

ENGAGING

THE NEXT GENERATION



United Way of
Southwestern Pennsylvania

GIVE. ADVOCATE. VOLUNTEER. **MAKE AN IMPACT.**

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THE NEXT GENERATION



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Southwestern Pennsylvania

**A PLAYBOOK FOR INSPIRING
THE NEXT GENERATION
FOR YOUR UNITED WAY
WORKPLACE CAMPAIGN**



hello

Why create a playbook for engaging the next generation workforce? In short, our future depends on it. The future of your business. The future of United Way of Southwestern Pennsylvania. The future of our community.

The purpose of this playbook is to help you better connect with and engage your young professionals through your United Way workplace campaign. We invite you to use it to help build a corporate culture where young professionals — and all employees — can reach their full potential.

THE UNITED WAY OF SOUTHWESTERN PENNSYLVANIA IS HERE TO HELP YOU MAKE IT HAPPEN.

WHO ARE MILLENNIALS?

There's no standard definition. But Millennials are generally defined as the generation born between 1980 and 2000. AKA Generation Y, Gen Y, Next Gen and Echo Boomers

MILLENNIALS ARE THE LARGEST, MOST EDUCATED, MOST ETHNICALLY DIVERSE GENERATION YET.

MEET CHRISTOPHER AND ASHLEY.

Born in 1990. They never knew of a time when all the world's information lay further away than their fingertips. They've been called impatient, but also adaptable. They're tech-savvy, multi-taskers. They're socially conscious and they show it — in what they buy, what they talk about, and where they choose to work.



WHY DO THEY MATTER?

WELL, THERE ARE A LOT OF THEM.

2.5 billion worldwide >> 80 million in the U.S. >> 2.8 million in PA >> 100,000+ in Pittsburgh

50% of the global workforce will be Millennials by 2020

75% of the global workforce will be Millennials by 2030

AND THEY WANT TO MAKE THE WORLD A BETTER PLACE. AT WORK.

55% of Millennials said that volunteer policies played into their decision to accept a job offer

92% of Millennials believe that business success should be measured by more than profit

WE JUST WANT TO CHANGE THE WORLD.

ARE YOU GOING TO HELP OUT?

BOTTOM LINE:

WITHOUT UNDERSTANDING HOW TO HELP YOUNG PROFESSIONALS MAKE A SOCIAL IMPACT — YOUR COMPANY WILL BE AT A COMPETITIVE DISADVANTAGE.



UNITED WAY CAN HELP YOU INSPIRE THE NEXT GENERATION.

United Way has unmatched expertise in helping channel your young professional employee's passions for good to build a strong and loyal workforce.

UNITED WAY OF SOUTHWESTERN PENNSYLVANIA CAN:

- Provide valuable insights about the young professionals' preferences in participating in cause work
- Provide actionable recommendations to engage your young professional workforce.

SUPPORT YOUR WORKPLACE CAMPAIGN WITH IDEAS

- Offer volunteer opportunities throughout the year
- Offer speaking engagements featuring United Way's "Talk Team"
- Offer membership in special donor groups including Bridges Society, Bridges Society Step Up and LINC
- Use digital media (email, social, website and mobile) to share impact stories or impact results due to donations
- Have fun and get creative

NO OTHER ORGANIZATION CAN CREATE OPPORTUNITIES TO ENGAGE THE CARING POWER OF YOUNG PROFESSIONALS LIKE UNITED WAY.



REWRITING THE RULES OF ENGAGEMENT

Organizations that want to successfully engage young professionals must embrace the values they hold dear — digital literacy, transparency, openness to work with and engage people of all cultures and backgrounds.

WHY NEXT GENERATION DONORS GIVE

- 1 They feel inspired by the nonprofit.
- 2 There is a specific example of how their gift will make an impact.
- 3 Their gift will be matched.
- 4 The nonprofit helps them or someone they know.
- 5 A family member or friend asked them to give.
- 6 A fundraising goal is specified.
- 7 They are on a board or in a leadership position.



TLDR: TOO LONG DIDN'T READ

They want the executive summary — short, impactful and clear communications. A one-sentence email is enough sometimes. Convenience is king.



AIN'T NOBODY
GOT NO TIME
FOR ALL THAT.

