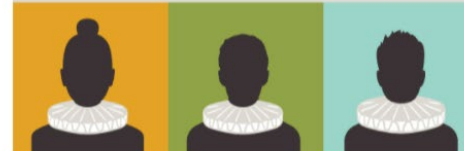


Fill Shakesbear in his garden with your own colors! Share your artwork on social media and tag us #BillsBash2021 #SSCShakesbear — we'd love to see your work!

## Print, Cut, and Decorate Your Own Ruffs



# #BashSelfie



Fancy yourself up with a printable ruff!  
Tag us using #BillsBash2020  
#BashSelfie to share your selfies on social media.

[Get your ruff here!](#)

## Recent Activity



A donation was made to **Patrick O'Kelley**

Share: [f](#) [t](#)



A donation was made to **Ariel Rosemond**

Share: [f](#) [t](#)



A donation was made to **Jain Rutherford**

Share: [f](#) [t](#)



Melissa Huther donated \$500.00 to **Bill's Bash 2021**

Share: [f](#) [t](#)

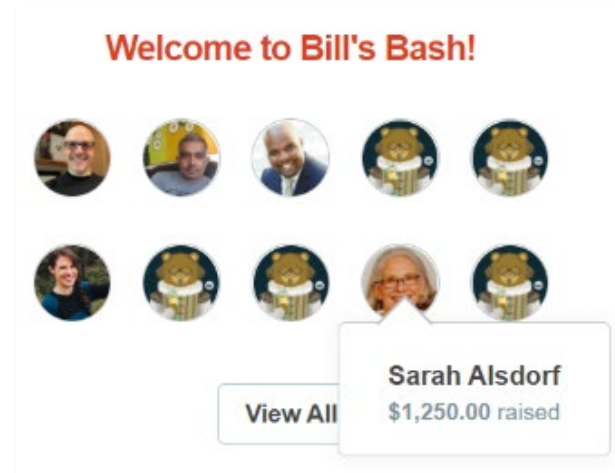


Alison Nesmith made a donation to **Bill's Bash 2021**

Share: [f](#) [t](#)

[View More Recent Activity](#)

# Great Idea to Learn From



## Virtual Zoom Background!



Turn any meeting into a Bash with this special virtual background! (Right click and save this image to use.)







# Questions?



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