

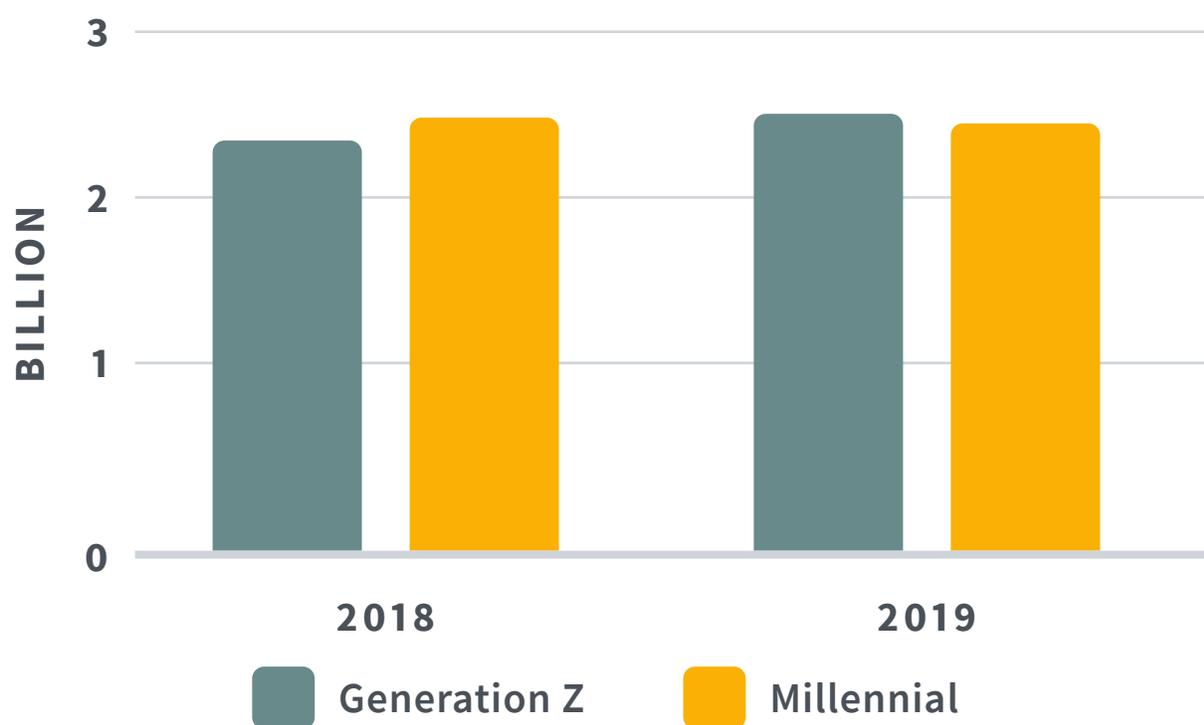


THE NONPROFIT GUIDE TO

Millennials & Gen Z

 everyaction

World population of Millennials to take second billing as Generation Z catches up in 2019.



From drastic advances in technology to increases in the global human population, the world we know is changing rapidly. Millennials and Generation Z, combined, comprise nearly two-thirds of the roughly 7.7 billion people living today, according to Bloomberg projections based on UN data.

