United Way Ottawa's GenNext Program

Thursday, June 21, 2018

CANADA

USA

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Principles

How

Tools

What are the things you need to champion for a <u>successful</u> GenNext Program?

Learn

The Next Generation of American Giving

BLACKBAUD INSTITUTE | FOR PHILANTHROPIC IMPACT

GENERATION IMPACT

HOW NEXT GEN DONORS ARE REVOLUTIONIZING GIVING

WILEY

SHARNA GOLDSEKER
MICHAEL MOODY

30 YEARS
OF GIVING IN CANADA

The Giving Behaviour of Canadians:
Who gives, how, and why?

Fondation Rideau Hall Foundation

IMAGINE
CANADA
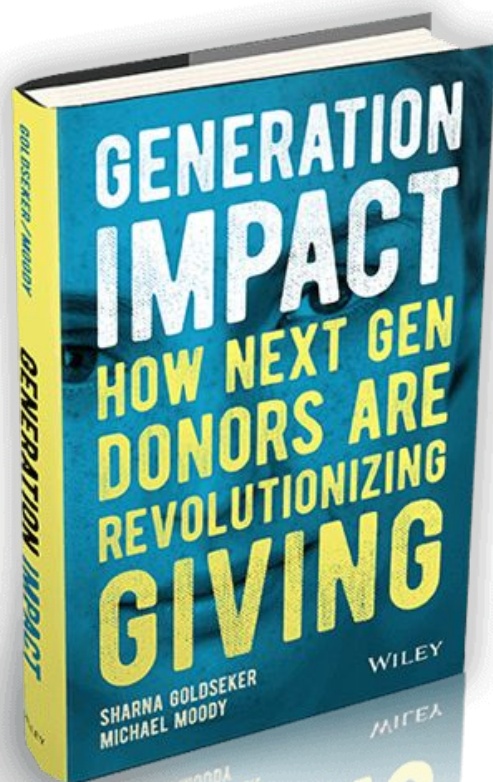
Talking a different language

| Formative Experiences	Maturists (pre-1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (born after 1995)
	Wartime rationing Rock 'n' roll Nuclear families Defined gender roles - particularly for women.	Cold War 'Swinging Sixties' Moon landings Youth Culture Woodstock Family-orientated	Fall of Berlin Wall Reagan/Gorbachev/ Thatcherism Live Aid Early mobile technology Divorce rate rises	9/11 terrorists attack Social media Invasion of Iraq Reality TV Google Earth	Economic Downturn Global Warming Mobile Devices Cloud computing Wiki-leaks
Attitude towards career	Jobs for life	Organisational - careers are defined by employees	"Portfolio" careers - loyal to profession, not to employer	Digital entrepreneurs - work "with" organisations	Multitaskers - will move seamlessly between organisations and "pop-up" businesses
Signature product	Automobile	Television	Personal Computer	Tablet / Smartphone	Google glass & 3-D printing
Communication media	Formal Letter	Telephone	Email & Text Message	Text & Social Media	Handheld Communication Device
Preference when making financial decisions	Face-to-face meetings	Face-to-face ideally but increasingly will go online	Online - would prefer face-to-face if time permitting	Face-to-face	Solutions will be digitally crowd - sourced

