GENERATIONAL MARKETING: AN IMC APPROACH TO INCREASE NON-PROFIT AWARENESS AND GIVING IN NORTH MISSISSIPPI

by
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A thesis submitted to the faculty of the University of Mississippi in partial fulfillment of the requirements of the Sally McDonnell Barksdale Honors College.

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ABSTRACT

Generational Marketing: An IMC Approach to Increase Non-Profit Awareness and Giving
(under the direction of Professor Chris Sparks)

The number of Americans giving and advocating for non-profits has decreased from 2012 to 2019. While the amount of dollars donated has increased, money is coming from significantly fewer sources. Giving and awareness advocacy for non-profit organizations differ among generations. Non-profits are having to market to multiple generations in different ways to gain advocacy and support for their organizations. The historical, cultural, economic, and social experiences of people’s lifetimes shape the way individuals perceive the world and their place in it. Each American generation has different traits and characteristics that makes it unique, and non-profit organizations can target each generation differently in order to gain awareness, advocacy, donations, and volunteer time. While each generation offers an integral part to the success of non-profits, millennials and Generation Z, will be the increased focused of non-profit marketing and advertisement because of the amount of wealth and influence these generations carry on a significant portion of the U.S. population.

The purpose of this study is to compare and contrast giving motivations for non-profit organizations by generational segmentation to determine effective ways to positively affect fundraising campaign initiatives, as well as increased donation, advocacy, and volunteer support. Generational segmentation is a marketing technique for identifying the influencing motivations, perceptions and values that people of different generations hold and use to make decisions.
Methodology used to examine effective marketing and fundraising techniques for generations include the examination of published literature, execution of a survey to understand generational giving motivations, and interviews conducted with non-profit stakeholders in North Mississippi. Two generations, millennials and Generation Z, will be specifically scrutinized to identify the marketing techniques that can be used to be targeted by non-profits to enhance non-profit awareness, build brand equity, increase donation and monetary support, and sustain future growth of non-profit organizations.
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INTRODUCTION

A non-profit organization is a type of business that has been granted tax-exempt status by the Internal Revenue Service because it furthers a social cause and provides a public benefit (Kenton, 2019). The majority of non-profit organizations depend on the generosity of donors and volunteers. Although the number of non-profit organizations has increased in the United States, overall giving to non-profit organizations has declined. According to Giving USA 2019: The Annual Report on Philanthropy for the Year 2018 and an interview with Dr. Patrick Rooney, executive associate dean for academic programs at the Lilly Family School of Philanthropy, “Giving by individuals totaled an estimated $292.09 billion, declining 1.1% in 2018 (or 3.4% in inflation adjusted dollars).” Rooney hypothesized this decline in nonprofit giving may be related in part to the downturn in religious giving, which declined by 3.9% in inflation adjusted dollars. Because non-profit organizations rely on the efforts of corporations and individuals to donate, advocate, and support their specific cause to survive, more importance is being placed on marketing strategies to drive donations (MacLaughlin, 2018).

The United States non-profit industry makes up a large part of the national economy. Since 2015 there have been more than 1.56 million non-profits registered with the Internal Revenue Service. The non-profit sector of the economy contributed an estimated 985.4 billion dollars to the US economy in 2015 alone, which made up approximately 5.4% of the country’s gross domestic product (GDP). Volunteerism is another key feature that non-profit organizations rely on. Over two-fifths of non-profit organizations rely on volunteer work. In 2017, Americans volunteered an estimated 64.4 hours, and an estimated 25.1% of adults volunteered at least once in 2017. The value of volunteer time combined with private giving account for almost half a
trillion dollars ($444.91 billion). The non-profit industry in the United States runs on giving and volunteerism. However, not everyone gives. The number of donors in each generational population varies.

<table>
<thead>
<tr>
<th></th>
<th>Gen Z</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Boomers</th>
<th>Matures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated Number of Donors</td>
<td>9,322,880</td>
<td>34,052,611</td>
<td>35,789,698</td>
<td>55,251,571</td>
<td>23,499,330</td>
</tr>
</tbody>
</table>

(Figure 1: Number of Donors in Each Generational Population)

44% of Generation Z gives, 51% of Millennials give, 55% of Generation X gives, 75% of Boomers give, 78% of Matures give.

According to the Blackbaud Institute’s “Next Generation of American Giving 2019,” millennials and Generation Z will respond positively to customized marketing that understands how to engage and involve these generations in person and through social media with a strong, positive brand. A personalized approach utilizing individual’s strengths and commitments will enhance non-profit word-of-mouth, peer-to-peer advocacy, and monetary support among millennials and Generation Z. Marketing must also involve simple, effective, and visually enticing materials over social media and an organization’s website to validate the organization’s legitimacy and draw generations into the non-profit’s cause. It is hypothesized that targeting millennials and Generation Z will enhance awareness and monetary support for non-profit organizations
Non-Profit Giving

Giving varies by non-profit sectors and by generational identification of donors. There are 7 main sectors that people tend to allocate most of their donations and giving. These sectors are local social services, places of worship, health charities, children’s charities, emergency relief, animal, and troops/veterans. Overall, the top sectors for giving are local social services and places of worship, but the frequency of giving to these different sectors varies by generation. The following are the top sectors donated by each generation:

<table>
<thead>
<tr>
<th>Non-Profit Sector</th>
<th>Top Generational Group Donor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children</td>
<td>Generation Z</td>
</tr>
<tr>
<td>Worship</td>
<td>Millennials</td>
</tr>
<tr>
<td>Health</td>
<td>Generation X</td>
</tr>
<tr>
<td>Local Social Service</td>
<td>Baby Boomers</td>
</tr>
</tbody>
</table>

(Figure 2: Top Non-Profit Sectors Donated to by Each Generation)

Across every generation health, religion, and local social services rank at the top of donors’ giving priorities (Rovner, 2018).

Key differences between millennials and Generation Z is the amount of dollars they donate, and the number of charities they give to. Millennials donate $10-200 dollars per year, while Generation Z donates around $100 less than millennials per year ($10-100). While the most generous donors are baby boomers and Generation X, millennials and Generation Z still compose a large piece of the donation pie. These generations also differ in the number of
charities they give to. 60% of Generation Z will support 1-2 charities, while 60% of Millennials will support 2-4 charities.

