



# United Way Ottawa's GenNext Program

Thursday, June 21, 2018

**WE ARE  CANADIAN**

# CANADA



# USA



# CANADA

**BONJOUR**

**HELLO**

# USA

**HELLO**

**HOLA**



# CANADA



# USA



# CANADA



# USA



# CANADA



# USA



# CANADA



# USA



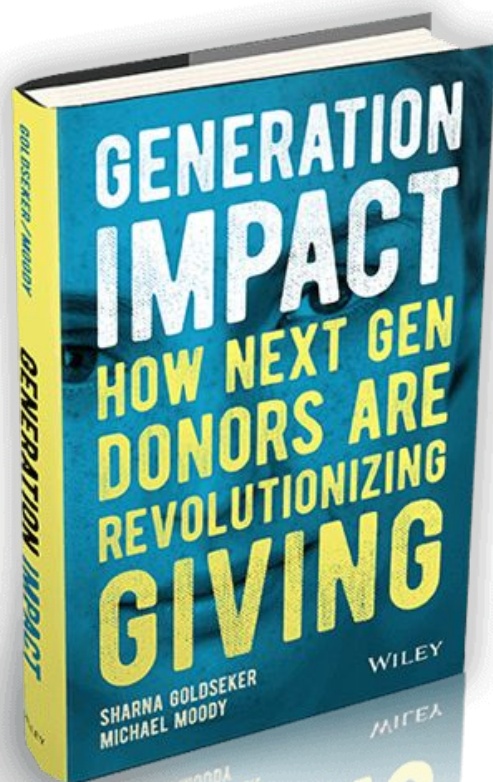




**Principles**  
**How**  
**Tools**

**What are the things  
you need to champion  
for a successful  
GenNext Program?**

# Learn





## Talking a different language

Formative Experiences	<b>Maturists</b> (pre-1945)  Wartime rationing Rock 'n' roll Nuclear families Defined gender roles - particularly for women.	<b>Baby Boomers</b> (1945-1960)  Cold War 'Swinging Sixties' Moon landings Youth Culture Woodstock Family-orientated	<b>Generation X</b> (1961-1980)  Fall of Berlin Wall Reagan/Gorbachev/ Thatcherism Live Aid Early mobile technology Divorce rate rises	<b>Generation Y</b> (1981-1995)  9/11 terrorists attack Social media Invasion of Iraq Reality TV Google Earth	<b>Generation Z</b> (born after 1995)  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

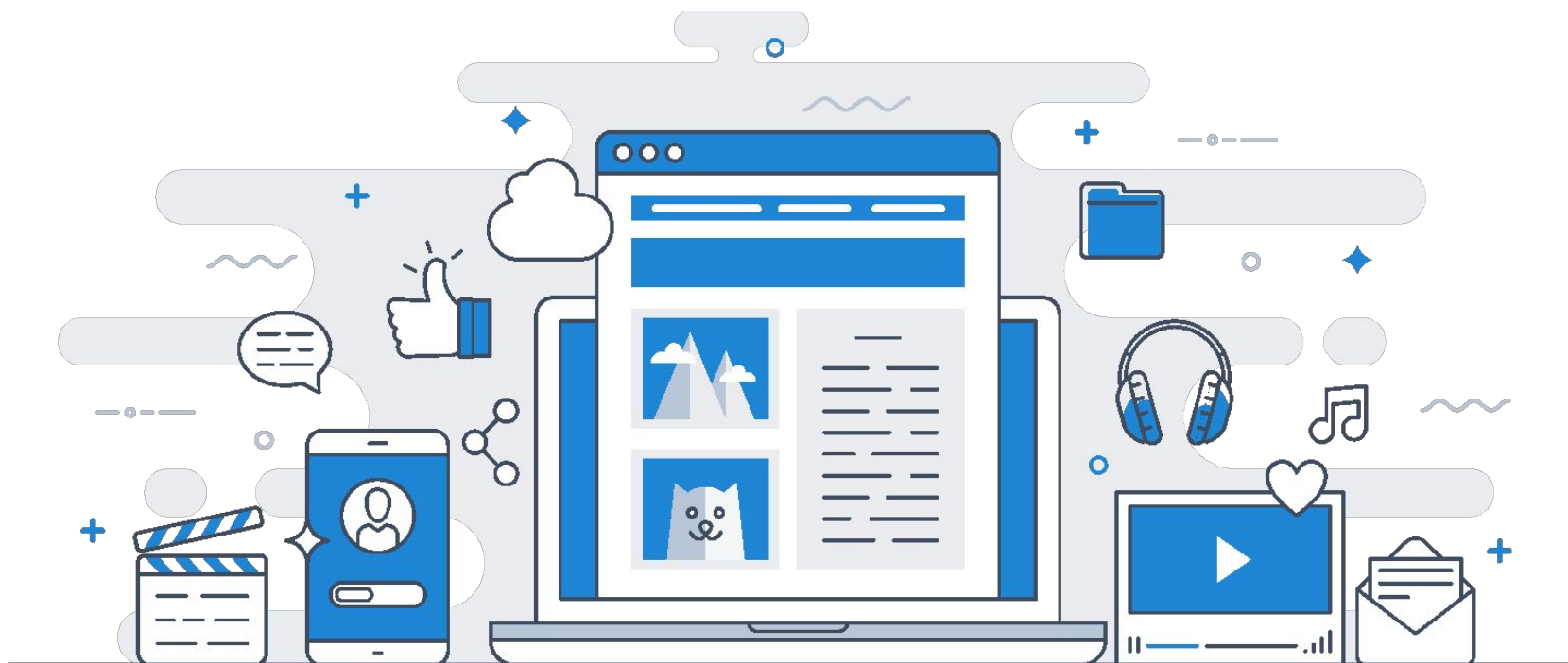
**You'll need a different  
approach and expectation.**