You'll need a different approach and expectation.
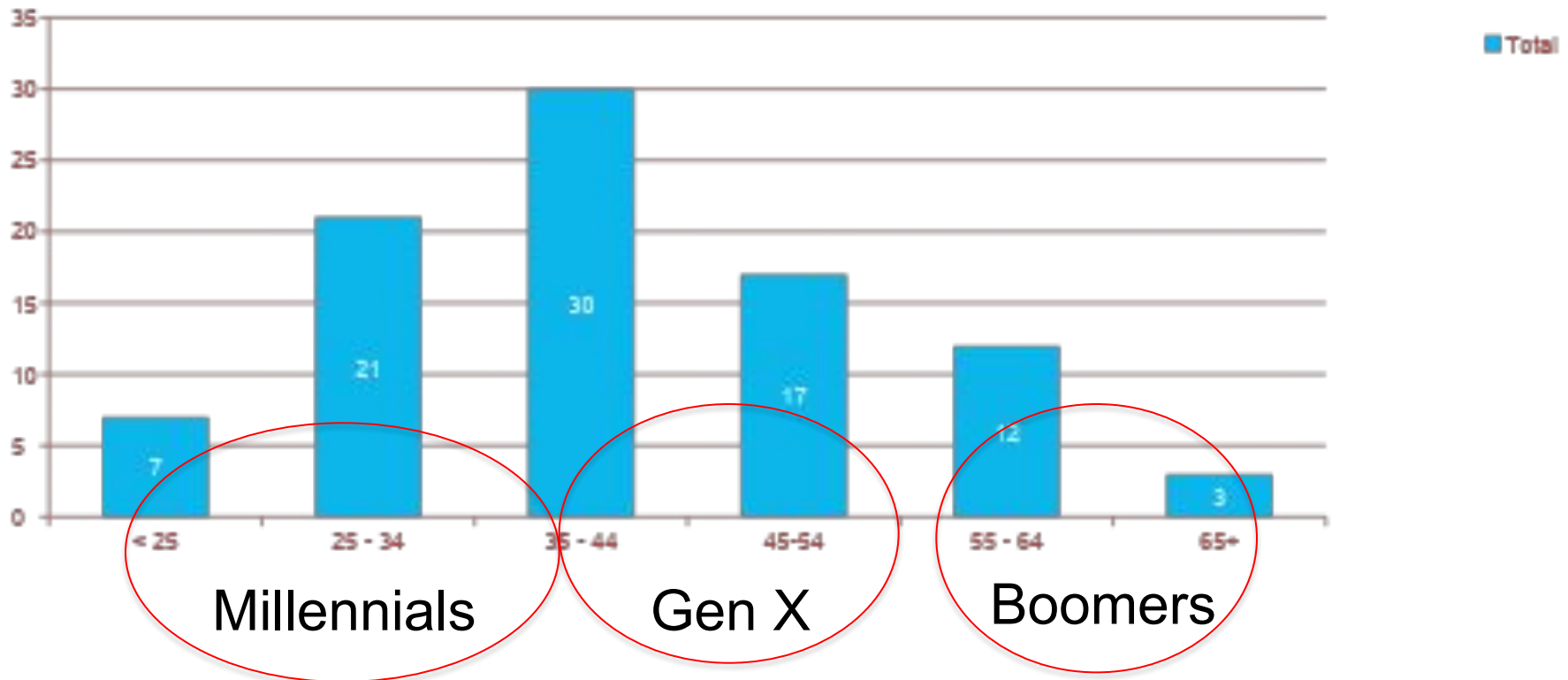
Enable and champion some organizational change.