(Figure 3: Giving by Generation in 2018)
Source: Blackbaud Institute, Next Generation of American Giving 2019

Monetary donations are not the only way to give to charities and non-profits. Individual donors to non-profit organizations make an impact on non-profits in a variety of ways including donations, volunteerism, word of mouth, advocacy, and peer-to-peer influence. While the number of Americans giving has decreased overall since 2012, there is estimated growth in these numbers in 2019 and 2020. In 2019 the increase in expected giving for individuals/households was 2.1% vs. 3.4% for 2020. While the overall growth in 2019 was expected to be 3.4% vs. 4.1% in 2020.
The American Generations

There are five major generations that make up the United States population: the silent generation, baby boomers, Generation X, millennials, and Generation Z. The formative years of individuals are influenced by the historical, cultural, economic, and social events of their time. These seminal events affect how a generation perceives the world and its place in it (Gordon, Steele, 2005). There are real differences between generations when it comes to their charitable behavior, and as time progresses, the differences are becoming clearer and better defined. For example, targeting younger generations to give in any form will require a more strategic social media effort (Rovner, 2013). However, all generations are multi-channeled in their communication and the ‘ideal mix’ varies between different generations (Rovner, 2013). Generational marketing is necessary for the growth of non-profit organizations because most Americans give.

(Figure 4: Population by Generation 2017)

The way that individuals prefer to communicate and discover information about their non-profit or charity is essential in understanding differences between generations. There are a
variety of sources where individuals prefer to research to find more about their charity or non-profit of choice. Generation Z prefers to find information through google search and social media. Millennials and Generation X prefer to find information through google search, social media, and an organization’s website. Baby Boomers prefer to find information via an organization’s website and annual reports, and matures prefer to find information via an organization’s website, information in the news, and on an annual report (Rovner, 2018).

Methods of giving and acceptable giving channels are also different among each generation. Channels of preferred giving include online via a website, direct mail, social media, and text messaging. In 2018 the majority of Generation Z, millennials, Generation X, and baby boomers preferred giving online through a website, while matures preferred to give via direct mail. The most acceptable way to give across all generations was through a friend or their family member, then following is receiving a letter through the mail. Generational differences in acceptability occur mainly between Generation X, Y, and Z, and baby boomers and matures. Generation Z, millennials, and Generation X accept giving channels such as radio/tv programming, email, social network message, and text messages, while only 5% of baby boomers and matures believe those are acceptable giving channels. While baby boomers and Generation X are still vitally important to the non-profit world, millennial engagement is becoming increasingly important. Millennials, however, are appealed to a more social entrepreneurial market as opposed to the traditional market values of the boomers and Generation Xers (Martin, Osberg 2007).

The Blackbaud Institute conducted a survey in 2019 asking where people in different generations believed they could make the biggest impact. Fifty-two percent of individuals in the
mature generation believed that their biggest impact could be made monetarily, while Generation Z, millennials, and Generation X believed that volunteerism would be their best way to make an impact. Generation Z also puts a higher priority on peer-to-peer influence (Rovner, 2018). Generation Z and millennials are researched further in this study because they will be the future of non-profit giving, volunteer time, and advocacy.

**Millennials**

Generation Y or millennials were born between 1981-1995 making up approximately 72.06 million of the United States total population (U.S. Consensus, 2017). In 2018, 51% of millennials or 34.1 million donors gave $20.1 billion (Rovner, 2018). In 2019, they range from 24-38 years old and are expected to pass the baby boomer population in size by 2020. They are dubbed the “internet generation,” and are natural at mediating, translating, and mentoring between generations (Gordon, Steele, 2005).

Millennials have a great potential for positive impact on society through giving, advocacy, and word-of-mouth for non-profit organizations (Hartman, 2017). While older generations, such as the baby boomers, will have the most impact on the non-profit sector in the monetary giving category, younger generations can have a substantial impact in the volunteer, advocacy, and word-of mouth support for non-profits. Millennials populate the largest percentage of working people in the U.S. labor force (Fry, 2018), but research confirms that millennial’s non-profit advocacy, awareness, and monetary support performance is not performing up to its potential. Millennials are not quite yet performing in the philanthropy realm in the way that they could, and there is space to utilize this generation for the good of all non-profit organizations. The success of gaining millennial support will be found in successful target
marketing strategies. One researcher discovered that millennials have more of a sharing attitude than a giving one, wanting to share part of themselves with a charity or organization instead of the things they possess (Urbain, Gonzalez, Gall-Elly, 2013). This generation could be the key to sustaining growth in the future of philanthropic and non-profit giving (Feldman, 2013).

Millennials grew up during the revolution of technology, with the formation of personal computers, software, the internet, and social media. Understood as digital natives, millennial communication is drastically different from the communication of generations before them. “They live in the moment, tend to spend big, and believe they can better the future,” (Hartman, 2017). Their use of technology has drastically impacted how they communicate, maintain relationships, and seek out information. They are expected to experience the most rapid increase in net wealth than any other generation (Crawford, Jackson 2019). A couple of defining characteristics of millennials are that they have a strong desire to be connected to society (Hartman, 2017) and they have a longing for community (Crawford, Jackson 2019). They generally are a generation that seeks to do good, but expects some sort of benefit in return, and they want firsthand experience and connection with the products and services they consume (Crawford, Jackson 2019).

In order to engage millennials, researchers believe that millennials want a personalized non-profit experience, and they prefer an integration of online and in-person presence when interacting with the charity (Crawford, Jackson 2019). Millennials also seek transparency within organizations, especially regarding the allocation of funds (Hartman, 2019). They desire charitable causes to be culturally relevant, connected with current events (Crawford, Jackson 2019), and have values of quality, localism, and social responsibility (Turpault 2015).
A 2019 study, The New Face of Philanthropy: The Role of Intrinsic Motivation in Millennials’ Attitudes and Intent to Donate to Charitable Organizations, showed that utilizing a person’s intrinsic motivation is the best way to get millennials engaged with nonprofits. It emphasizes pleasure and enjoyment as the driving efforts of one’s work (Hartman, 2019), and is the foundation for engaging and involving millennials. Intrinsic motivation uses an individual’s desire to be involved and feel purposeful within an organization, and it comes at great gain for the non-profit and for the individual feeling rewarded for their work. For millennials to be involved, they need to be engaged directly with the cause, with other people in the cause, or with peer involvement (Feldman, 2013). Researchers believe that when millennials’ volunteer tasks reflect their own personal skill, these individuals are more motivated, satisfied, and engaged (Hartman, 2019). Getting millennials to volunteer also increases their likelihood of donating to the organization. According to Hartman, 52% of millennials are more likely to donate after volunteering with an organization.