# Enable and champion some organizational change.



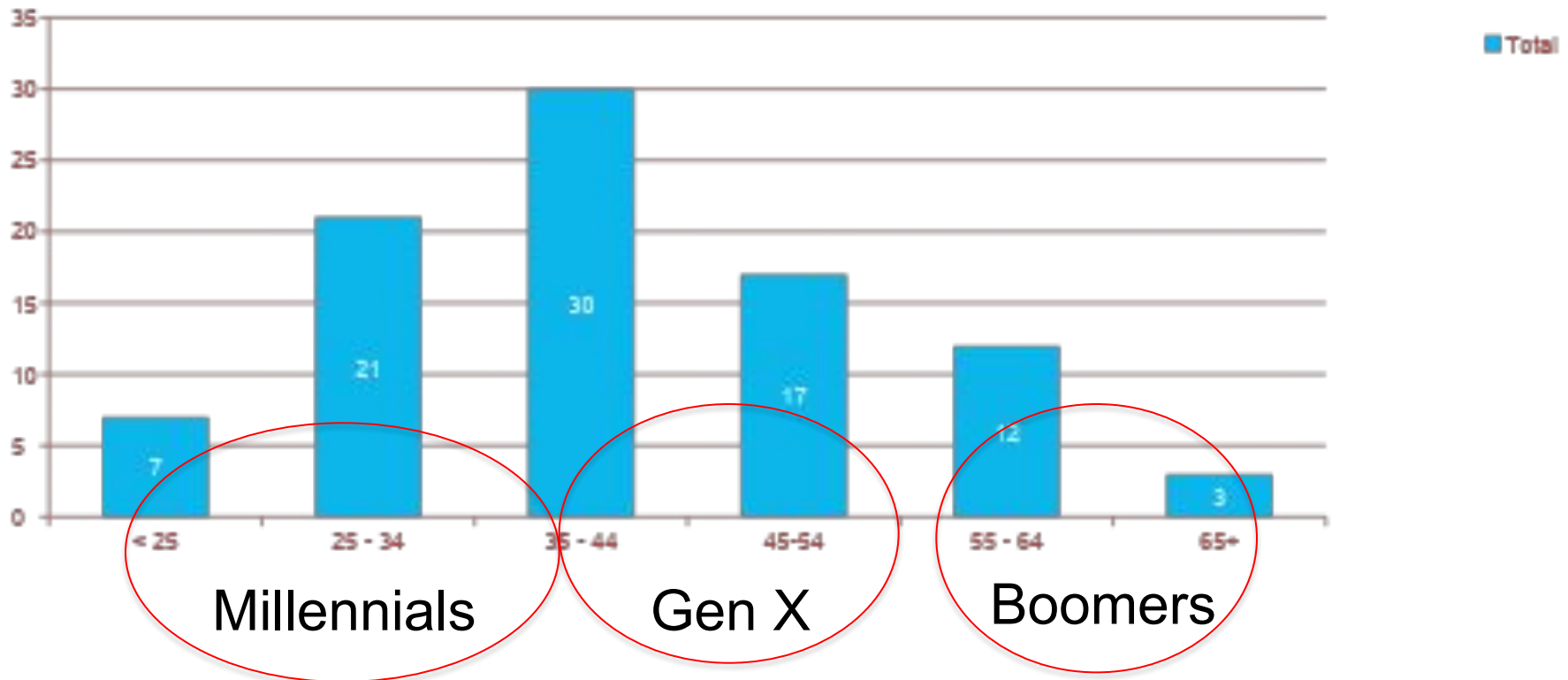
# Commit Resources







## Headcount by Age Range



**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.





**P2K**

PERSON TO  
KNOW

# SCH MOOOZE FEST 2017

**MAXINE PATENAUDE**

Host, CreativeMornings Ottawa

# Who are Millennials?

- 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.



GenNEXT  
Ottawa



# 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:**
  - **Facilitating outreach among their sectors.**
  - **Tools: Mix & Mingles, Schmoozefest, existing industry and workplace**
  - **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**





BEAU'S





## **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 [www.menti.com](https://www.menti.com) and use the code 28 51 3

A woman with long brown hair, wearing a black jacket, is holding a black smartphone to her ear. She has a questioning or slightly annoyed expression on her