

MILLENNIAL GIVING CIRCLE OUTLINE

Objective: Build a Circle of Young Professionals/Philanthropists: Create a long-term, donor base of individuals 25-40 years old, who will give on a monthly basis.

Target 10 YPs at \$25 or \$50 per month for FY 2019. \$3,000 - \$6,000 per year.

Aim for 20 in year 2.

- Educate monthly members to understand the role you play in the ecosystem/movement.
- Cultivate a New Generation of Philanthropists and build a new base of donors who have not thus far been engaged with our organization. Be mindful toward recruiting YPs from diverse backgrounds (education, race, gender, socio-economic status, etc...)
- Empower Donors to be Public Advocates for Our Work: YPs will learn how to use their social capital online, within their networks, and communities to promote the work.

Themes/Structure: Education, Inspiration & Information.

(4) Quarterly Newsletters offering stories from the field, timely resources and opportunities to engage with the mission.

(2) Annual events to celebrate accomplishments

Suggested newsletter framework:

- Donor testimonial and/or story
- Relevant article and/or white paper
- All event information
- Donation link with a free giveaway!

Potential Launch Event ideas:

- Happy Hour and Networking
- Film Screening and Discussion
- Interactive, program-related evening

- Speaker Series and Networking

First Steps: Choose a Chairperson

The chair will be responsible for creating events & booking speakers as well as emailing the YPs with background information and invitations prior to the event. A co-chair can also be recruited. Light refreshments will be provided by the chair, as an in-kind donation. Chairs must be dynamic, energetic thought-leaders within the existing community who are willing to take on the role for a full year, supporting the Development team in executing engagements and gathering new members.

REMINDERS: At the end of the year, YPs should get a special impact report as to how their collective donations impacted the movement. Staff will share program accomplishments and thank the donors. Everyone will be encouraged to help with year-end fundraising. Personalization of the Impact Report is done by the Chair for each member.