According to Elinor Ostrom, coproduction is the process through which inputs to produce a good or service are contributed by individuals who are not in the same organization. Coproduction turns individuals from passive recipients to active participants (Crawford, Jackson 2019), and gets participants to donate additional resources in order to achieve an overall goal. Coproduction can also be a part of the organization’s promotional activities, volunteerism, recruitment, and advocacy (Crawford, Jackson 2019).
Nonprofit organizations would do well to accommodate millennials by using technology as the primary means for sharing information and gaining support (Hartman, 2019). Technology for millennials has become a part of who they are, how they seek attention, and how they maintain relationships (Bolton, 2013). Organizations that utilize these technologies will reach millennials when they target and plan their communication via social media (Hartman, 2019). The number of millennials involved in social media engagement is high. Eighty-one percent of
Americans ages 18-29 years old are on Facebook, 64% are on Instagram, and 40% are on Twitter (Crawford, Jackson 2019).

Millennials use social media and an organization’s online presence extensively before deciding to engage with the charity or organization. The lack of online or social media presence can hinder millennial participation with nonprofits (Crawford, Jackson 2019). Personalized communication campaigns will be highly effective when it comes to reaching millennials (Crawford, Jackson 2019). Hyper-personalization and user-generated content are the most important for engagement via social media. These personalized experiences provide transparency to the individual interacting with the charity online.

Promotional activities can be produced and have a large impact via social media both from within the organization and from outside sources, donors, and supporters. Because of the support organizations and non-profits get from social media actives, non-profits should look at their supporters more like partners in advocating and selling their cause (Crawford, Jackson 2019). Organizations should also be seeking out supporters and social media influencers for their non-profit’s organizational goals.

According to Statista 2017, influencer marketing outperforms every other type of marketing initiative. Most influencers also do so voluntarily, and when they buy into the mission of the organization can become impactful sources for promotion. According to Anderson 2018, 69% of Americans and 73% of millennials believe that social media efforts are important for accomplishing important social and political goals. “Millennials desire personalized community engagement, and the technology exists to facilitate real-time interaction for those willing to advocate for social causes.” (Crawford, Jackson 2019)
**Generation Z**

The youngest generation of individuals, known as Generation Z, were born between 1996-2010; at the oldest they are 23 and at the youngest they are 9. Although the youngest generation, 44% of this generation gives 3.2 billion dollars per year and have 9.3 million donors (Rovner, 2018). They compromise 27% of the United States population, which makes them the largest generation alive today.

Generation Z has been exposed to the world of technology since birth and they are the most technologically savvy generation. They are a high achievement-based generation and are more racially and ethnically diverse than any other generation (Schroth, 2019). With the connection to social media, Gen Z individuals have developed a fear of missing out. Generation Z uses social media to interact with their peers consistently throughout the day, and an increased use of online socialization is an effect of their need to be involved and informed with other people (PrakashYadav, Rai 2017). In a survey conducted on 111 Generation Z individuals, 61.3% of them prefer to spend time with their friends, making socialization and word of mouth an important factor in targeting them for marketing campaigns, monetary donations, and brand awareness (Puiu, 2016). In 2018, 21% of Generation Z donated on social media, 51% like promoting organizations on social media, 27% follow a cause or charity on social media, and 50% believe social media is an acceptable way to ask for a donation.

Generation Z consumes large amounts of online content daily and they are massive contributors to online data and presence. Typically, Gen Z individuals have a strong preference for online communication, even over other traditional forms of communication (PrakashYadav, Rai 2017). They feel vital when providing feedback and reviews about brands/services/issues.
via the internet, and they value other people’s opinions as well (PrakashYadav, Rai 2017). Companies like Apple even observe Generation Z’s social platform activities as a source of marketing intellect to gather information important to promoting their product. The use of social media can cause strengthened brand equity, and customer equity with a company. The positive use of social media can have a lasting impact for companies and brands.

Word-of-mouth advertising is still just as strong and prevalent a need for Generation Z as it has been for any another generation. When Gen Z is satisfied with a brand, they are way more likely to let their friends know, but the opposite is also true. Gen Z has a huge impact to influence their social group, even reaching older generations that do not have as strong of an online presence as Generation Z (PrakashYadav, Rai 2017).

(Figure 6: How Gen Z Impacts Non-Profits/Charities)

This generation has grown up with personalized marketing messages, which has given them customized experiences as consumers (Tysaic, 2017). They are known as social media
influencers that have a strong ability to spread opinions and reviews about companies, organizations, and products. They can have a meaningful weight on the opinions of their peers, family, and people they reach across the internet. Companies that want to target this generation should focus on word of mouth marketing, and social media efforts (Puiu, 2016). Personalized products and interactive marketing are a way to get this generation on board with brands (Puiu, 2016). A research study on apps for social good revealed that to understand this audience non-profit brands have to “look good in order to do good, because if you look good, your message gets attention. If your message gets attention, it can spread like wildfire.” (Kuglar, 2016)

Because of the fast spread of information via social media, increased awareness for problems that affect people and the planet can be spread quickly and efficiently across millions of online users, especially when Generation Z gets involved.

An estimated consumer population has Generation Z at 82 million by 2026. The Digital Commerce and Gen Z Report from Business Insider Intelligence believes that by then, Gen Z will have a large spending power that will impact the business world. Generation Z is more accepting and open-minded than any generation before it (Business Insider, 2019), and almost half of the Gen Z population are minorities.
CHAPTER II: SURVEY RESULTS

To understand the impact of giving by generation on a local level, a mixed methodology of surveys and personal interviews was conducted in the Oxford, Mississippi marketing area. Research on millennials and Generation Z was conducted to discover motivation, interactions, thoughts and preferences in regarding interaction with non-profit and charity organizations. Primary research was conducted to understand on a deeper, more insightful, personal level the intrinsic motivations individuals had behind giving to non-profit organizations. The 261 surveys conducted were sent out through the social media efforts of the researcher, as extra credit for students in an economic class at the University of Mississippi, through United Way of Oxford Lafayette County, Operation Life Vision, and Grace Bible Church of Oxford. These surveys were representative of the population in and throughout the Oxford Lafayette community and throughout North Mississippi. Participants of the survey acted upon a volunteer basis.