face. A white speech bubble is positioned to her left, containing the text "Why are you calling me?". The background is a blurred outdoor setting with green foliage and a building.

**Why are you  
calling me?**



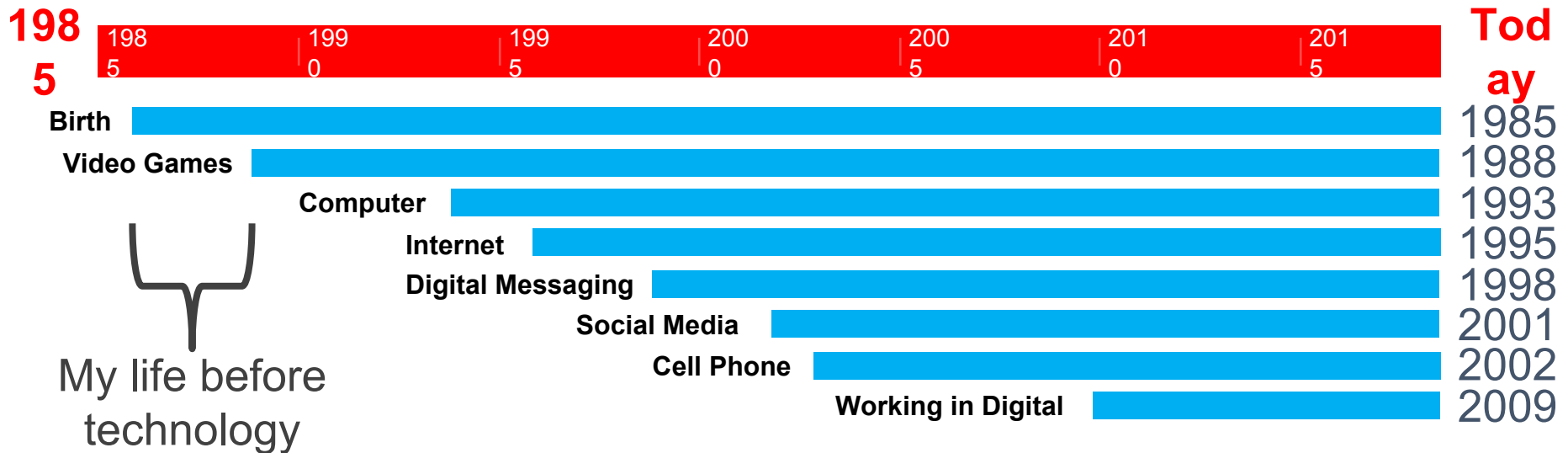
370,000,00 BCE – 2024 CE  
“They were nice for a while”

“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





GenNEXT  
Ottawa

# This is Ottawa

Voici Ottawa

# 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

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## A BIG, DIGITAL HUG

Welcome to your first GenNext Ottawa e-update, a chance for us to keep you posted about upcoming events, news and views that affect our community and the reasons why we're part of this growing movement. We'll be connecting with you every couple of months, but don't worry, you'll still get our Mix & Mingle, and SchmoozeFest invitations the good old-fashioned way (emails, emails, emails). — Talk soon!



