



Welcome

We are so glad you're
here.

Today's Agenda



Welcome and Introductions



Core Agreements



Group Discussion: Millennial Analysis



Presentation: Millennial Motivations



Guest Speaker: Jamie Hunt



Homework (time to creative!)

Core Agreements

- Treat others as *they* would like to be treated.
- Hold our judgments lightly.
- Do not assume others' identities.
- Make space. Take space.
- Commit to unlearning: You're allowed to grow and think things you didn't used to.
- Commit to not requiring there always be an answer.
- Use the Ouch/Oops Method to signal harm has been done and accept responsibility.
- Main room sessions will be recorded yet coaching and breakout groups will be private sessions. What stays in the breakout groups, stays there.
- Respect the level of detail people choose to disclose about their fundraising.
- **Collaborate whenever possible, do not compete.**

Where do we find
Millennials?





<https://thephilanthropyconnection.org>

Giving Circle community

- All members are 18-35
- Philanthropic education
- \$575 membership fee
- Local issues, networks, & individuals
- Can serve on a grants review team
- Can contribute to Philanthropy Dialogues



Resource Generation

- Talk a lot about class, race, gender in philanthropy
- Organize 18–35-year-olds with access to wealth among the richest top 10% of individuals or families in the U.S
- Giving Pledge
- Conferences, events, & personal connections to local members

<https://resourcegeneration.org>



Women Moving Millions

- Female-identifying people who commit \$1MIL+ to gender equality
- Next Gen Women in Philanthropy
- Conferences, events, chapter meetings, and submissions for all

<https://womenmovingmillions.org>

What messages draw
Millennials in?



Best Practices

It's the messenger not always the message.

Clear impact.

Have a personality.

Bite-sized messages, personalized!

Causes that matter most to Millennials: racial equity, environment, human services

Time to start planning!



Goal: Learn more about the Millennials attached to our mission



Goal: Begin to bring our current Millennials together in community



Goal: Create an event to cultivate and engage Millennials



Goal: Create an event to appreciate and steward Millennials



Goal: Create a plan to hire and engage more Millennials (staff, board, volunteers)



Goal: Begin designing a platform to attract Millennials to our mission

Start your plan.
Come ready to
share!

