




Millennials:

A Fresh Perspective for Volunteer Managers Working with Generation Y

What is a Millennial?

Individuals born after 1982.
Mainly consisting of
teenagers and 20
something' s.



How many people
currently work with
Millennials as volunteers?

Trends and Highlights

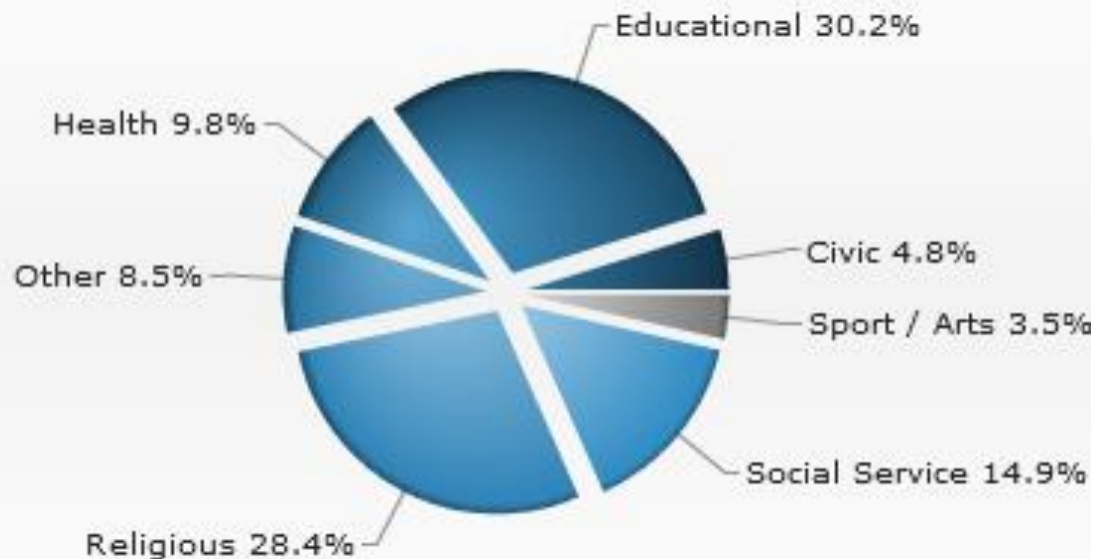
- In 2011, Millennials gave 1,240 million hours
- 31% of Millennials in Minnesota volunteered in 2011. 21% of Millennials nationwide volunteered during this time.
- The majority of Millennials give their time through religious groups and educational institutions

Corporation for National and Community Service,
www.volunteeringinamerica.gov, 2012.



Millennial Volunteer Trends

Where People Volunteer



Numbers in the chart may not add up to 100% because of rounding

Corporation for National and Community Service,
www.volunteeringinamerica.gov, 2012

How are Millennials Impacting Your Organization?

- Have you worked with Millennials?
- What strengths do they have to offer?
- Any challenges?



Millennial Attributes

Individuality within one cohesive group



Potential to succeed just
because *'you'* are *'you.'*



Diversity- Not just expected but assumed

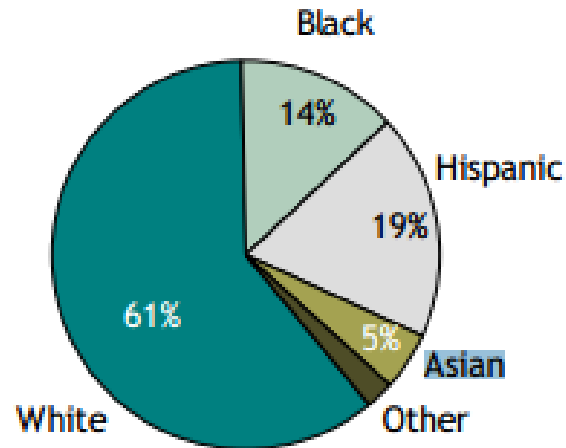


Millennial Difference: Diversity

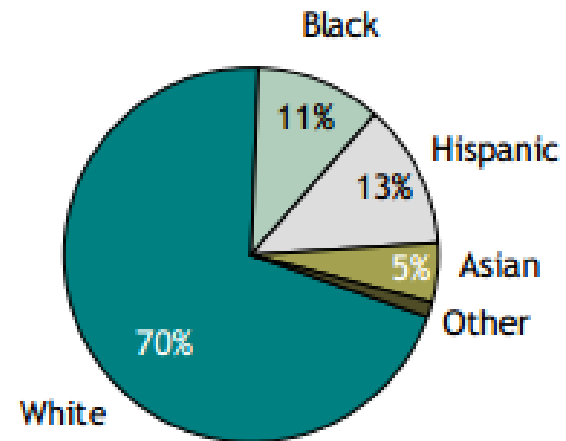


The New Face of America

Millennials (ages 18-29)



