

# Millennials Don't Care About Your Organization

Connect them to your cause

# A LITTLE BIT ABOUT SHANNON

Mom

Wife

Sister

Brussel Sprouts

Buckeye

12 Years Non-Profit

7 Years For-Profit sector

Associate Director, Relā



# What we will cover:

- Nonprofit Culture
- Millennials
- Engagement



# NONPROFIT CULTURE

"Culture eats strategy for breakfast."  
Peter Drucker (maybe)

# Why culture is important

1. Unique Identifier
2. Values Totem
3. Recruitment Tool
4. Discretionary Effort

# 2 Types of Nonprofit Culture

TRADITIONAL

TRANSFORMATIONAL

Note: Donor = anyone who contributes anything; time, talent and/or treasure.

# Traditional

**Performer =  
Organization**



**Audience =  
Donors**

# Traditional Nonprofit Culture...

1. Organization
2. What do I want FROM you?
3. Broadcast Network: One Way
4. Subtractional
5. Transactional

# Transformational

**Performer =  
Donor/Volunteer**



**Audience =  
Peers**

# Transformational Nonprofit Culture...

1. The cause
2. What do I want FOR you?
3. Broadcast Network: Complete
4. Transformational



# Activity 1

## Vision, Mission and Values

- Authenticity
- Usefulness
- Pervasiveness
- Priority



# MILLENNIALS

# Millennials and Motivation

**Does  
any of  
this  
sound  
familiar?**

- **Compelling Mission/Cause**
- **Personal Connection**
- **Peer Endorsement**

# Millennials and Culture

**Transparency**

**Input**

**Responsiveness**

**Technology**

A group of five diverse people (three women and two men) are gathered around a table in a meeting. They are looking at documents and a laptop. The image has a red overlay. The word "ENGAGEMENT" is written in white, serif, all-caps font across the center of the image.

# ENGAGEMENT

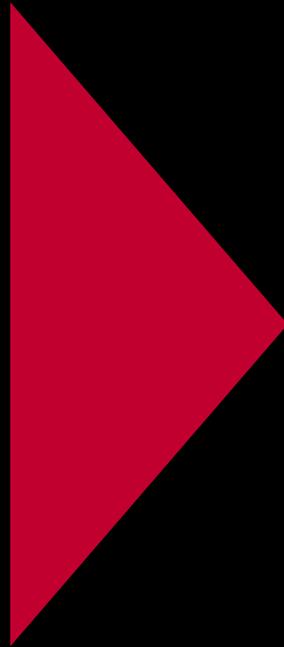
# Engagement Takes Planning

- **Culture driven by values**
- **Define different levels of engagement**
- **Develop steps/process for engagement**
- **Execute/Track/Execute/Track...**

# Levels and Types of Engagement

Remember: What do I want FOR you?

**Giving**  
**Sharing**  
**Learning**  
**Serving**  
**(Praying)**



**Participate**

**Engage**

**Own**

**SERVING**

70%

**P**

**experiential**

Attend an event

**YOU**

20%

**E**

**exploratory**

Volunteer at event

**WE**

10%

**O**

**leadership**

Oversee and recruit volunteers for event

**ME**



# Activity 2

Developing your PEO

# Process and Tracking

- 1. Know**
- 2. Ask**
- 3. Invite**
- 4. Assign**
- 5. Evaluate**
- 6. Next Steps/Track**
- 7. Repeat**

# Engaging Millennials in Your Cause

**Significance**

# Engaging Millennials in Your Cause

**Significance**

**Sharing**

# Engaging Millennials in Your Cause

**Significance**

**Mentorship**

**Sharing**

# Engaging Millennials in Your Cause

**Significance**

**Inviting**

**Mentorship**

**Sharing**

# Engaging Millennials in Your Cause

**Significance**

**Inviting**

**Mentorship**

**Flexibility**

**Sharing**

# Engaging Millennials in Your Cause

**Significance**

**Opportunity**

**Inviting**

**Mentorship**

**Flexibility**

**Sharing**

# Engaging Millennials in Your Cause

**Significance**

**Opportunity**

**Inviting**

**Mentorship**

**Flexibility**

**Personal**

**Sharing**

# Engaging Millennials in Your Cause

**Significance**

**Opportunity**

**Digital**

**Inviting**

**Mentorship**

**Flexibility**

**Personal**

**Sharing**



# Activity 3

(On your own)

Developing your personal  
mission statement

**THANK YOU!**

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