### MEET Kathleen Kemp

New Chair of the GenNext Advisory Cabinet

[READ MORE](#)

### Charlie & Warner

"We are all human, and we should be treated like we are all human." Your support to the

[READ MORE](#)



### PARTNER PERKS

We are excited to offer you exclusive discounts with our partners, and get our events!

[LEARN MORE](#)

### Factoids and things GenNext!

Hate networking, public speaking or giving presentations?

Hate networking, public speaking or giving presentations?

Hate networking, public speaking or giving presentations?

Hate networking, public speaking or giving presentations?

### Ottawa social scoop!

The GenNext Mix & Mingle: Winter Social

Celebrate International Women's Day!

Check out a Creative Mornings event!

Help Impact Hub Ottawa recognize organizations!



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## HAPPY (almost) spring!

Welcome to the March GenNext Ottawa update—keeping you posted about upcoming events, news, views and our growing movement.

The snow is melting! Celebrate by joining us at Ottawa Food Fusion 2018—[Enter to win tickets!](#)



### MEET Rebecca McCormick

GenNext Advisory Cabinet member and an Ottawa social scoop

[READ MORE](#)

### Mix & Mingle: Winter Social

New chair of the GenNext Advisory Cabinet

[READ MORE](#)



### Asking for help isn't easy. Getting help should be.

Over 100 people will be participating in a panel discussion on the topic of asking for help. The panel will be moderated by a panel of experts. The panel will be moderated by a panel of experts.

[LEARN MORE](#)

### Interested in a spa day?

Relax and rejuvenate with a spa day at the Holiz Spa. The spa is located in the heart of Ottawa. The spa is located in the heart of Ottawa.

[LEARN MORE](#)



Thank you for attending and supporting our GenNext events! Thinking about donating, or become a GenNext Giving Circle Supporter today for just \$20/month? You can receive discounts on United Way events, partner perks and member-only development opportunities.

[JOIN TODAY](#)

### Learn & Engage

Procrastination: To Do or Not to Do?

Commence Growth Lab—Breakfast Edition March 27

Community Builders: The people who make us fall deeper in love with our city

How Youville Centre tackles bullying with empowerment

Volunteer with United Way & Ottawa Community Housing on April 18

Meet the 2018 Ottawa Social Impact Award winners

### Ottawa Social Scoop

Ottawa Food Fusion 2018, a cooking competition at Le Cordon Bleu April 12

June Award winner, Kellie Evans, at CreativeMornings on March 29

Is this up your alley? Ten Oaks Bowls-Thon supporting LGBTQ+ families!

Know an amazing volunteer? Nominate them for a Community Builder Award



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## Hello, Summer. We've been waiting...

It's the GenNext Ottawa June update! Thanks for inviting us into your inbox. We'd love to see you in person, win a pair of tickets to the July Mix & Mingle and the fabulous Ottawa Art Gallery! — Enter to win tickets!



### MEET Giancarlo Cerquozzi

GenNext Advisory Cabinet member

[READ MORE](#)



### MEET Girls+ Rock Ottawa

Girls+ Rock Ottawa is a band of the Year Award "They ROCK+reality project"

[READ MORE](#)



### These women are incredible.

Publication of a Community Builder of the Year Award and a panel of experts.

[READ MORE](#)

### Support Perks

Exclusive benefits of events (with GenNext events)

[READ MORE](#)



### Learn & Engage

Who's looking at you, kid?

A local Social Enterprise run by kids, and your taste buds are their priority...

5 Ways to grow your creativity & productivity

Does networking have to be slimy?