The survey results uncovered motivations, the impact of social media, the need for personal involvement, and the interactions of these generations with non-profits and charities. The biggest contributing factor that gets individuals involved with non-profits is personal relationship and connection. Social media marketing helps in term of awareness and establishing a good website and online content creates legitimacy for the organization, especially for the younger generational online users. However, even for millennials and Generation Z, the primary way that they have gotten involved with charities and non-profit organizations has been through personal experience and connection with a person within the charity, with the charity itself, or with the cause it supports.
Motivations

Individuals have a primary motivation when they donate, advocate, or volunteer for a non-profit. Knowing motivations can help organizations determine how to market and draw individuals into these organizations. Both millennials (94%) and Generation Z (80.4%) agree with the statement that most of the charitable giving they do is based on who asks and what connects with their emotional state. When people do not support charities, the majority of people believe it is because they are not aware of the charity and its cause, they do not have the resources or the time, there are too many other organization’s they want to support, or there was no personal connection to the charity or organization. Millennials were more likely to want a personal connection to the charity, while Generation Z’s reason for not supporting a cause was not having enough resources and time. Both of the generations top reason for not supporting a charity or non-profit was not being aware of the charity and its cause.

(Figure 7: Why Gen Z and Millennials Don’t Support Non-Profits)
The top three reasons people support non-profits and charities are their beliefs that:

1. Giving back is the way to live my life.
2. I like to help those less fortunate than myself.
3. I want to help people.

As shown in Figure 8, Generation Z is twice as likely as Millennials to support causes that their friends support. This is due to the increased reliance Gen Z has on influencers and the heavy weight that the opinions of people around them have on their perceptions about a company or brand.

(Figure 8: Why Gen Z and Millennials Support Non-Profits)

Social Media Connection

They survey showed that social media makes a large impact on non-profit awareness, monetary donations, and the establishment of validity for these non-profit organizations. Of those who engage with nonprofits on social media, 55% end up taking some sort of action. Sixty
percent of online adults ages 18-20 use Instagram, and 75% of Instagram users take action, such as visiting a website or making a purchase after looking at an Instagram advertising post. Forty-two percent of marketers report that Facebook is critical or important to their business, and 93% of social marketers use Facebook to advertise regularly. Fifty-one percent of Generation Z agree that Instagram, Twitter, and Facebook advertisements will get them involved with a non-profit/charity while almost the same number of millennials disagreed (51.6%).

Advertisement for non-profits via social media is 20% more likely to affect Generation Z than millennials, and over half of millennials do not believe that advertisements via social media is an effective way to get them involved with a non-profit/charity. While the effectiveness of advertisements via social media varies for each generation, 80.8% of Generation Z and 74.3% of millennials believe that it is acceptable to ask for donations through Instagram, Twitter, or Facebook.

Word of mouth is an influencing factor across generation Z and millennials. Advocacy for an organization benefits a non-profit. Other people’s promotion and advocacy for non-profit organizations through social media benefits these non-profit organizations in terms of increasing awareness for the organization. The percentage of millennials who like to promote the causes they care about through Instagram, Twitter or Facebook is 51.6%; 61.7% of Gen Z agree. While the majority of millennials may not respond to advertisements via social media, they do like to promote them on their own social media accounts. Generation Z has a strong tendency to promote on their personal social media accounts, with over half of them liking to promote the causes they care about. Sixty-one percent of millennials say they are unlikely to share about a
non-profit or charity on Facebook, while 61% of Generation Z say they are likely to share on Facebook.

Gaining followers on social media can also be a big advantage for non-profit organizations, because it can help spread awareness, increase advocacy, and increase donations. Sixty-four percent of millennials say they are not likely to follow a charity/non-profit on social media, and 47.7% of Generation Z agree. However, a larger percentage of millennials say that they are likely to follow a charity/non-profit on social media than Generation Z (22.6% millennials v. 12.2% Gen Z.) The majority of the people in these generations are also unlikely to fundraise for a charity via social media (58.1% millennials and 51.2% Generation Z.) Both of these generations are more likely to talk in person about a charity/non-profit to a friend. Generation Z is 76.8% likely to recommend or talk about a charity to a friend, while millennials are 87.1% likely.

(Figure 9: Weekly Social Media Usage of Gen Z and Millennials)
Personal Involvement

Getting individuals personally involved with an organization is the primary way to get individuals to donate, advocate, or volunteer for a non-profit organization. This involvement and personal connection that individuals develop with charities is the foundation to what keeps them connected with the non-profit charity or organization. Capitalizing on personal strengths when getting involved is more important for Generation Z than millennials. Seventy-five percent of Generation Z believed that using their personal strengths and abilities are important to them when they support non-profits and charities, but only 45% of Millennials agreed. The majority of Millennials neither agreed nor disagreed with the statement, showing an indifference, while the majority of Generation Z agreed with the statement, showing an active need for participation with the organization.

Both generations believe that being able to donate personal time, talent, and abilities directly for the non-profit will get them engaged with the organization. Gen Z believes social media will be more effective to get them engaged, while millennials are passive about the strength of social media. Only 30% of both generations believe friends and family convince them that the cause is worthy of their support. Personal communication is important for both generations but asking for money and support through other organizations will be the least likely way to get millennials involved with a non-profit or charity organization.
Figure 10 shows that both millennials and Generation Z have a strong agreement that family and friends usually get them to donate or advocate for a non-profit or charity. Sixty-one percent of millennials and 62.9% of Generation Z agree with this statement. Visual marketing tools (videos, graphic, photographs) in advertisements are 79.7% likely to draw Generation Z into a non-profit’s cause, and 84% likely to draw millennials into a non-profit’s cause. Visual marketing tools are almost equally as effective to attract both generations.

Based upon findings from figure 11, both generations believe they will make the most impact for a non-profit by volunteering with the organization. A higher percentage of Gen Z believes donating goods is the way they can make the most impact, while 83.9% of millennials believe that donating money is the way they can make the most impact for a non-profit. Over half of millennials believe they can make impact by fundraising, but more Gen Z individuals
believe they can make an impact by sharing on social media. The third highest source of impact for millennials would be advocating for their cause. Sixty-one percent of millennials believe that would be effective.

(Figure 11: How Millennials and Gen Z Believe They Make the Most Impact for Non-Profits)

**Interaction with Non-Profits**

For both generations, individuals are most likely to interact with non-profits by volunteerism, through an organization’s website, and with peer-to-peer interaction. There are however key differences in these generations in the way that they interact with charities and non-profit organizations. Generation Z is two times more likely to interact with charities through other organizations, and 20% more likely to get involved with non-profits through church and religious organizations. Generation Z is also more active with non-profit organizations on social media sites, beating millennials on Facebook, Instagram, and Twitter.
While there are ways that individuals interact with non-profit organizations, the ways people prefer to interact with these organizations are different. Figure 13 shows that generation Z prefers to interact with non-profit organizations by volunteering, through another organization, through churches, through schools, and person-to-person. Millennials prefer person-to-person interaction, through an organization’s website, and through Facebook. While both of these generations preferred volunteerism as their primary way of interaction, a larger percentage of

(Figure 12: Ways Millennials and Gen Z are Likely to Interact with Non-Profits)
Generation Z preferred to volunteer than millennials. Generation Z also preferred going through other organizations before interacting person-to-person, while a larger percentage of millennials, preferred person-to-person interaction before going through other organizations such as a church, fraternity, schools, etc.

(Figure 13: Ways Millennials and Gen Z Prefer to Interact with Non-Profits)

Figure 14 shows data that within the past year, each generation has interacted with non-profit organizations in different ways. Over half of Gen Z donated money (69.8%), shared on social media (55.2%), and volunteered (76.7%). Over half of Millennials donated money (77.4%) and volunteered (61.3%). Gen Z was almost twice as likely to advocate for an
organization’s cause and fundraise than millennials. While more millennials donated money, more of Gen Z volunteered.

(Figure 14: Gen Z and Millennial Involvement with Non-Profits 2019)
Overview of Survey Results

In summary, the survey conducted in North Mississippi indicated that personal relationships and connections gets millennials and Generation Z involved with non-profit organizations. The means which these two groups engage with non-profits differ. Millennials prefer in person interaction while Generation Z prefer interaction via online platforms. Generation Z is twice as likely as millennials to support causes that their friends support and is more involved online and over social media than millennials. Based on Figure 14, over half of Gen Z has shared about a non-profit over social media and are twice as likely as millennials to advocate and fundraise for an organization’s cause. Gen Z is twice as likely to interact with charities through other organizations and 20% more likely to get involved with non-profits through church and religious organizations. Millennials do not believe that online advertisements will get them involved with an organization, and they to interact with a non-profit person-to-person, through an organization’s website, and through Facebook. For both generations, visual marketing tools, such as video are highly likely to get the individuals to interact online or in person through advocacy, donations, and volunteerism.
CHAPTER III: INTERVIEWS AND OPINIONS

To augment survey results, ten interviews with subject matter experts ages 21-38 were conducted in the Oxford, Mississippi community. The interviews explored motivations for giving from five points of view: non-profit management, millennials, Generation Z, academic professorship, and inside religious organizations. Throughout these interviews, opinions, ideas, and content was gathered regarding non-profit and charity organizations.

Generation Z

The two Generation Z individuals interviewed are 21-year-old college students at the University of Mississippi. Sydney Sergis is highly involved in two non-profit ministries in Oxford, MS, Campus Crusade for Christ and Grace Bible Church Oxford. Cory Rogers is a pharmacy student that volunteered at Kanakuk Kamps, a non-profit organization the summer of 2019 and is involved at Grace Bible Church of Oxford. Sergis believes that personal interaction is what got her involved in every non-profit organization she works with. She does not believe that social media has as big as an effect on her in terms of getting her to give or volunteer. “Social media can affect me negatively if posts don’t seem genuine,” Sergis said. “When a message is more intentional is when I would say social media would work, because we see it all the time.”

Rogers’ primary motivation to getting involved with non-profit organizations is wanting to make an impact. When volunteering with an organization, the value of the experience is an important part of committing his time. “I want to have a real meaning and purpose with whatever job I spend my time volunteering doing,” Rogers said. “If they are going to ask me to do a simple job that I won’t get anything out of, I wouldn’t want to commit my time to do it.”
Both believed that when advocating, in person communication is their preference. “I would advocate by telling people about it, if I really want to make someone really interested,” Rogers said. “I feel like a Facebook or social media post is way less likely to get someone’s real attention; I would rather put in more energy to have a conversation about the charity.” Both believed that capitalizing on their passions would be the best way to get them involved with organizations. “You’re going to have to sell our generation on what we’re passionate about it, something we believe in, something impactful,” Rogers said.

**Millennials**

Millennials interviewed were selected based off of a various level of involvement with non-profit organizations to get a wider range of viewpoints. Rachel Romero is the manager of a local yoga studio in Oxford, MS. Kitty Hurdle works for Campus Crusade for Christ, a non-profit organization at the University of Mississippi, and Brittany McLaughlin is a local mother of four, that gives to over 5 different charities or non-profit organizations a year.

Rachel Romero believes that personal relationships are the only thing that will get her to donate. “I need a personal prompt to get me to donate, and even then, I would need a strong relationship with that person to donate,” Romero said. Social media would be ineffective for her if she no longer felt compelled to give through advertisements but forced. “I resist when I feel forced,” Romero said. Romero believes that the primary way to get her generation involved is through their children and the school systems. Her primary motivation to give is her belief in her duty and responsibility to take care of one another.

Working for a non-profit, Kitty Hurdle raises money through the generous donations of others. Hurdle believes that when raising money, if you are out of sight you are out of mind.
“There is a bump in our staff account every time we send out a letter, because we’re on people’s minds,” Hurdle said. “There needs to be consistent communication, but not an overabundance of communication.” What gets Hurdle involved in organizations is if they align with her passions and if she has had first-hand experience with them. “My first-hand experience with Filter of Hope was life-changing,” Hurdle said. “Personal experience is what makes us passionate, otherwise if we care about the people that are going and doing these things, that’s what motivates our hearts.” Hurdle believes that her generation needs a direct, clear, and compelling prompt telling them specifically what is needed, and if organizations can involve their kids, it is a huge win.

McLaughlin donates to various organizations, including ones that she gives to on a monthly basis as well as ones that draw on her emotions via social media. “I want to do all the things and save all the people,” McLaughlin said. “I prioritize giving based on my emotional reaction and response to things that impact me on the home front.” When advocating for specific charities and non-profit organizations she believes she can make a greater impact when she can display and invoke her emotion, in a real and honest way. While she does not believe she needs social media to do it, she thinks that the lifestyles of people around her are dictated by social media. “My primary motivation to give has been my kids, and if the organization has been something that has impacted my family,” McLaughlin said.

**Assistant Professor Non-Profit Marketing**

Evangeline Ivy Robinson has 17 years of experience in fundraising and non-profit marketing communications. She has worked for the Make-A-Wish Foundation, Jackson State University, and for Wonders: The Memphis International Cultural Series. Robinson believes that
the first step to getting people to donate is to get them to volunteer. As far as donations from social media, Robinson believes that social media can play a role in smaller, annual gifts, but not in larger donations. One-on-one communication will have to come into play for the larger gifts and donations.

Robinson believes having customized marketing message should be a part of the overall plan, but peer-to-peer is going to be a greater influencer than those messages. “Social media is one of the more important ways to get the younger generations involved,” Robinson said. However, the use of influencers on social media have proven to be more effective than targeted ads. “Younger generations are more impressed by their friends and those social media influencers they follow, not necessarily advertising messages,” Robinson said. Influencers can be influential to their followers by speaking out about an organization or company to bring awareness to the point where people will actually respond to their messages over social media. “A big part of getting people involved is seeing other people involved over social media; it is a good way to expose people to organizations they have not thought about,” Robinson said.

Friends, personal interaction with non-profits, or being told through an organization individuals are involved in (school, sorority, church, etc.) are what primarily gets people involved in organizations. “People are supporting because of personal connections, because their lives have been impacted personally because of the cause,” Robinson said. The primary way that she believes gets people involved in an organization is hearing about the good work that the organization has done, the impact the organization has made, and seeing and hearing stories that have made an impact.
Religious Organizations

JD Shaw is the pastor of Grace Bible Church, a church located in Oxford, MS, and Drew Narmour is the Associate Pastor of missions, students, and education at Grace Bible Church. Shaw was a lawyer before he entered into his pastoral position, and Narmour was involved with a non-profit called Campus Crusade for Christ before working with the local church.

Shaw believes that working relationships and connections you have is the first step to take when getting donations before spending money on social media, or an advertising campaign. “I have only given to things that someone has personally approached me about, or I am building a relationship with, because there’s a trust in the legitimacy of the organization, and I want to support those in my sphere of influence,” Narmour said. The importance of knowing and trusting individuals within an organization is a huge part in justifying the legitimacy of the charity or non-profit. “Word of mouth and friendship got me involved with non-profits, definitely not social media, because I knew somebody or had some sort of relationship,” Shaw said.

Word-of-mouth advocacy and promotion is the way that every business has relied on for hundreds of years. “Everybody says word-of-mouth is the best recommendation; Encourage people to talk to their friends, and that is the biggest bang for your buck,” Shaw said. Shaw’s children also get him involved with other various non-profit organizations. “My kids compel me more than social media; my children were how we got into compassion ministry,” Shaw said. When asked his primary motivation to give he believes that, “My job is to be on the lookout on how to be sacrificially generous to others, because God has been so unbelievably generous with me.” One way that keeps regular donations is through monthly recurring giving that
automatically withdraws from individual accounts. “Recurring giving is a blessing and a curse, it keeps me engaged, but keeps it harder for me to pull off if I wanted to,” Narmour said.

**Non-Profit Management**

Alex Coleman is the President and founder of a local non-profit organization called Operation Life Vision. The organization is dedicated to serving the needs of at-risk children in the Oxford and Layette community. OPL offers after-school tutoring, mentoring, leadership development, character building, conflict resolution, and educational field trips. While the organization is successfully running on the mission side, there are administrative burdens and struggles that are hindering the non-profit organization from growing.

Coleman believes that 28-38-year old’s help his non-profit organization out the most, monetarily. “They’ve figured out what they want to do in life, most of them are doing it now, and they came from situations that these kids are in now, which causes them to instantly connect,” Coleman said. “Once they connect with one, they link up to help because of shared stories and experiences.” While the organization is saturated with volunteers that are willing to give up time, energy, and effort for these kids, raising funds and donations has been difficult for the organization. “Incoming money is sporadic at best,” Coleman said. “I know a social media effort would help, but the reason this story is not out is I’m just learning to share it without sharing too much of the kid’s personal information.”
CHAPTER IV: APPLICATION OF RESEARCH

Although personal communication and interaction with non-profits is the primary way to get millennials and Generation Z involved with non-profit organizations, the creation of online and social media content is still integral to the success of an organization. Social media is used for advocacy and awareness and smaller donations for non-profit and charity organizations. In order to apply research, visual content was created as supplemental material for Operation Life Vision, a local non-profit in Oxford, MS. Visual content includes the creation of a logo, website design, social media posts, advertisements, brochures, and content to engage millennials and Generation Z in an effective way.

Operation Life Vision currently operates with a website and no social media. Fundraising is dependent on the founder speaking to groups and asking for support. The non-profit meets twice a week and hosts summer camps, as well as trips during winter break. Operation Life Vision has not found adequate funding for expenses such as gas, insurance, maintenance, and food. Alex Coleman, the founder of the organization, receives no monetary stipend for the work done with Operation Life Vision, and frequently takes money from his salary with other jobs to help pay for the organization to run successfully and smoothly. The mission of the organization is being completed on a weekly and yearly basis, but with high risk and cost on behalf of the founder.

Based on the research, Operation Life Vision has an opportunity to reach millennials and Generation Z through social media and online content creation to increase donations and support.

Utilizing the research findings and applying them to this organization, Operation Life Vision can extend its online communications and engage millennials and Generation Z.
As shown in the research, the creation of Facebook and Instagram accounts is important to engage millennials and Generation Z. Content should be created to invite and facilitate personal interaction and connection.

Based on results from figure 12, both generations prefer to interact with an organization through a website. The use of visual marketing tools is 79.7% likely to draw Generation Z into a non-profit’s cause and 84% likely to draw Millennials into a non-profits cause. According to the Blackbaud Institute, online material should be simple, effective, and visually enticing. The website design incorporates all three of those visual elements and would be effective for future use for Operation Life Vision.
Both millennials and Generation Z believe they can make the most impact by volunteering for an organization. The created Instagram posts calls future volunteers to volunteer time with Operation Life Vision which will in turn make individuals feel like they are making an impact. Figure 12 states that Generation Z is also more active with non-profits on social media sites, which makes the creation of Instagram accounts important. According to the Blackbaud Institute, there needs to be an integration of online and in person presence to get an individual involved with an organization. The Instagram posts are online and give the opportunity for individuals to interact in person.
operationlifevision STORY: TIME
Since Alicia has been with OPL, she has improved TWO letter grades the past two years in school. SWIPE to hear her story!

operationlifevision CREATING SPACE
It's important to create a space where kids want to learn! Swipe to see how the magic happens 🍀

2 minutes ago

3 seconds ago
operationlifevision CALLING/ALL/STUDENTS
Volunteer with us Tuesday/Thursday 5:00-9:00! We need tutors, encouragers, and friends! #joinOPL

operationlifevision MERRY/CHRISTMAS
We are overwhelmed with JOY at the generosity of our donors! Beyond blessed this season! #weseedifferently
In Figure 11, Generation Z believed donating goods is the way they can make the most impact, while Millennials believed donating money was the way they could make the most impact. Since Gen Z prefers to donate goods, and are highly involved on social media, the Instagram stories allow Gen Z to view a way to donate to a cause via Instagram. Figure 11 also shows that both generations also believed they can make an impact by sharing on social media. These graphics allow both generations to share, advocate, and donate via social media, which engages and involves them with the non-profit organization. The stories can also be used by influencers to increase peer-to-peer awareness and interaction. This could be through own personal impact posts or through a post to fundraise for the organization.
The logo is also clean and impactful, with a simple graphic in the midst of the text to represent a part of the organization’s goal: to re-align children’s vision to see their potential, grow, and change their lives. This logo also incorporates Blackbaud’s idea of a simple, effective, and visually enticing design.

![Operation Life Vision Logo](image)

The advertisement is simply for awareness, providing little information, so that people will click the links to the organization’s website and social media. Advertisement for non-profits via social media is 20% more likely to affect Generation Z than millennials, and over half of millennials do not believe that advertisements via social media is an effective way to get them involved with a non-profit/charity. This was designed with that information in mind, to increase the amount of involvement with the ad to better target both generations.
The brochure is a visual way to provide information about who Operation Life Vision is, how they started, what they do, and where and how to get involved. All of the supplemental materials provide content where potential donors, volunteers, and influencers can get learn about, donate, and get involved with Operation Life Vision. It offers a personal relationship and connection with individuals to foster growth of the non-profit organization. It also displays qualities of localism, social responsibility, and quality, which millennials look for in non-profit organizations (Turpault, 2015).
OPERATION LIFE VISION

VISIT US
Tuesday/Thursday
5:00-9:00 p.m.
Grace Bible Church

OUR MISSION

PROVERBS 29:11
"When there is no vision, the
people perish."

Operation Life Vision takes at
risk kids in the Oxford
Lafayette community and re-
aligns their vision so that they
are aimed in a direction where
they clearly see their own
potential to grow, develop, and
change their life.

OUR FOUNDER

"OPL started in 2005 after kids in our local neighborhood came by my
house looking for food with their homework in their hand. These kids had
real needs, a physical need, an emotional need, and a spiritual need. I
couldn’t stand by and watch these kids not get their needs met, so I did
something."

—Alex Coleman

WHAT WE DO

TUTOR
TEACH LIFE SKILLS
TEACH SCRIPTURE
NOURISH PHYSICALLY &
SPIRITUALLY
TAKE TRIPS
CHAPTER V: LIMITATIONS AND FUTURE RESEARCH

Limitations of the study include the narrow response pool of the survey. The majority of the participants are located in North Mississippi, specifically the Lafayette/Oxford community. Research could be drastically different in other parts of the country and even parts of the world. The narrow window of time is another limitation of the research, as the majority of this research was conducted in a few months. A longer window of time for research could provide a larger picture more representative of the non-profit industry over an extended period of time. Other limitations include the lack of resources to get a wider pool of participants for the survey and interviews. Recommended future research would encompass a larger population representative of the entire United States, or the world. Additional follow-up research could be conducted on ethnic differences in giving, and how that takes a role and plays into what non-profits get monetarily, through advocacy, and through volunteer support. If the entire research project could be started over, a more in-depth analysis of ethnic differences in giving would provide a wider range of understanding into who gives where and why they give where they do, based off of ethnicity.
CHAPTER VI: CONCLUSION

In conclusion, Generation Z and Millennials are vital to the life and future sustainability of the non-profit and charity sector of the United States economy. Based upon the findings in this research, non-profit organizations should involve these generations through personal connection and involvement, and they should get individuals physically involved with non-profit organizations. Involvement is one of the primary ways to get individuals to donate. These generations are also at a stage in life where they are still open to give to new non-profits and charities and targeting them young could keep them on board the non-profit’s mission for years to come.

Organizations should have an established online presence, both over social media and using a website specifically for the non-profit organization. However, when using social media, getting influencers involved will be more effective than having a customized marketing or advertising campaign. Posts from friends are more effective than advertisements that flash across an individual’s screen. Again, when non-profits can use personal connection and influence, even over social media, is when they will have the most success in gaining, volunteers, advocates, and monetary donations.

Millennials and Generation Z will be the largest two generations in the upcoming years, which translates to them having the biggest potential impact on the non-profit world. Both generations are highly involved with technology, and the use of the technology will continue to revolutionize the non-profit sector and the way that it gets people involved with these organizations. Even with technology, keep the emphasis on personal connection, and non-profits should be able to thrive off of the generosity of others. The research also indicates it is an
advantage for non-profits to target millennials and Generation Z to increase awareness, raise monetary support, and gain volunteers and advocates for the non-profit or charity.
LIST OF REFERENCES


Anderson, Monica, Skye Toor, Lee Rainie, and Aaron Smith. 2018. Activism in the Social Media Age. Pew Research Center


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USA, W. by G. (n.d.). Giving USA 2019 : Americans gave $427.71 billion to charity in 2018 amid complex year for charitable giving: Giving USA.
APPENDIX:
Interview Questions

Basic Questions:
1. How do you interact with charities and non-profit organizations? (Volunteer, give money, etc.)
2. On average, how much do you give to charities each year?
3. Are there any non-profit or charities that you are passionate about, and why?
4. What determines whether you give, volunteer, or advocate for your specific charity and non-profit?
5. What gets you to donate to non-profits? What gets you involved?
6. Does social media affect your decisions and actions when deciding to donate or advocate for non-profits?

Millennials/Gen Z:
1. Are there specific types of non-profits or charities that you prefer to give to? Why?
2. How do you prioritize which charities or non-profit organizations you support?
3. What has inspired you to give, volunteer, or advocate for non-profits and charities?
4. What differences if any do you feel toward local vs national vs global charities or non-profit organizations?
5. If you advocate for charities/non-profits, how do you advocate for those charities and non-profits?
6. If you advocate for charities/non-profits, do you use social media or peer-to-peer interaction?
7. Which do you prefer?
8. How important are customized marketing message towards you to get you to support a nonprofit or charity?
9. Can you tell me about any causes you have stopped supporting and why?
10. What must a non-profit organization have to keep you committed to their cause?
11. What do you feel is the most important way to reach out to your generation to get them involved with charities and non-profit organizations?
12. What are your primary motivations to give?

Questions for Alex Coleman, Director of Local Charity Organization:

1. What inspired your idea to start an after-school program for kids?
2. What was your primary motivation?
3. What is the mission and goals of your organization?
4. What are your primary ways of raising support and donations?
5. Describe the people or organizations that donate the most to your program. The least?
6. How does your organization benefit kids?
7. How effective are your fundraising efforts? Are you meeting monthly/yearly goals?
8. What do you believe keeps people committed to donating to your efforts? Why are people committed? Why are they not committed?
9. What do you feel like you could do to increase donations and volunteer support?
10. How have young adults supported your organization? What about 20-30 somethings?
11. What types of media (including different types of social media) do you think would enhance your organization’s support and dollar donations?
12. Overall, what generation do you seek help from the most? What generation do you receive the most and the least help from?
13. If you could have one wish granted for your organization, what would it be?
14. How do you engage the community and raise awareness for your organization?
15. What type of follow up do you have with donors and volunteers year to year or month to month?
16. What else would you like to tell me about your organization?

Interview Consent Form

***This interview will be conducted face to face.***

Description
The purpose of this research project is to determine effective marketing strategies for non-profit organizations targeting millennials and generation z to increase giving and awareness. You will be asked questions related to your involvement with non-profits, volunteerism, giving, etc., based on what generation you were born into.

It will take approximately 15-30 minutes to complete this interview, depending on the length of your responses.

The purpose of this research project is to determine effective marketing strategies for non-profit organizations targeting millennials and generation z to increase giving and awareness. You will be asked questions related to your involvment with your charity organization runs, the mission behind the organization, and the interaction of millennials/generation z with your organization.
It will take approximately 15-30 minutes to complete this interview, depending on the length of your responses.

**Risks and Benefits**
There are no inherent risks or benefits in completing this interview.

**Right to Withdraw**
You do not have to take part in this interview, and you may stop participation at any time. If you start the interview and decide that you do not want to finish, all you have to do is to tell the interviewer and we will stop, and none of your responses will be used in the research project. You may skip any questions you prefer not to answer.

**IRB Approval**
This study has been reviewed by The University of Mississippi’s Institutional Review Board (IRB). If you have any questions, concerns, or reports regarding your rights as a participant of research, please contact the IRB at (662) 915-7482 or irb@olemiss.edu.

**Statement of Consent**
I have read and understand the above information. I verify that I am at least 18 years of age. By continuing with the interview, I agree to consent to participate in the study.

**Survey Questions**

**Select the statement that best describes you.**

I was born before 1981.
I was born between 1981-1995.
I was born between 1996-2001.
I was born after 2002.

How do you identify?
Female
Male
Neither
I prefer not to answer

What ethnicity best describes you?
White
Black
Hispanic
Asian
Native American
Other _______________________
I prefer not to answer.

What yearly household income best describes you?
Below $10k.
$10k - $50k.
$50k - $100k.
$100k – $150k.
Over $150k.

What is your marital status?
Single
Married
Domestic Partnership
Divorced
Widowed

What is the highest degree or level of school you have completed?
Less than a high school diploma
High school degree or equivalent
Bachelor’s degree (e.g. BA, BS)/ In progress
Master’s degree (e.g. MA, MS, Med)
Doctorate (e.g. PhD, EdD)
Other (please specify)

What is your current employment status?
Employed full-time (40+ hours a week)
Employed part-time (less than 40 hours a week)
Unemployed
Student
Retired
Self-Employed
Unable to Work

__________________________________________

On average, how much do you believe you donate to charities or non-profits per year?

$0
$10-100
$100-200
$200-500
$500-1000
How many charities/non-profits do you believe you will support monetarily or by advocacy during the next 12 months?

0
1-2
2-4
5+

Select whether you agree/disagree with the following statements:

Most of the charitable giving I do is spontaneous, based on who asks and/or what pulls at my heartstrings.
Strongly Agree – Agree – Neither Agree nor Disagree – Disagree – Strongly Disagree

Instagram, Twitter, and Facebook advertisements will get me involved with a non-profit/charity.
Strongly Agree – Agree – Neither Agree nor Disagree – Disagree – Strongly Disagree

Using my personal strengths and abilities are important to me when I support non-profits and charities.
Strongly Agree – Agree – Neither Agree nor Disagree – Disagree – Strongly Disagree

Friends and family usually get me to donate or advocate for a non-profit/charity.
Strongly Agree – Agree – Neither Agree nor Disagree – Disagree – Strongly Disagree

I like to promote the organizations I care about through Instagram, Twitter, or Facebook.
Strongly Agree – Agree – Neither Agree nor Disagree – Disagree – Strongly Disagree

Asking for donations through Instagram, Twitter, or Facebook is acceptable.
Strongly Agree – Agree – Neither Agree nor Disagree – Disagree – Strongly Disagree

For the questions below, select one or more responses.

I believe I can make the most impact for charities and non-profit organizations by:
Donating Money
Volunteering
Donating Goods
Fundraising
Advocating for their cause
Sharing on social media (Facebook, