Georgia Grant Professionals Association  
Meeting  
July 28, 2015

Welcome: DeaRonda Harrison

Presentation: Engaging Millennials  
 Presenter: Tommy Pearce, Georgia Center for Nonprofits

* Georgia Center for Nonprofits offers consultants in four main areas:
  + Strategic Planning
  + Leadership development
  + Development planning
  + Sucession planning
* For the purposes of this presentation, millennials (also known as Gen Yers) were born in early 1980s to the early 2000s.
  + Currently, this generation makes up one third of the population.
  + This generation encompasses the largest age range compared to the others.
  + Also, millennials represent the largest population among generations.
  + While right now millennials represent one third of the workforce, they are projected to occupy half of the workforce in 2020.
* Beyond conducted a survey of 6,000 HR professionals and millennials. The perceptions of millennial workers are very different than how they think they are. For example, 85% of the HR professionals identified this generation as tech savvy, while only 35% of millennials labelled themselves as such.
* Takeaway from the survey: millennials are more loyal to their career than their employer. Workers from this generation average 2.5 years at an organization.
* Media perception: Me Me Me Generation
  + More generous than most people realize
  + Most diverse generation in history
* You can essentially make any perception about this generation and find research to back it up as necessary.
* Fundraising: Millennials represent 11% of total giving.
  + Donate more often, but in smaller amounts.
  + Average $481 per year across 3.3 charities.
  + Giving via mobile outpaces all other platforms at 62%.
* Millennials care more about causes than organizations, specific projects over ongoing work, and they are influenced by their peers.
  + 70% willing to solicit for an organization about which they are passionate.
  + 48% donated through work.
* Workers in this generation perceive giving their time, money, network, and skills as equivalent.
* They value organizations that are transparent in their impact - 49% gave only to groups that clearly demonstrated their impact.
* They either volunteer or donate – not both.
* GCN surveyed 100 people online:
  + 33% respondents donate regularly / 31% occasionally / 36% rarely or never
    - Why? Extra money, passionate about the cause, corporate structure, or convenient.
    - Why not? No money, lack of transparency, impact, prefers to volunteer, already works for nonprofit, and lack of passion for cause.
  + 70% volunteered in 2014 through the workplace / 77% would more likely develop or use skills
  + Of the people who volunteered: 96% enriched sense of purpose, 95% helped their community, 94% improved moods, 78% less stressed, and 27% of unemployed respondents reported more likely to find a job.
  + 55% millennials volunteer and 45% do not.
    - Why? Connection to organization, build professional skills, personal fulfillment, corporate program, or specific passion.
    - Why not? No free time, not a priority, lack of peers, easier just to donate, or lack of passion for specific mission.
* What’s the best way to engage this age group?
  + Social media: they learn and share on social media, but donate elsewhere.
  + Facebook is top right now, but Twitter, Instagram, Snapchat, and Pinterest is rising in popularity with the 20 somethings.
  + Millennials follow 1-5 nonprofits.
  + Tip: posts should target this group and provide engaging content.
  + Level of engagement has changed: before it was a pyramid, now it’s a vortex. The goal is for your content to be shared by many.
  + Effective strategies are gamification, competition, and incentives. GCN created a leaderboard for Georgia Gives Day. It tracked the top givers and gave mini-incentives during the campaign.
  + Tell stories and use imagery. Your organization can demonstrate your impact through individual stories. Attach a person with the cause. Examples were United Way of Greater Atlanta: Thank you from client and Atlanta Community Food Bank: family profile.
  + Demonstrate impact with quick and easy statistics. Example was Atlanta Community Food Bank: $1 donation goes to feed xx people.
  + Create sharable and actionable content. Example was SafeHouse Outreach with a girl who received a backpack and how you can help others like her at a specific event.
  + Use mobile-friendly sites with a clear donate button and visible mission. Keep it simple!
  + Talk to companies about sponsoring or conducting volunteer and donation programs.
  + Explain the benefits of being engaged:
    - Positive mental health outcomes
    - Develop professional and management skills
    - Better odds of finding work
    - Make connections (Community Bucket)
* Cater giving programs to a younger audience:
  + Smaller, more frequent donations
  + Advocate for your organization
* Resources:
  + Census – volunteer rates compared to other metro areas
  + White House economic impact report

Presentation Q&A:

* How can we create a more intense engagement? Each organization is different. Experiment on what works for you and your organization. Hire a professional photographer or videographer. Make sure this content illustrates your mission. Also, target your audience. They are many resources online to guide nonprofits on using social media.
* Keep in mind that millennials are more concerned with the mission. They are more likely to work for an organization that has a mission.
* Because of the recession, many have volunteered or interned right out of college.

Chapter Business: Introductions and Announcements

* June minutes were presented and approved. Motion by Kate Bachman, second by Meghann Adams.
* Treasurer report: we have a total of $6,033.62.
* July 31 is the last day of early bird registration for the GPA conference in St. Louis.
* Grants Professional Foundation – Every Chapter Challenge
  + Danny Blitch pledge $250, challenged Kimberly Hays de Muga to pledge $250, and challenged the rest of the members to pledge that totals an additional $250.
  + The foundation uses this money to fund scholarships, memberships, and sponsorship for regional conferences.
  + You can donate online ([www.grantprofessionalsfoundation.org](http://www.grantprofessionalsfoundation.org)) or give a check to David Broussard, chapter treasurer.
  + For the Star Chapter, the deadline is October 31, but donations will be accepted until December 31.
* Job opportunities: no new opportunities to announce, but there is a list of openings on the website.
* Newsletter: DeaRonda is looking for a volunteer to spearhead newsletters. Older issues are on the website.
* National update from Deb Cook: SIGs get-togethers at the National conference. On the new website, the boards are not being used. SIGs are going to send out a survey to discern consultants’ expertise. Many have a specific niche, but others do not know what those are. This survey looks to identify those.
* SIGs are a useful resource if you have a question. According to Nancy Smallwood, it may take a while to get an answer, but she has found them to be quite helpful on issues she is not familiar with when writing a proposal.
* Current SIGs are: Education (2): K-12 / Higher Ed, Government, Health, Libraries, Law enforcement, Tribals, International, Sciences, and Arts & Culture.
* Social media will be in and around the conference. Deb is in charge of National’s LinkedIn page. She is also trying to figure out who is in charge of social media for all the chapters.
* GPC update from Nancy Smallwood: there are scholarships for testing, August 1- September 30. There are four questions for the scholarship. They are looking to have testing during the 2016 conference here in Atlanta. The scholarship covers the entire cost of the test ($549), but does not cover the renewal cost that is required every four years.