BE REAL

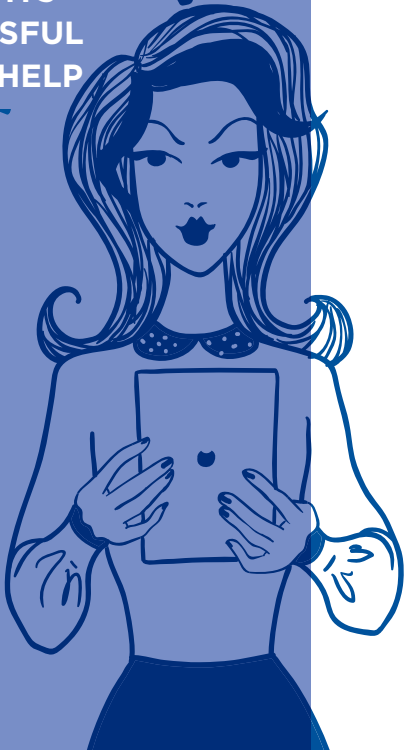
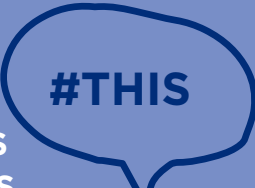
If convenience is king, authenticity is queen. There's no surer way to turn off Next Generation donors than to make them feel like they're being hosed. Fortunately, there's a simple way to win their trust. Be honest.



STORYTIME

People don't get inspired about your company — they get inspired by the work you do and the people you help. Stories make young professionals feel alive and want to take action. Consider inviting a member of United Way's "Talk Team" to speak at your workplace.

MORE THAN 60% OF MILLENNIALS LIKED IT MOST WHEN NONPROFITS SHARED STORIES ABOUT SUCCESSFUL PROJECTS OR THE PEOPLE THEY HELP





SHOW ME THE IMPACT

Next Generation donors view giving strategically. Donations are just one way they help their communities. They want to see the difference giving can make. Show them.

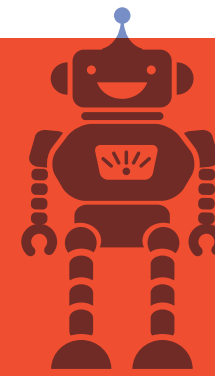
49% of Millennials are most likely to give when they know how their gift will impact an organization's work

72% of Millennials want to feel like they are making an impact in business, and the world

79% of Millennials who volunteered through a company-sponsored initiative felt they made a positive difference

No organization can show more local impact than United Way of Southwestern Pennsylvania.

I WANT TO KNOW MY MONEY WILL MAKE A DIFFERENCE.



KIDS JUST WANNA HAVE FUN

Young professionals are all about mixing fun with a good cause. They are much more likely to get involved if they believe their involvement will be meaningful, social — and FUN.

89% of Millennials want a workplace to be social and fun

71% want their co-workers to be like a second family

88% of Millennials want to work in a social environment where co-workers are their friends

46% of Millennial are more likely to make a donation if a co-worker asks them to

DON'T TAKE YOURSELF TOO SERIOUSLY.



YOLO!





MEANINGFUL INVOLVEMENT

Young professionals want to be involved — but they want to use their skills. Stuffing envelopes is one thing. Leveraging their unique skill set is another. Create opportunities for them to shine and grow as people and professionals.

94% of Millennials are interested in using their skills to benefit a cause

77% of Millennial employees said they are more likely to volunteer if they can use their specific skills or expertise to benefit a cause

72% of Millennials are interested in participating in a nonprofit young professional group

DON'T TALK ABOUT IT.
BE ABOUT IT.



THE POWER OF THE PEER

United Way has a number of peer groups and programs that enable your young employees at every level to come together and lead the way.

UNITED WAY NEXT GEN

United Way Next Generation are rising community champions who want to make an impact. Whether through a donation, advocating or volunteering, their involvement opens the door to self-fulfillment, professional development and the opportunity to improve the lives of others.

AGE RANGE:

22-35

BENEFITS:

Volunteer and networking opportunities
Educational events
Networking/social events
Quarterly newsletter

MEMBERSHIP REQUIREMENT:

Volunteer



LINC: LEAD. IMPACT. NETWORK. CHANGE.

United Way LINC harnesses the power of individuals under 30 to care for the common good. Together, they help kids in our community succeed in school, families gain stability, and neighbors overcome hardships. LINC gives Millennials an opportunity to make a real difference, share their knowledge, apply their skills, volunteer and network.