Adults ages 30 and older



Source: December 2009 Current Population Survey (CPS)

PewResearchCenter

Chart excerpted from “**Millennials: A Portrait of Generation Next: Confident. Connected. Open to Change.**”,
Pew Research Center. <http://pewresearch.org/millennials/>

World Travel and Mobility- The New Normal



Inclusivity and Equality



HUMAN
RIGHTS
CAMPAIGN®



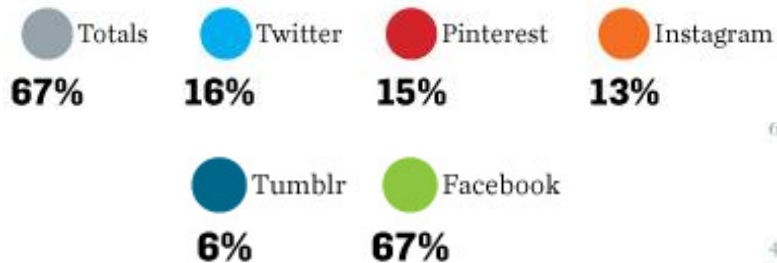
Innovative Technology



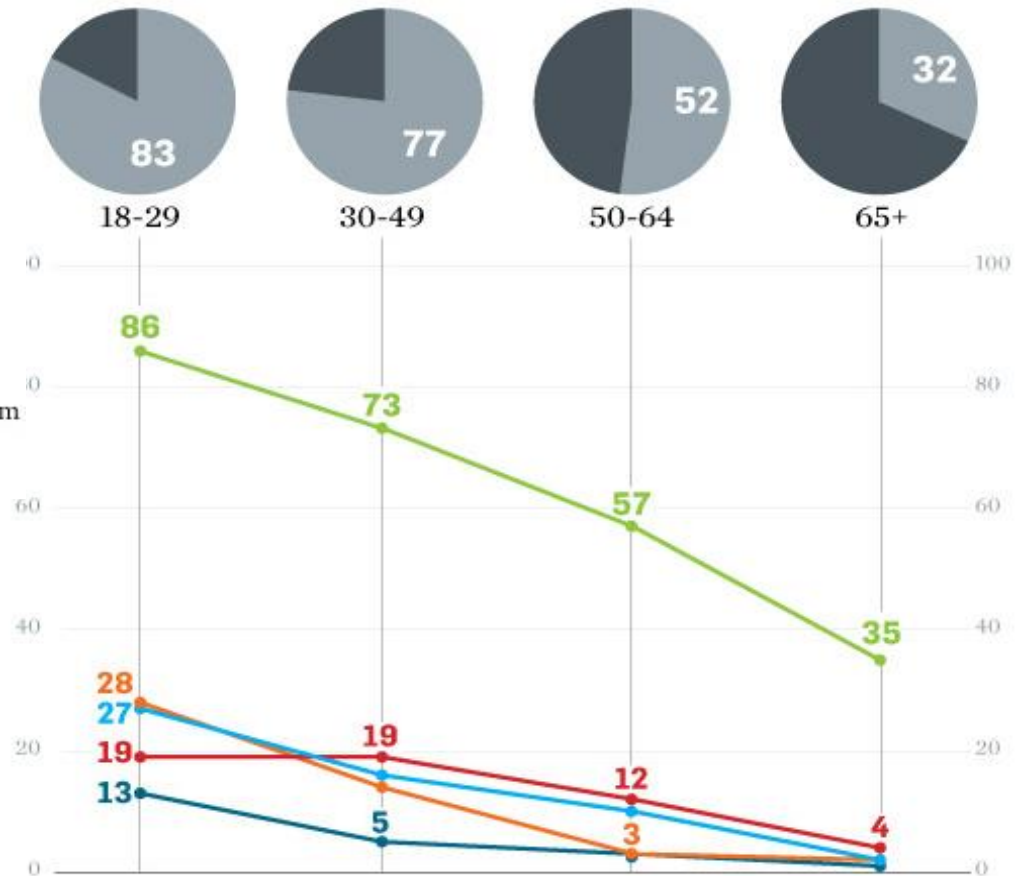
Instagram

Social Media Use by Generation

Internet users who use social networking tools (%)