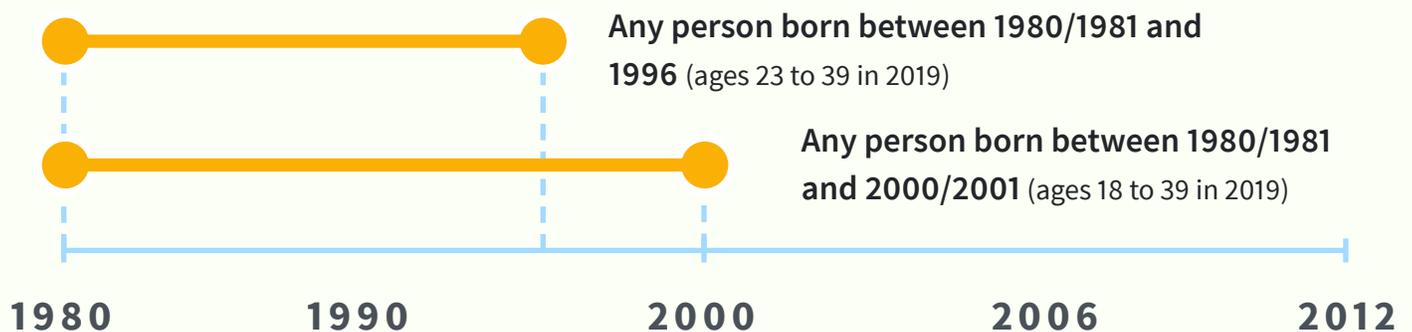
The study, which establishes 2000/2001 as the generational split, finds that Millennials make up 31.5 percent of the global population while their Gen Z counterparts make up 32 percent. These two generations are not only beginning to dominate the global population, they're also dominating the attention of marketers of every sector. For nonprofit fundraisers and communications professionals looking toward building future success, it is essential to accurately understand both millennials and Gen Z and create a strategy for successful outreach to these groups.

A Snapshot of Millennials and Gen Z: Who Are They?



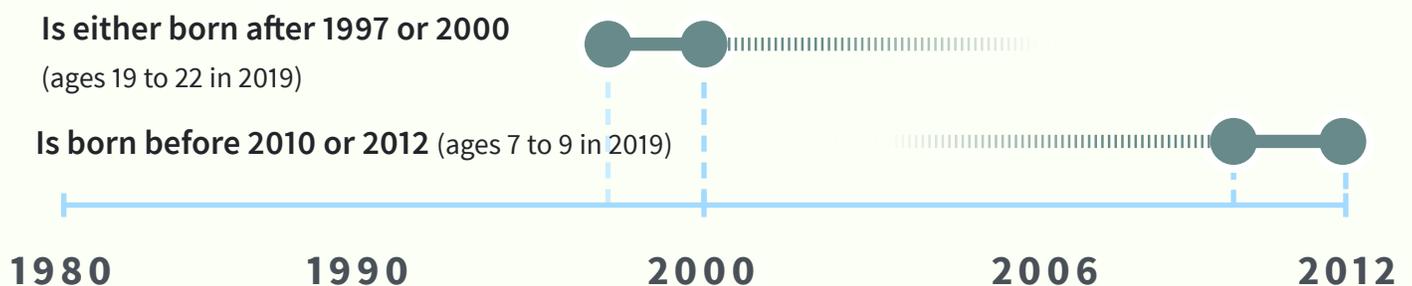
Millennials

Depending on the reporting institution, a millennial can generally either be defined as:



Gen Z

Like their millennial counterparts, definitions may vary. Broadly defined, a member of Gen Z meets **both** of the following requirements:



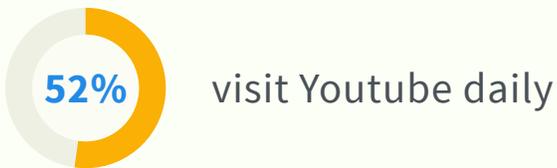
By generously applying both parameters, Gen Z can range from ages 7 to 22 in 2019.