AGE RANGE:

Under 30

BENEFITS:

Volunteer opportunities
Opportunities to work with business and community leaders
Networking /social hour
Professional development series, including guest speakers
Quarterly Newsletter

MEMBERSHIP REQUIREMENT:

Annual contribution of \$250 or more to United Way's Impact Fund or key initiatives.

BRIDGES SOCIETY

Bridges Society welcomes young professionals under the age of 45 who represent our next generation of leadership in the greater Pittsburgh area. Members get exclusive opportunities to network with local leaders and other community-minded young professionals.

AGE RANGE:

Under 45

BENEFITS:

- Exclusive networking events
- Professional and personal development opportunities
- High-impact volunteer events
- Leadership roles on United Way committees

MEMBERSHIP REQUIREMENT:

Annual contribution of \$1,000 or more to United Way's Impact Fund or key initiatives.

ASHLEY: I'D LOVE TO DO THIS. IS THERE ANY WAY TO KINDA ... EASE IN?



BRIDGES SOCIETY STEP-UP

United Way offers two convenient giving options to help donors commit to the Bridges level over a period of three or five years while receiving ALL the membership benefits during those years. Donors make a commitment to incrementally increase their annual United Way gift, starting at \$500.

THREE-YEAR PLAN

- Year One - \$500
- Year Two - \$750
- Year Three - \$1,000

FIVE-YEAR PLAN

- Year One - \$500
- Year Two - \$600
- Year Three - \$700
- Year Four - \$850
- Year Five - \$1,000

ACTUALLY, YES. YES THERE IS.



HEY!
WHAT CAN
YOU DO?

MAKE LEADERSHIP RELATABLE

Campaign endorsement from top leadership just doesn't carry the same influence with Millennials. For them, endorsement isn't enough, they want to see leaders' active involvement, not just their donations. Choose members of leadership whose age and personality make their endorsement more relatable.

INVOLVE A NEXT GEN AMBASSADOR IN YOUR ORGANIZATION

Appoint a young leader in your company as a "Next Gen Ambassador". This is an opportunity for someone at your workplace to work with United Way to develop and execute a strategy specifically tailored to your workplace.

HOST A NEXT GEN SPECIFIC EVENT (WE CAN HELP!)

Cocktail hours, pool parties, masquerades, sociables, and more. We have lots of idea starters here and we can help you customize an event or volunteer activity that aligns with your charitable goals and company culture. Contact your campaign coordinator to learn more.

CALL IN THE "TALK TEAM"

Show your employees the direct results of their involvement. Through a speaker program known as the "Talk Team," beneficiaries of United Way's work will come to your workplace and speak first-hand about how their lives were changed by donors just like them.

KEEP IN TOUCH

If your company has a young professional's group, use it to share updates about United Way's opportunities for young professionals. If not, consider setting up an email contact group. Keep your employees in touch with United Way's opportunities year round, and help them become more well-rounded, as employees and people.



EUREKA! IDEAS INSPIRED BY THE NEXT GENERATION

VOLUNTEERING

Company-wide volunteer opportunities continue to be the #1 cause-related program requested by Millennials. We can help you find flexible volunteer opportunities with local service organizations.

United Way volunteers are at work every day of the year, meeting critical needs in schools, shelters, food banks, low-income neighborhoods and more. We can design a volunteer opportunity tailor-made for your organization. Contact your campaign coordinator to get started.

FOOD TRUCK LUNCH & LEARNS

Lunch and Learns can add a sense of community to a get-together. As an alternative to a formal Lunch and Learn, call in a few food trucks and host an offbeat and provocative educational session.

- 88% of Millennials report wanting to try new types of food
- 47% of Millennials have eaten at a food truck

FRIENDLY COMPETITION

Many organizations have increased engagement by infusing friendly competition among departments or business units. This is a great way to foster teambuilding and inject fun into your workplace campaign.

- 43% of Millennials said they would be more likely to give if competition was involved

INCENTIVIZE SUCCESS

Incentives both tangible and intangible can make a difference. Here are a few examples for incentives.

What are good incentives?

- A paid day off, or sleep-in late day
- A day to volunteer at a United Way agency
- Casual dress day
- Lunch for a department
- Concert or sporting event tickets
- A traveling trophy

REMEMBER, YOU DON'T NECESSARILY NEED "STUFF"; PROFESSIONAL DEVELOPMENT OPPORTUNITIES AND NETWORKING CAN BE MORE VALUABLE THAN T-SHIRTS OR SWAG



MORE WAYS TO ADD FUN TO YOUR FUNDRAISING EFFORTS.