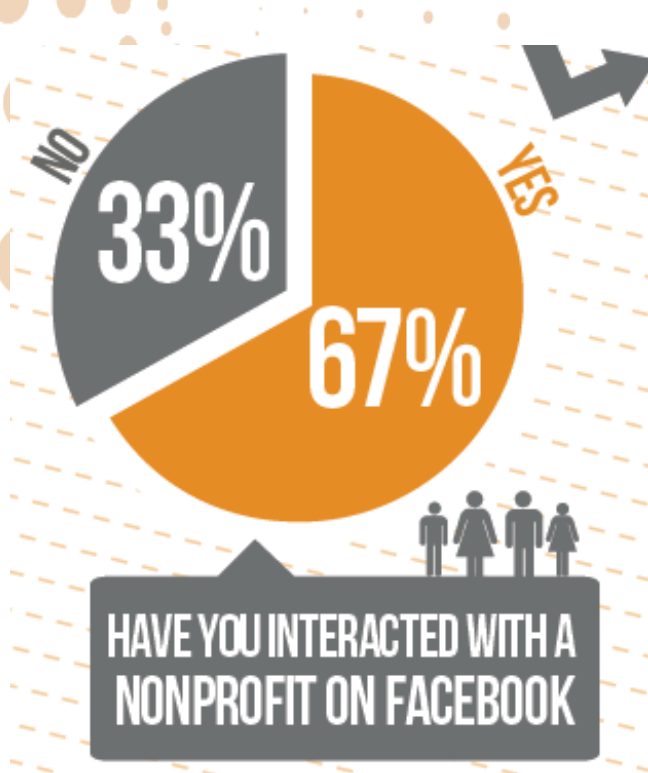
Age



Based on Pew Research Center survey results. Infographic by Carlos Monteiro.

<http://www.adweek.com/news/technology/blacks-and-hispanics-are-more-likely-whites-use-twitter-147666>

Reaching Millennials



HOW DO YOU PREFER TO LEARN ABOUT NONPROFITS?



**81% PREFER TO LEARN ABOUT
VOLUNTEERING OPPORTUNITIES
THROUGH THEIR PEERS**

Research and Infographic: The Millennial Impact Report 2012.

<http://www.themillennialimpact.com/research-2012>

Generational Comparison

	Traditionalists	Boomers	Xers	Millennials
Outlook	Practical	Optimistic	Skeptical	Hopeful
Work ethic	Dedicated	Driven	Balanced	Determined
Leadership by	Heirarchy	Consensus	Competence	Pulling Together
Relationships	Personal Sacrifice	Personal Gratification	Reluctant to Commit	Inclusive

Zemke, Raines, Filipczak. Generations at Work, 2000.

Generational Clash Points

	Traditionalists	Boomers	Xers	Millennials
Career Goals	Build a legacy	Build a stellar career	Build a portable career	Build parallel careers
Rewards	The satisfaction of a job well done	Money, title, recognition, the corner office	Freedom is the ultimate reward	Work that has meaning for me
Job Changing	Job changing carries a stigma	Job changing puts you behind	Job changing is necessary	Job changing is part of my daily routine

Zemke, Raines, Filipczak. Generations at Work, 2000.

Pinpoint Motivation

Why would a Millennial choose to volunteer their time?

- Opportunity to make an **impact**, see real results and be **CHALLENGED**
- See volunteering as a part of their **Work Life Balance**
- Professional development and **resume** building opportunities

Are Millennials volunteering with your organization? If not, what could be the reason they aren't currently volunteering?



Best Practices For Working with Millennials as Volunteers

Recruitment & Position Design

Pointers:

- Choose your words carefully
- Emphasize benefits(flexibility, professional development, etc.)
- Get the word out

Recruitment & Position Design

H-2

Learn from Corporate Job Design and Recruitment Tools

- Cardinal Health-Youth Intern Program



flatter them

this generation prefers on-the-spot recognition to traditional performance reviews. a whopping **80%** of millennials said they would rather receive feedback in real time, not to mention frequent check-ins to keep a pulse on progress.

motivate them

motivation of millennials will require coupling structured assignments and frequent feedback with opportunities to learn, grow and contribute in meaningful ways. millennials want a work environment that is comfortable and inspires them to contribute without fear of being criticized, such as one that has "pizza party" lunches or offers time off for a job well done.



collaborate

millennials are natural collaborators, particularly when the group's purpose and goals are understood. employers should be clear about deadlines and any business boundaries the group should be aware of.



Working with Millennial Volunteers

Clearly Communicate Boundaries and Expectations

- Seek friendship, mentoring relationship and open communication
- Give clear guidelines and expectations for volunteers
- Millennials may not be aware of hierarchical relationships or rigid expectations
- Millennials thrive when given room for ownership of a project or task

Working with Millennial Volunteers

Make Feedback a Priority

- Positive or constructive feedback is desired on a frequent basis
- Feedback should be timely, up to date, and relevant
- Build trust and support growth of volunteer
- Commitment and efficiency will be enhanced
- Millennials want to feel efficient, successful at what they do, and appreciated



Retention

- Find multiple ways to support volunteers
- Feedback, Feedback, Feedback
- Provide opportunities to learn new tasks and tackle challenges
- Emphasize their effectiveness as a volunteer
- Never underestimate a written or verbal thank you



Wrap Up

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How does YOUR
organization measure up?

Thank You!

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