

MOST POPULAR CAUSES



Children and Youth Development



Health or Disease Charities



Animal Welfare or Shelters

HOW THEY LIKE TO ENGAGE

40%



Donated goods and services

39%



Donated online

36%



Volunteered

35%



Spread the word

31%



Donated through a check in the mail

MILLENNIALS WERE BORN BETWEEN
1981-1997



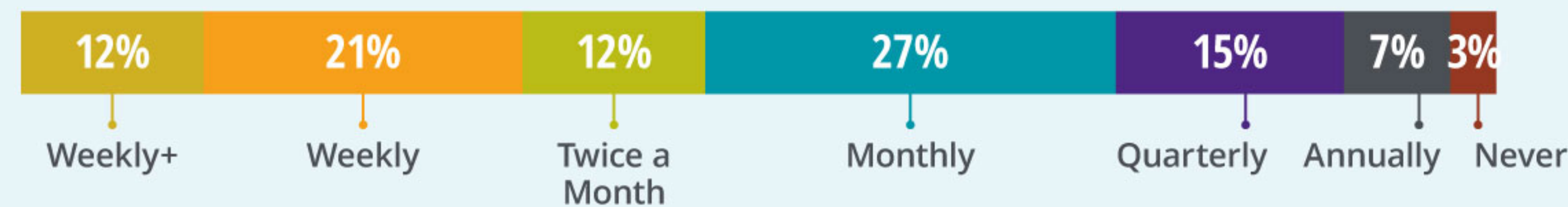
3.7

NUMBER OF
NONPROFITS SUPPORTED
(AVERAGE)

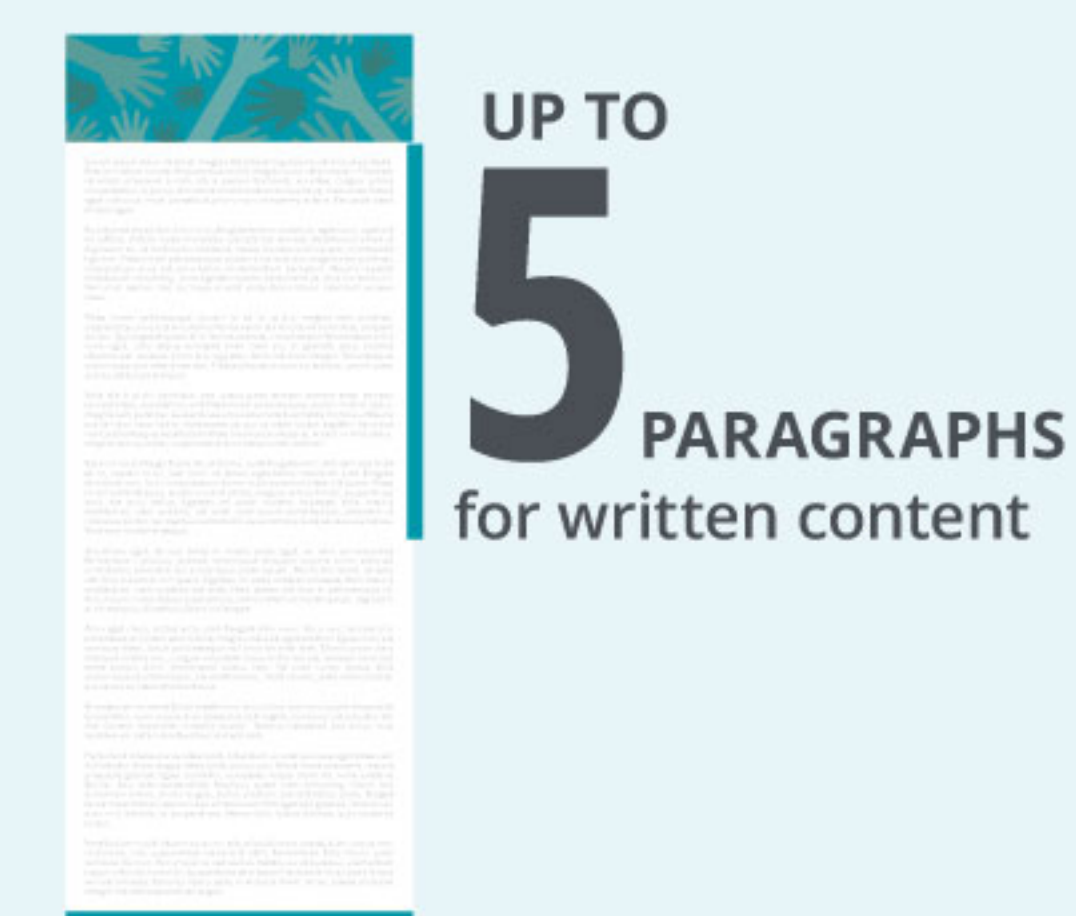
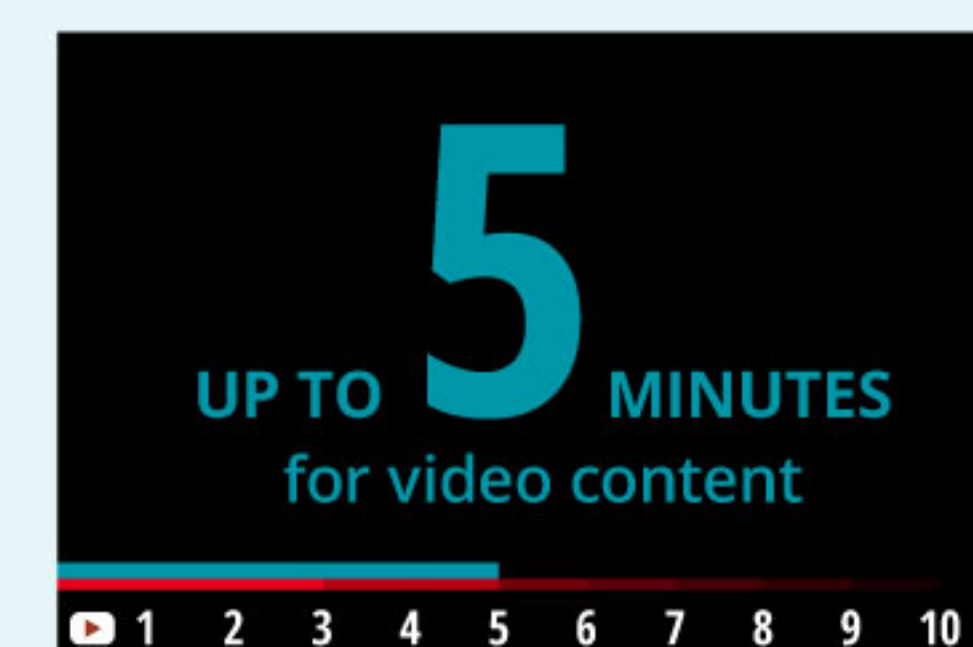
\$238