Here's a list of ideas collected from United Ways all over the country. These are meant to be idea starters — your workplace will be able to apply creativity and tailor your own events to fit your company culture.



OFFICE FUN

Not every office can manage to fit a dunk tank in next to the water cooler. Let these ideas inspire ways to loosen up your workplace.

RAFFLE FOR EXECUTIVE PARKING SPOT

Charge for each entry and hold a drawing every day during the campaign. You can create increased demand by offering reservations during the winter months.

PEON FOR A DAY

Top management agrees to be a servant to any department for a day based on campaign performance.

FLAMINGO INSURANCE

With just 20 inexpensive plastic flamingos, you can create a buzzworthy event. Employees can purchase Flamingo Insurance from HR for \$5 to insure that no flamingos can enter their space. Employees pay \$5 to send a flamingo to an uninsured cubicle. You can also pay \$2 to send it away.



FOOD FUN

The way to a Next Gen's heart is through their stomach. Whet your creative appetite with these ingestible fundraising ideas.

DINNER FOR A WEEK

Get 7 restaurants to donate a dinner for 2. Raffle off a week of eating out. Sell tickets for around \$30 each. The lucky winners get to eat out every night for a week.

BARBECUE CONTEST

Fire up the grill and break out your best BBQ recipe. Ask executive leadership to act as judges and have different categories for meat-eaters and vegetarians. Guests pay to attend.

IRON CHEF CONTEST

Define a feature ingredient and the cooking apparatus. Seek contestants and volunteers to be the judges of the completed food. Provide a limited time and judge appearance as well as palatability.



SALES FUN

Sales is the lifeblood of just about any company. Consider these sales-related ideas to get buy-in from your young professionals.

WALL OF WINE

Have leadership donate bottles of wine, including a couple of high-value bottles. Bag the wines and display them on a table. Employees purchase tickets for \$10 and get to select one of the bottles of wine.

WHITE ELEPHANT REVERSE

Each department contributes one item to the White Elephant Sale. Other departments bid on items to be placed in the department of their choice. If it is something nice they may want to keep it. If it is something awful they may want to place it in a rival department. Hilarity ensues.

BASKETS FOR AUCTION

Gather each department and create themed baskets for a raffle. Basket theme ideas include, Backyard BBQ, Wine Lover, Beer Lover, Activities for the Kids, Sports Fans, Movie Night, etc.



FRIENDLY COMPETITION FUN

These events have a prize that is awarded through some activity and can create a healthy competition in your workplace.

COLLEGE BASKETBALL BRACKET

During March Madness, turn your work bracket into a fundraiser for United Way. 50% of the proceeds go to the bracket winners and 50% come to support programs of United Way.

POINT SYSTEM COMPETITION

During the campaign develop a point system to encourage participation and a friendly-competition between departments. For example:

- 6-points for giving during the campaign
- 4-points for increasing gift from last year
- 3-points for donating to the food drive
- 2-point for volunteering during the campaign
- 1-point for attending a campaign event (kick-off, meeting, etc.)

The team that wins the most points will earn a team lunch, half day of PTO, week of jeans, etc.

COMPETITION BETWEEN COMPANIES

Do you have a vendor or a competitor that also runs a workplace giving campaign with United Way? Consider initiating a friendly competition between companies. Most raised? Most participation? Most food donated? The winning company has to provide the other company with a prize (i.e.: hosted lunch, tickets to a sporting event, etc.).



ATHLETIC FUN

You don't have to be an athlete to enjoy these physical activities. Gather sponsoring pledges and invite guests to judge or participate. These events can be built around the kickoff or final celebration.

TRICYCLE RACE

Set up an office relay course for participants to go through, either sitting in a chair or on tricycles. Have employees "bet" on their favorite contestants to win.

AEROBIC-A-THON

Employees seek pledges for the length of time they can endure an aerobics workout. Set it up in public place to get everyone involved.

CROQUET TOURNAMENT

Get a set and set up a course on the company lawn or nearby. Charge entry fee and offer prizes.



PHOTO FUN

Make no mistake, the Millennial generation (and just about everybody else) loves photography. Bring out all of your employee's inner shutterbugs with these photography-based ideas.

PHOTOGRAPHER-FOR-A-CAUSE

Nominate your company's best photographer. Take photos of your organization's most photogenic people and places. Then advertise and sell prints, explaining that it's all to raise funds for United Way.

PET PICTURE MATCH GAME

Some say people look like their pets. Invite employees to try matching pet pictures to pictures of management. Award an incentive to the entry with the most correct answers. Charge employees a set amount for each ballot.

PHOTO GALLERY

Collect pictures of employees at an agency or engaged in a day of caring. Get photos of employees signing pledge cards or volunteering. Post the photos in a public place.



JUST PLAIN FUN

These ideas are laboratory-tested to create fun. Let these ideas spark a fundraiser to fit your company's culture and needs.

CEO EMBARRASSMENT FOR THE CAUSE

Whether it's whipped cream or shaving cream, embarrassing the senior leadership is always a popular activity. Conduct a change for change drive. As a part of the drive, give all of the Leadership Team a bucket with their picture next to it. Any coins add to the total amount and dollar bills take away from total. Leadership that raises the least gets the pie.

SOAK THE BOSS

Rent a dunk tank and allow anyone who has made his or her pledge to throw a ball to dunk the boss. Contestants get one ball for getting their pledge in, two balls for increasing their pledge, three balls for pledging an hour a month, etc. In lieu of the dunk tank try wet sponges outside or in the cafeteria.

CHILDREN'S ARTWORK CONTEST

Invite employees' children to enter drawings of people helping people. Use United Way agency stories to spark the drawings. Post them and vote for the most heartfelt, the best faces, the best use of red, etc.

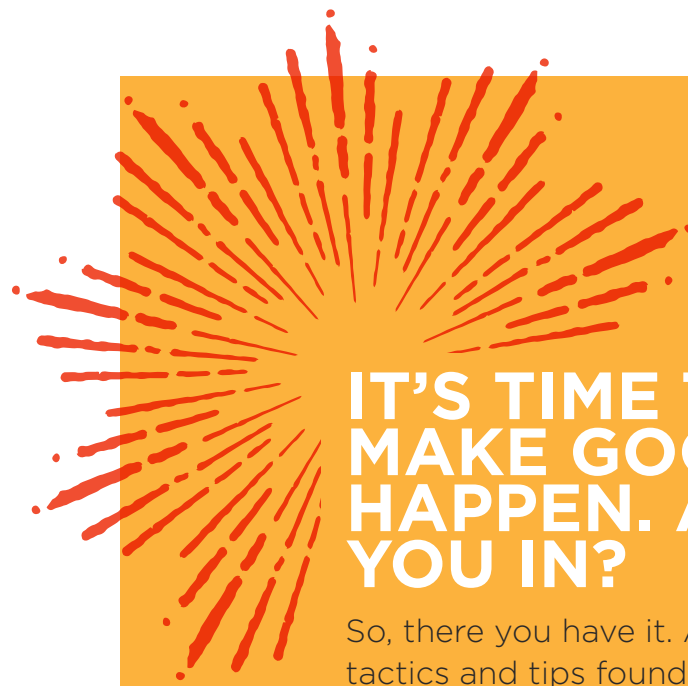




NEVER FORGET TO SAY THANK YOU

Here are a few ideas for thanking your employees for their participation.

- ✕ Display a giant “Thank You” card signed by service recipients and staff at the agencies
- ✕ A surprise incentive for all who participated
- ✕ Place “Thank You” posters throughout the building
- ✕ Publish a special “Thank You” newsletter
- ✕ Send personal “Thank You” handwritten letters
- ✕ Hold a “Thank You” event such as an ice cream social, free luncheon, etc
- ✕ Send “Thank You” voice mails or e-mails expressing gratitude
- ✕ Recognize and thank the campaign committee in the company newsletter
- ✕ Use holidays to remind participants that they made a difference and thank them
 - New Year look back on accomplishments
 - Hearts on Valentine’s Day
 - Jelly beans at Easter
 - Hero stickers for July 4
 - Candy Corn at Thanksgiving
 - Treat baskets around Halloween



IT’S TIME TO MAKE GOOD HAPPEN. ARE YOU IN?

So, there you have it. Adapt these tactics and tips found within this guide to suit your organization, and you’ll be well on your way to building a stronger connection with your young professionals. Once you’ve unlocked their passion to do good, you’ll support a happier, more engaged, more fulfilled next generation workforce.

WE CAN’T WAIT TO SEE WHAT YOU HAVE IN STORE.