Commit Resources
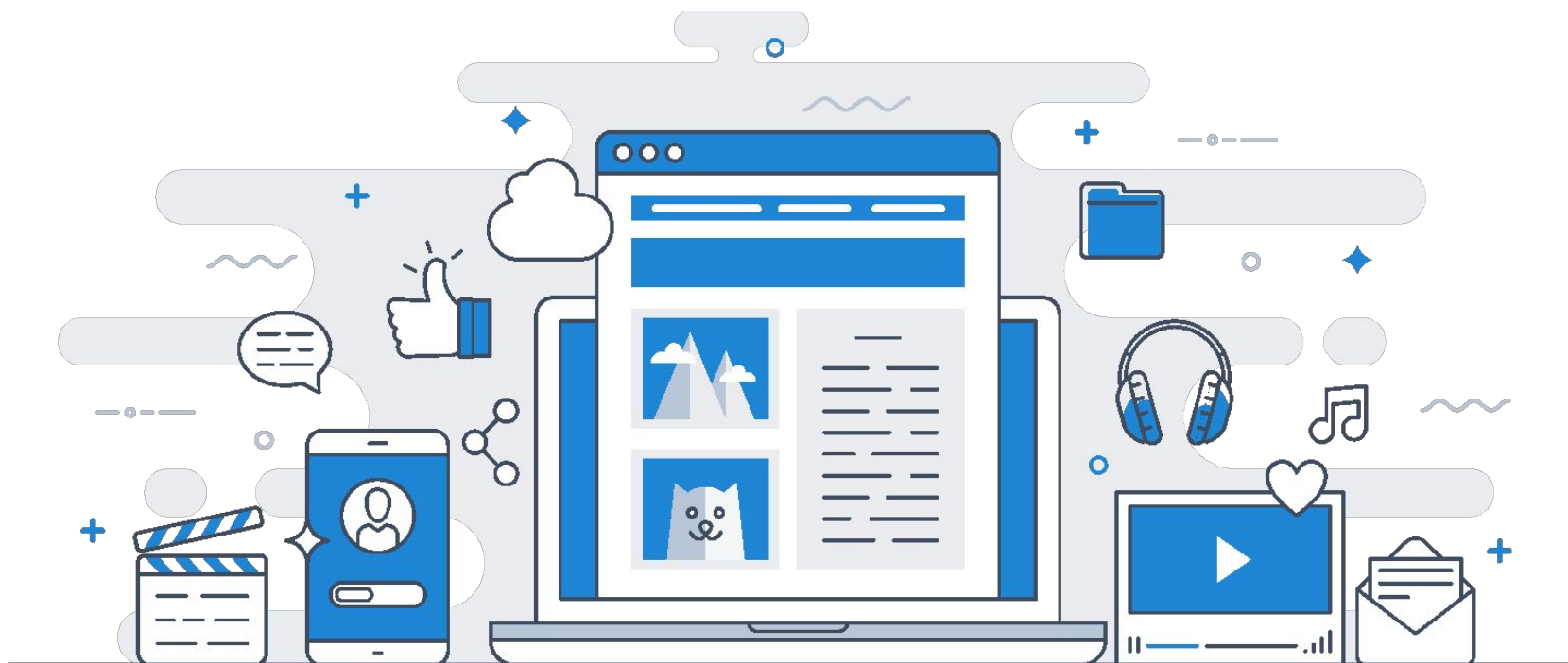
GENNEXT JOURNEY

- Next Gen: Established in 2005

- Next Gen Cabinet was established for Volunteer Stewardship

- Volunteer Stewardship also involved a fundraiser that engage this new cabinet which ultimately lead to the creation of Schmoozefest.

Who are Millenials?

- 20 to 36 years of age

- Millennials are the "disrupters" and are, as a group, significant enough to create change.

- Millennials aren't climbing over each other to scale the corporate ladder

- They have little expectation or desire of a job for life

- They expect work colleagues to 'walk the talk' of social responsibility;

What we know:

- Millennials are influential, engaged and result-driven when it comes to supporting a cause.

- They want to know that their involvement means something.

- More importantly, **they are highly driven by their peers**— they put more trust in peer opinion over brand, and are more likely to value relationships and experiences.

- They occupy a space where genuine connection, **trust** and **authenticity** play a critical role in gaining their loyalty.

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Objectives

- Increase the GenNext Donor Base

- Increase awareness of the GenNext movement, cementing GenNext Ottawa as **the go-to gathering of people in their 20s and 30s who want to create lasting change in Ottawa.**

"Go" where they are and get them to leave with you.

External: The GenNext Advisory Cabinet

- **10 to 12 GenNext members, representing a range of professional sectors.**

- **Young, professional leaders invested in peer-to-peer professional connecting:**

  o **Facilitating outreach among their sectors.**

  o **Tools: Mix & Mingles, Schmoozefest, existing industry and workplace**

  o **Thorough analysis of different sector approaches for creation of overall workplace strategy**

Internal: working group with a dedicated focus

- **Program manager**

- **Advisory Cabinet Liaison**

- **Social Manager**

- **Events**

- **Business Development**

- **Design**

- **Agency Engagement**

SLIDE TITLE TBD

- **Brand Partnerships**

- **Collaboration—don't reinvent the wheel**

- **Stewarding: Digital movement**

- **Cabinet: ambassadors, sector representatives**

- **Events – go to networking events in the city for young professionals – not about money but INFORMATION and DATA COLLECTION**

P2K PERSON TO KNOW

SCHMOOZE FEST 2017

SEKOU KABA
Olympian, Motivational Speaker

mix & mingle
SUMMER SOCIAL

THURSDAY, JULY 26, 6-9PM
OTTAWA ART GALLERY, 50 MACKENZIE KING BRIDGE

SLIDE TITLE TBD

- **Identify specific causes that millennials care about**

- **Report back: show how their donation is making a difference in their community**