AMOUNT DONATED IN THE PAST YEAR (MEDIAN)

COMMUNICATION FREQUENCY PREFERENCE

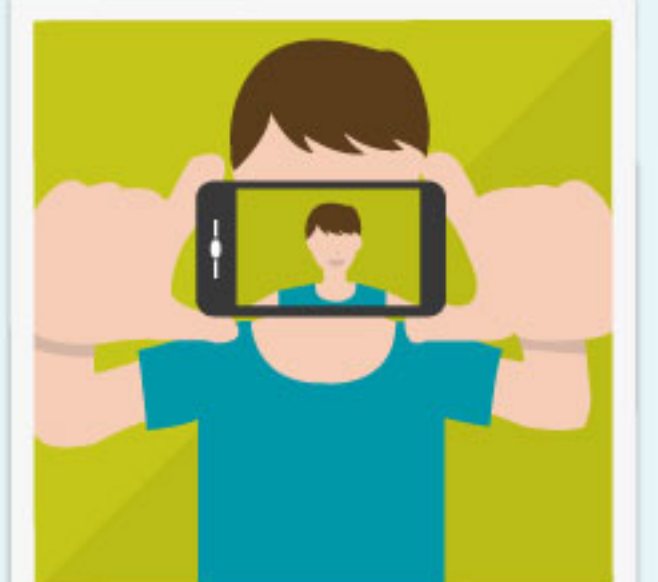


MILLENNIALS
ARE MORE
TOLERANT
OF LONGER
CONTENT



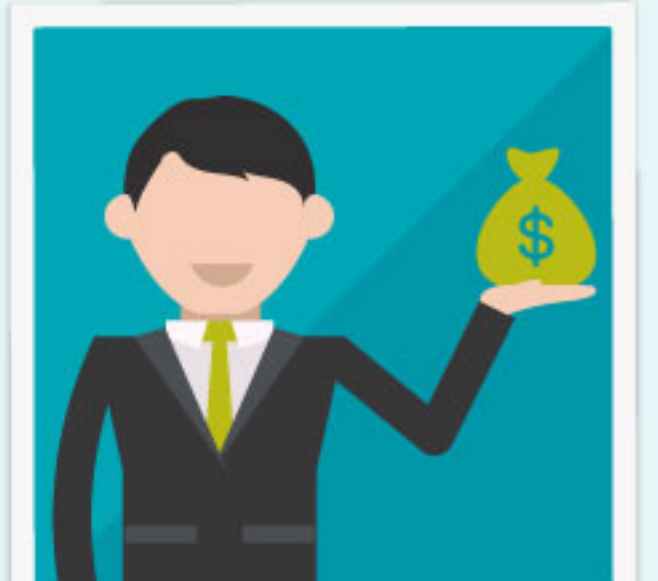
MOST LIKELY TO...

SHARE INFORMATION
ON SOCIAL MEDIA
(4.2 times more likely than Boomers)



MILLENNIAL DONORS

DONATE AFTER VOLUNTEERING
(52% say volunteering made them more likely to donate)



MILLENNIAL DONORS

RESPOND POSITIVELY TO PERSONALIZED
RECOGNITION FOR THEIR DONATION



MILLENNIAL DONORS

MILLENNIALS ARE X TIMES MORE LIKELY TO CONSUME A CONTENT TYPE THAN MATURES