CHARACTERISTICS AND TRAITS

At first glance these two digitally adept groups might appear the same. However, each have their own distinct qualities and differences. Here are a few of the differences that studies have observed:

Millenials

Didn't spend their entire childhood using social media or smartphones

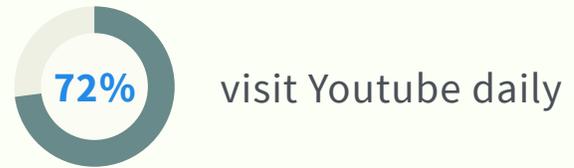


Most influenced by their favorite **offline celebrities**



Gen Z

Were brought into a world already shaped by mobile technology



Most influenced by **vloggers**, or video bloggers—i.e. “real people” they can relate to



What's Trending and Why It's Important to Follow

MORE DIGITAL, MORE MOBILE

Both millennials and Gen Z are digital natives. Raised in the iPhone era, Gen Z are especially mobile responsive. [In fact, 98 percent of them](#) own a smartphone, and [Gen Z is twice as likely to want to shop on a mobile device as millennials](#). Even so, [73 percent of millennials](#) use their mobile device to shop online. Even if your organization doesn't specifically target these audiences at the moment, nonprofits need to make mindful observations of these spending behaviors. These two social groups are both current and future donors, and your fundraising strategy will need to adapt in order to successfully cultivate a strong millennial and Gen Z donor base. Mobile optimization is no longer an option—it's essential.

98% of Gen Z owns a smartphone



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Easy-to-build, automatically high conversion donation pages to help your organization raise more money than ever before.

GET A DEMO



GEN Z: THE EMPOWERED AND ENTREPRENEURIAL

Across the Gen Z spectrum, this generation is driven by entrepreneurship. [Nearly 80 percent of students](#) from fifth grade to 12th grade want to be their own boss. [72 percent of high school students and 64 percent of college students](#) want to start their own business. In today's digital landscape, members of this generation have access to resources that previous generations didn't. Gen Z educates themselves through free or low cost websites, including YouTube, and has the tools to create and promote their own content across the social media channels they've championed. As previously mentioned in their snapshot profile, Gen Z are most likely to be influenced by vloggers they can relate to. Due to their entrepreneurial spirit, nonprofits wanting to effectively tap into this demographic might consider developing partnerships with Gen Z influencers to help connect them to their audience in an organic, authentic fashion.

AUTHENTIC CONVERSATIONS

Gen Z is a socially and economically aware cohort. Compared to previous generations who were largely swayed by marketers and advertisers, this group is an influential force. This is the reason they prefer to see “real people” talk about product and services. [67 percent of Gen Z](#) agrees that “being true to their values and beliefs makes a person cool.”

Millennials are similar. Traditional marketing is less effective for them; [84 percent](#) don't trust traditional advertising. As previously mentioned, millennials are likely to value a cool experience over a cool product. Content marketing is an essential tool for organizations to build trust and a genuine connection with their audience through authentic brand messaging and storytelling. Using trusted storytellers and focusing on opportunities for experiential involvement are a few ways that nonprofit content can connect effectively with younger generations.

What to Expect: Projections and Forecasts for These Demographics

POPULATION BOOM

1/3

Gen Z is expected to comprise 1/3 of the global population in 2020.

3/4

Millennials, on the other hand, are projected to make up 3/4 of the global workforce by 2025.



Based on projections, these two groups are taking over the world and will soon be the dominant market for both businesses and nonprofits.

MONEY, MONEY, MONEY

Collectively, both millennials and Gen Z possess an enormous amount of purchasing power and wealth.

It's estimated that by 2030, millennial income will exceed \$4 trillion.

Gen Z represents up to \$143 billion in buying power, without the influence on household spending.



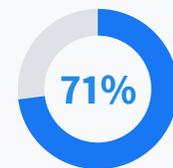
Effective Communication and Engagement Strategies

With a myriad of social media apps that exist, these generations are digitally connected at all times. [85 percent of Gen Z learns about new products through social media](#), and as a whole this generation spent an [average of 4 hours and 15 minutes per day on their mobile device in 2018, particularly on social media apps](#). However, there are distinctions between which social media platforms different groups within the two younger generations use.