- **Utilize peers and direct co-workers to influence participation**

Sponsors now coming to us

Objectives:

Digital First Approach

Not different, but completely different

Let's play a game

Go to <u>www.menti.com</u> and use the code 28 51 3

RIP Trees
370,000,00 BCE – 2024 CE
"They were nice for a while"

Millennials have grown up with technology
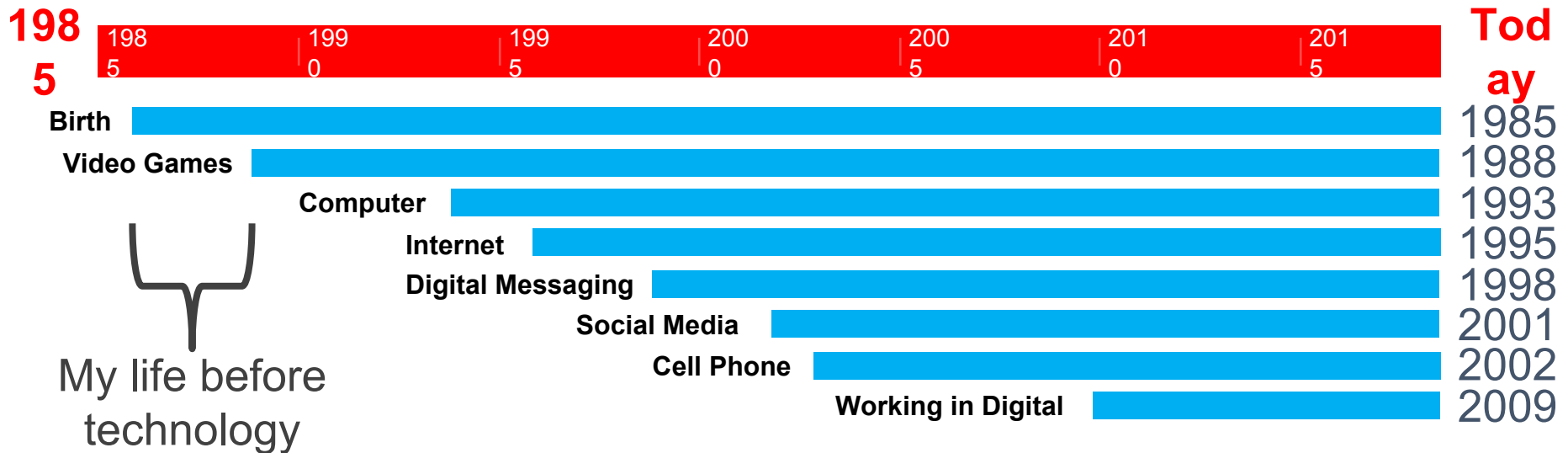
Mobile First

- Everything you do needs to work on a phone – start there

- All web pages involved need to work on mobile (including donations)

- All emails need to be designed for mobile – subtle but important

- Any actions need to be possible on mobile

- Donation systems need to prioritize the mobile user

Prioritizing digital, reducing costs

Shotgun: Traditional, Mass Media, Demographic

Rifle: Digital, Targeted Media, Interest-Based

Content Strategy

Telling a story that people care about

Crafting our own stories

- Creating content: blog posts, videos, images, social media

- Relates to Giving Circles and our supporters

- Hosted on our website, the content hub

- Ties into our work and leads to registration/donation

Sharing others' stories

- Identifying partners by our shared audience

- Tying their stories of community into ours

- Support our events with their own

- Positioning ourselves as a leader in the community

Channels & Mechanics

Delivering our messaging and accomplishing our objectives

Facebook

- Use to share some content and events

- Some discussion between page/followers

- Important posts are "boosted" to reach more followers

- Curates past events and photos

- After event: photos & tagging

Twitter

- Excellent for talking with followers/influencers

- Intersection of business people and millennials

- Great for sharing lots of content (repeatedly)

- Easy to curate and share partners' content (re-tweets)

- Great for curating discussions at events with hashtags

GenNEXT
Ottawa

TICKETS ON SALE NOW!

