

THE MILLENNIAL IMPACT BENCHMARKS

The Millennial Impact Benchmarks represents a path any organization can follow to direct its culture toward Millennial engagement. The system is based on three levels—Millennial Inviting, Millennial Immersion, and Millennial Impact—with ways to help Millennials connect, involve, and give at each level.

1 INVITING

Millennial Inviting is the first level of Millennial engagement. No matter its size or the resources at its disposal, every organization can adopt the strategies and cultural changes to take the first step connect and involve Millennials.

2 IMMERSION

Millennial Immersion is the second level of Millennial engagement. Organizations that reach the benchmarks of this level have designed programs with Millennials, not just for them. At this stage, Millennials are actively participating in unique ways to help the cause enhance awareness and outreach efforts in the community.

3 IMPACT

Millennial Impact is the third level of Millennial engagement. The ultimate goal—the pinnacle of a Millennial engagement strategy—is to provide leadership, service, and truly transformational opportunities for Millennials to affect the direction and impact of the community.

THE MILLENNIAL IMPACT BENCHMARKS

OVERVIEW

INVITING

IMMERSION

IMPACT

CONNECT

- Mobile-Friendly Website
- Social Media
- Email
- Website

- Action Center
- Ambassadors

- Supporting Activism to Organizing Activism System

INVOLVE

- Micro-volunteering
- Millennial Group Volunteering
- Committee Engagement
- Advisory Board

- Pro Bono Skills
- Board Participation

- Young Professional Models
- Full Continuum of Involvement
- Program Design and Idea Generation

GIVE

- Online Giving
- Reports Impact of Gifts
- Peer Fundraising

- Direct Gifts Towards Interests
- Opportunities to Visit and See Impact of Gifts

- Peer Small Group Giving Circles

CULTURE

- BUILD Acceptance

- Transparency
- Leadership-Inviting
- Solutions-Inspired
- Work/Life Integration
- Mentorship

- Reverse Mentorship
- Professional and Leadership Development for Staff
- Intergenerational Staff Team Problem-Solving

CONNECT

Benchmarks will guide an organization to connect Millennials.

INVITING

Mobile

Organization has a mobile-friendly website.

Social Media

Organization devotes internal resources (human and financial) to social media engagement.

Email

Organizations uses email to communicate the opportunities to get involved in the issue/cause.

Website

Website features opportunities to get involved, offers information about the organization, and shows Millennials how to engage peers in working to address the issue in the community.

IMMERSION

Action Center

Organization creates an action center for Millennials to participate with the organization to address the issues.

Ambassadors

Millennials participate as awareness ambassadors to spread news and perform outreach for the organization.

IMPACT

Comprehensive Activism System

Organizations builds a complete system from supporting to organizing activism that incorporates mobile and social media platforms.

INVOLVE

Benchmarks will guide an organization to involve Millennials.

INVITING

Micro-volunteering

Organization offers micro-volunteering (one-time commitments at 1-3 hours) opportunities for Millennials.

Group Volunteering

Organization offers peer group volunteering opportunities for Millennials.

Committee Engagement

Millennials serve on the board and organization committees.

Advisory Board

Millennials serve as advisors and/or on an advisory board for the organization.

IMMERSION

Pro Bono Skills

Organization offers and utilizes pro bono skills-based volunteers through corporate partnerships.

Board

Millennials serve as board members.

IMPACT

Young Professional Models

Organizations creates service and leadership program for Millennials.

Full Continuum of Involvement

Organization offers a complete continuum of Millennial engagement.

Program Design and Idea Generation Program

Millennials are provided opportunities to design new approaches to programs, marketing, and outreach efforts.

INVITING

Online Giving

Organization offers online giving as a method to support the organization.

Reports Impact of Gifts

Organization reports the impact of gifts online and offers opportunities for Millennial donors to ask questions regarding impact.

Peer Fundraising

Organization offers a peer fundraising program for Millennials to engage their peers in efforts to raise funds.

IMMERSION

Direct Gifts Towards Interests

Organization allows Millennials to direct support to programs of their own interest.

Opportunities to Visit and See Impact of Gifts

Organization provides opportunities for Millennial to participate in experiential stewardship programs and trips to witness the issue firsthand and also see any tangible results of their gifts.

IMPACT

Peer Small Group Giving Circles

Organization offers and supports peer Millennial giving circles to support group interests.

INVITING

BUILD Acceptance

Organization agrees to the BUILD cultural components of the Millennial Engagement Platform:

- Be Unified
- Understand Their Environment
- Identify Key Changers
- Lead By Engagement
- Determine Success

IMMERSION

Transparency

Organization is transparent with internal and external audiences.

Leadership-Inviting

Organization offers opportunities to directly interact with executive leadership – both at the staff and constituent levels.

Solutions-Inspired

Organization offers opportunities to create and design solutions to program and outreach problems.

Work/Life Integration

Organization offers staff opportunities for work/life integration methods.

Mentorship

Opportunities exist for Millennials to be mentored by board and staff.

IMPACT

Reverse Mentorship

Millennials mentor older staff and board members.

Professional and Leadership Development for Staff

Opportunities exist for Millennials to attend and participate in internal and external professional development.

Intergenerational Staff Team Problem Solving

All generations co-work in a team-based environment to solve organizational and community problems.

THE MILLENNIAL IMPACT

To continue exploring Millennial engagement visit www.themillennialimpact.com/2013research to:

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