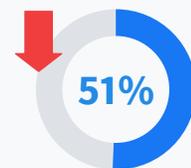
Facebook

[The number of American teens, or members of Gen Z, using Facebook has gone down from 71 percent in 2015 to 51 percent](#) in 2019. On the younger side of the millennial spectrum, [84 percent](#) ages 25 to 29 use Facebook, while a 79 percent segment of people between the ages of 30 to 49 (this overlaps with some of Gen X) use the social media platform. While Facebook may not be as popular with the younger generation, it's still widely used by their slightly older counterparts.

Gen Z on Facebook



2015



2019

YouTube

Unsurprisingly, this video content social platform is popular with both segments. [Close to 90 percent](#) of both millennials (86 percent) and Gen Z (89 percent) use YouTube on a weekly basis. YouTube ranks as the second-most used platform for Gen Z, right after Instagram.



millennials and Gen Z use YouTube on a weekly basis

Instagram

[Instagram is the social media platform that Gen Z checks most on a daily basis.](#) Just over two-thirds of U.S. adults aged between 18 and 29 use Instagram. [More than half \(59 percent\)](#) of millennials are active on the photo-driven social app. [At 43.3 million users in the U.S. alone](#), Instagram ranks as the second-most used platform for millennials after Facebook. Organizations wanting to effectively engage with millennials and Gen Z should definitely consider maintaining an active presence on this social channel.



The **NUMBER 1** social media platform Gen Z checks most on a daily basis

Snapchat

Regarded by some as the most important social network of their generation, Snapchat is the most popular platform for the Gen Z cohort. In fact, [90 percent](#) of people aged between 13 and 24 years old in the U.S. are daily active users. While not as significant, a large amount of millennials also use this app. The ability to be creative, connect with other communities, and control who is connected to individually-produced content are several reasons that Snapchat is the most popular platform for this social and creative cohort. Tapping into this platform holds the potential to deeply connect with Gen Z.



Most popular platform for Gen Z



90 percent of people aged between 13–24 years old are daily active users

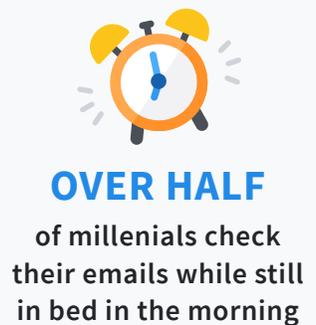
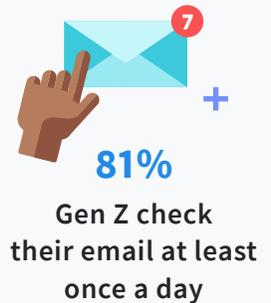
TikTok

Launched in 2016, Tik Tok has become an extremely valuable startup and has recently reached over one billion downloads. Similar to its short-form video app predecessor, Vine, Tik Tok allows for its users to connect with one another through creative short-form videos of up to a minute long. [Two-thirds](#) of its base are under 30 years old. Brands like Chipotle, The Washington Post, NBC, and more are using this growing app, which doesn't show any signs of slowing growth, to give its users challenges to promote their brand, develop connections, and showcase their human relatability. This application is continuing to pique the interest of marketers aiming to target the younger crowd.



Email

Finally, email is still a valuable platform for millennials and Gen Z. [81 percent](#) of Gen Z say they check their email at least once a day. In terms of frequency, [31.8 percent](#) of Gen Z prefer to hear from brands multiple times a week, and 27.5 percent even prefer to hear from brands once a day. Millennials have even been known to be obsessed with emails; in 2017 [more than half](#) reported checking their email while still in bed in the morning. Despite the rise of social media networks, it's safe to say that email campaigns aren't going anywhere.



What Type of Content Do They Prefer?

For both millennials and Gen Z, time is of the essence. The average attention span of a millennial is 12 seconds, and the number is 8 seconds for Gen Z. Both generations prefer visual content because of this. 70 percent of U.S. teens prefer that brands connect with them through Instagram, while 50 percent cite Snapchat as the preferred channel for brand engagement. Both Instagram and Snapchat are largely visual apps built on a sense of community. It's clear that video and images are the way to engage with millennials and Gen Z.