SCH MOOZE FEST 2017

SPAO

mix & mingle
SPRING SOCIAL

THURSDAY, MAY 17 – 6-9PM
SPAO, 77 PAMILLA STREET

Presented by:
Tek Savvy

#STOKE THE KIDS

Birling and United Way Ottawa GenNext
want YOU to #STOKETHEKIDS!

This fall, it's easy to make a difference
in someone's life. Tag #stokethekids and
@birlingtheott on your favourite social media
platform to show us how you spread the love and
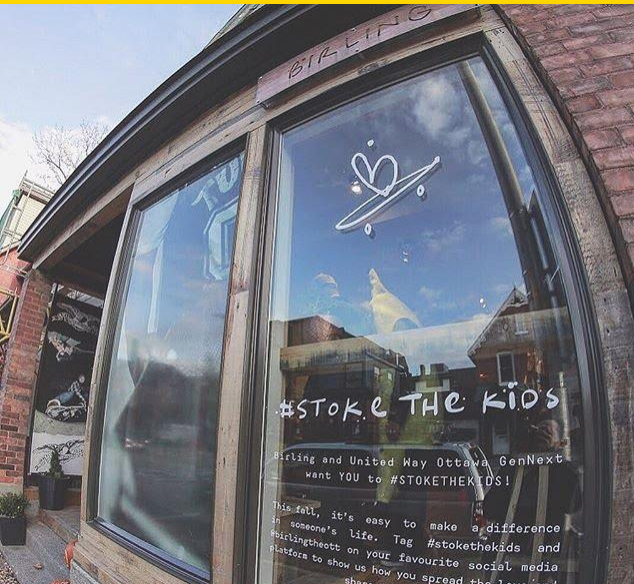
Email Invites & Eventbrite

- Our main list is segmented by language and GC status

- Segments receive different invites and   offers in their language

- Event registration is handled (very well) by Eventbrite

- MailChimp integration tracks opens, clicks, and sales

- Consistent process makes it really easy to deploy and promote events

Data

Getting actionable
insight with our audiences

What didn't work: assumptions

- Three years ago, we added ~3,000 "millennials" to our mailing list

- ~70% never opened an email

- ~20% unsubscribed

- ~10% became engaged users

- These users caused massive administrative challenges

- Ultimately, all but the ~10% were purged

What does work: research

- Demographics aren't everything: interest profiling is important

- Talking to supporters, researching platforms and partners

- Understanding success factors

- Targeting channels and profiles

Andar: donations & organization-view

- Database is for actionable record-keeping

- GenNext donor's contact details

- Informed by MailChimp (subscription status)

- Donation history (whole organization) including designations

- Andar does not generate lists: only tracks the data it would for any donor

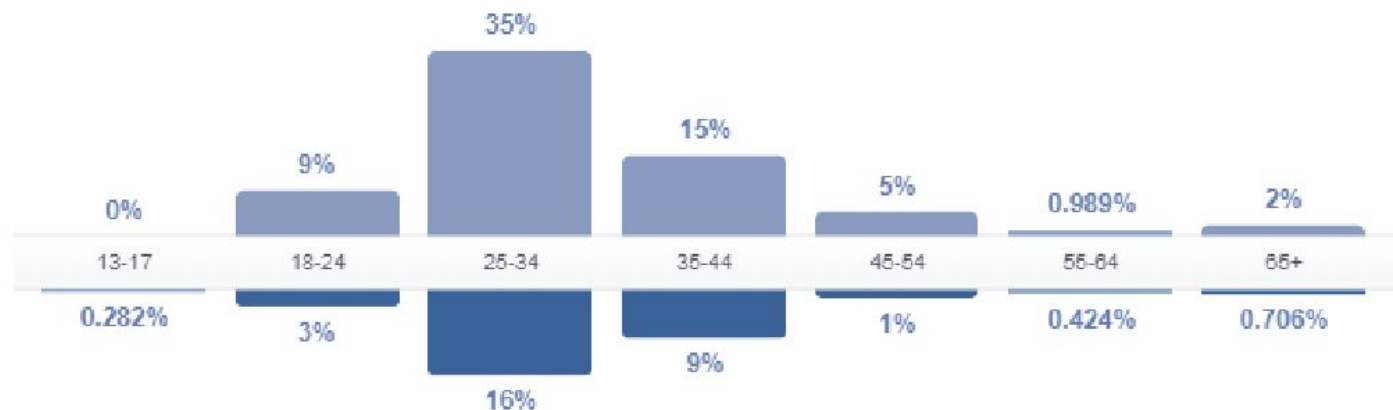Your Fans | Your Followers | People Reached | People Engaged

Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.

Women

■ 67%
Your Fans

Men

■ 31%
Your Fans

35%

15%

9%

5%

0.989%

2%

0%

| 13-17 | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |

0.282%

3%

16%

9%

1%

0.424%

0.706%

Country	Your Fans
Canada	674
United States of America	7
India	3

City	Your Fans
Ottawa, ON, Canada	554
Toronto, ON, Canada	24
Gatineau, QC, Canada	19

Language	Your Fans
English (US)	578
English (UK)	93
French (Canada)	21

List performance

Average open rate	**25.3%**	Average click rate	**1.4%**
Average subscribe rate	**700.0%**	Average unsubscribe rate	**0.6%**

Predicted Demographics

■ Female ■ Male ■ Other ■ Unknown

Gender

- ■ 60.2% Female
- ■ 39.7% Male
- ■ 0.0% Other
- ■ 0.1% Unknown

Age Range

Age	%
18-24	1.7%
25-34	52.6%
35-44	21.3%
45-54	14.8%
55-64	4.3%
65+	5.4%
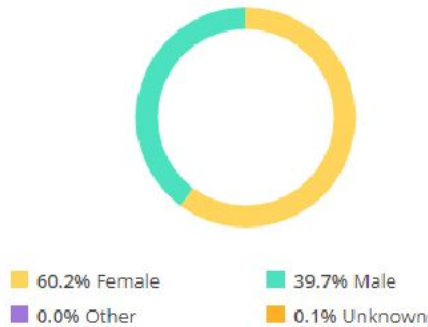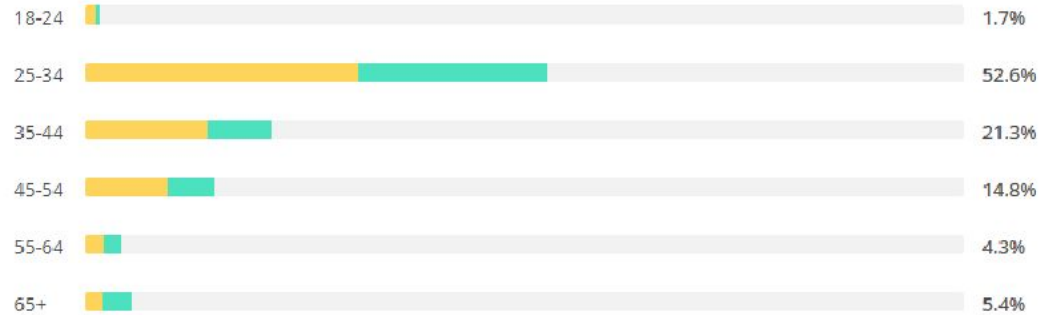
Learn more about Predicted Demographics

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You can do this, too!

- Changing habits and mindset is harder than learning the tools

- Think big picture and take manageable steps towards it

- Learn a tool and roll it out slowly, iterate and   integrate with more

- Invest time and creativity—embrace any younger staff's skills

- Many of these tools have free learning guides

- We have a recent overview presentation/guide for you

Top Ten Takeaways

Understand segments

Seek to understand the differences of the GenNext segment(s) you wish to target.

Recognize similarities

Recognize that they are not different – but they are completely different.

It's a long game

A GenNext strategy is not about traditional revenue growth—it's a long game.

Collect data

Build out strategies based on research – collect data.

Go to Them

Go to where they are—and support their needs.

Embrace digital

Embrace a digital first approach.

Accessible strategies

GenNext strategies are accessible, effective and cheap.

Connect

Connect to the cause.

Story-telling

Story-telling is essential.

Make it your own

What works for us may not be right for you - make this your own.

" The point in history at which we stand is full of promise and of danger. The world will either move toward unity and widely shared prosperity or it will move apart into…competing blocs. We have a chance…to use our influence in favor of a more united world."

–Franklin D. Roosevelt, 32nd President

Questions?