### Ottawa Social Scoop

CreativeMornings Ottawa: meet up, the inspiring Leo Jan Oldenbarnveld on June 29

Grab your fancy baskets and get local!

Ottawa's a word—here's a summer checklist to see if you make the cut

BeEngaging with Bering!



Your support of GenNext means everything. Join a GenNext Giving Circle and make a difference in our community.

[JOIN TODAY](#)



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# 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

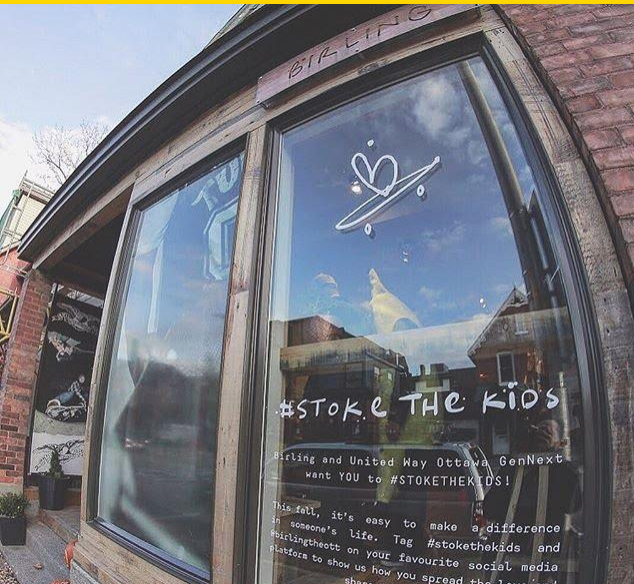


# Twitter

- 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

TICKETS  
ON SALE  
NOW!

# SCH MOOZE FEST 2017



# 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

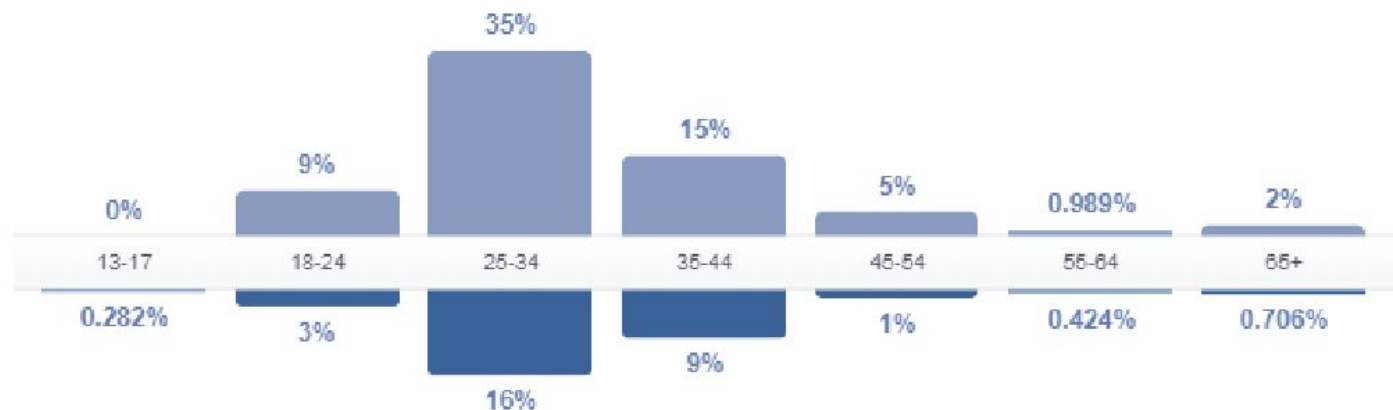
Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.

**Women**

**67%**  
Your Fans

**Men**

**31%**  
Your Fans



Country	Your Fans	City	Your Fans	Language	Your Fans
Canada	674	Ottawa, ON, Canada	554	English (US)	578
United States of America	7	Toronto, ON, Canada	24	English (UK)	93
India	3	Gatineau, QC, Canada	19	French (Canada)	21



## Audience insights

GenNext Ottawa @GenNextOtt

Your followers ▾

+Add comparison audience

### OVERVIEW

Top interest

Business and news

### DEMOGRAPHICS

Top language

English

### LIFESTYLE

Top interest type

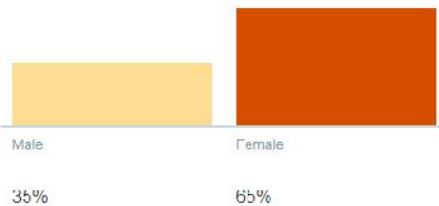
Business and news

### MOBILE FOOTPRINT

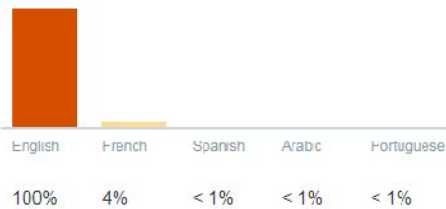
Top wireless carrier

Rogers Wireless

### Gender



### Languages



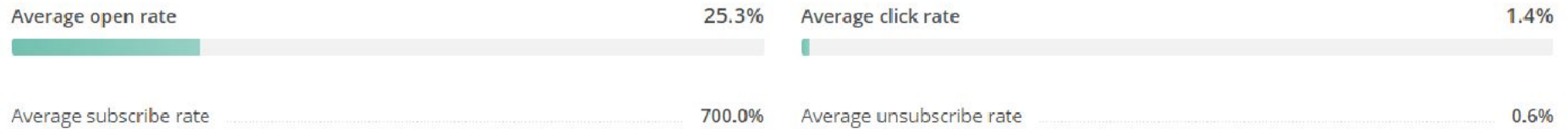
### Country

Country name	% of audience
Canada	04%
United States	3%
India	< 1%
Saudi Arabia	< 1%
Germany	< 1%
Spain	< 1%
Colombia	< 1%
Turkey	< 1%
United Arab Emirates	< 1%
United Kingdom	< 1%

### Region

State or region	% of audience
Ontario, CA	81%
Ottawa, CA	56%
Quebec, CA	9%

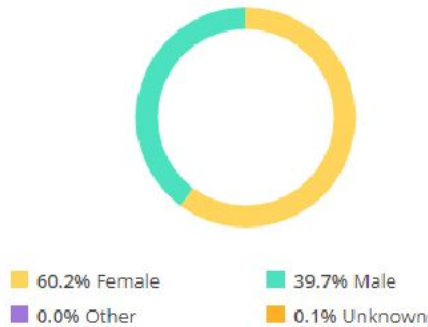
## List performance



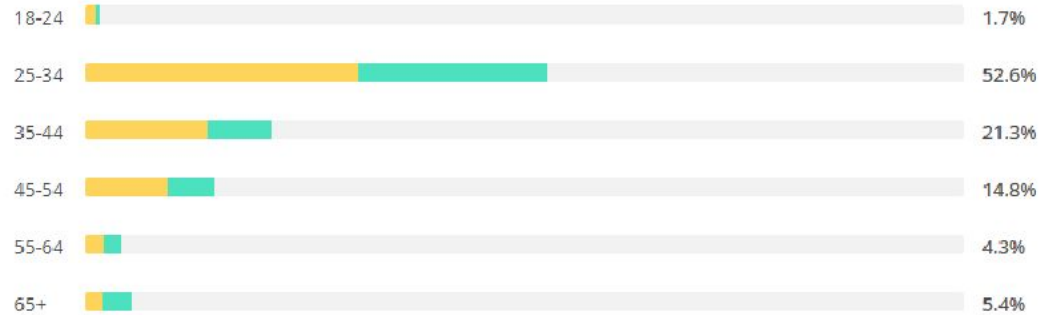
## Predicted Demographics

Female Male Other Unknown

### Gender



### Age Range



[Learn more about Predicted Demographics](#)



## 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**

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

## **Recognize similarities**

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

## **It's a long game**

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

## **Collect data**

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Build out strategies based on research – collect data.

## **Go to Them**

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Go to where they are—and support their needs.

## **Embrace digital**

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Embrace a digital first approach.

## **Accessible strategies**

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GenNext strategies are accessible, effective and cheap.

## **Connect**

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Connect to the cause.

## **Story-telling**

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Story-telling is essential.

## **Make it your own**

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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?

# Thank You



**GenNEXT**  
Ottawa