VIDEO

A Google study revealed that 70 percent of teens feel more connected through video content. Producing video content can help marketers and fundraisers connect with this generational segment.

With close to 90 percent of both generations using YouTube on a weekly basis, any professional trying to connect with them should understand their preferred content. Millennials prefer to watch the following on YouTube: news and human interest stories, unboxing and product review videos, and entertainment content that's quick and fun. Conversely, Gen Z's preferred YouTube content consists of the following: Humorous content, short and snappy content, and unboxing and product reviews. Take note of the common denominator—younger generations are especially likely to look for information from

an unbiased, “real human” source rather than trusting in brand marketing. Nonprofits can use video content to provide this type of authentic connection, in addition to promoting awareness of a cause.

IMAGES

The human brain can process entire images that the eye sees for as little as 13 milliseconds. Images can give a lot of information in a short amount of time, which is especially important for the limited attention spans of millennials and Gen Z. However, young people aren't simply waiting to be plastered with traditional ads in their faces, and an increasing amount of Gen Z influencers are denouncing the carefully constructed aesthetic of perfection. The key to better engagement with both generations is to be more authentic and honest in your connection.

Fundraising with Millennials & Gen Z

Best Place to Ask?

Millennials



Social Media



Email



Website



Direct Mail

Gen Z

Even though there's a lack of official reporting and statistics on their interactions with the nonprofit sector, this social group is largely responsive to both **social media** and **email**.



How Are They Most Likely to Give?

Millennials



The best way to encourage millennials is to engage with them by providing them with an experience. Effective storytelling, especially through video, will help them develop a deeper connection to your organization and your mission. They are influenced by offline celebrities, like Hollywood stars, and are constantly checking their Facebook, Instagram, and email accounts.

Gen Z

As an entrepreneurial cohort, nonprofits should seek to collaborate with these socially conscious executors. Organizations should take care to not engage with this young generation in a condescending manner simply due to their age. As large proponents of all things social and mobile, easily digestible videos, especially featuring relatable figures, can help build connections between organizations and this generation.

For both generations, it should be common practice to develop omnichannel strategies. An organization's overall message should be communicated across different platforms, while adjusting to each respective format. These digital nomads, as they switch from screen to screen, are looking at multiple channels often. Tying your theme across different spaces into one cohesive piece is sure to help advance your nonprofit's mission.



What Are Their Fundraising Patterns?

Millennials



of millennial donors are enrolled in a monthly giving program



give tribute gifts



gave on #GivingTuesday 2017



The most preferred way for them to give is **online** by credit or debit card, which 55 percent reported. Following that method were: **cash** (14 percent), **bank/wire transfer** (11 percent), and **PayPal** (9 percent).

Gen Z



have already donated to an organization



Are slated to prefer mobile apps for giving



By 2020, will make up 40% of all customers

With the oldest members of Gen Z graduating college and the youngest still in elementary school, there's still little official data on their relationships with nonprofits. With our current understanding of how much they value social justice, commit to good causes, and are most engaged on their mobile devices, nonprofits can expect to best cultivate donors of this cohort by developing mobile strategies that are informative and encourage authentic connections.

The Kids Are Alright and You Should Be Too



Millennials and Gen Z have been through a lot. Both have grown up in an unstable political and social environment and are constantly reminded of their dying planet. At their core, however, they express a strong desire to positively impact society. They've grown up in increasingly progressive times and more diverse spaces. While many might criticize them about their faces being constantly glued to a screen, their hearts are glued to developing solutions. If they aren't already doing it themselves, these groups are willing to work with organizations they believe in to create positive change. After building a relationship with them on social media, keep them in the loop with a friendly email series, and turn them into a peer-to-peer influencer who will spread the word to their network.

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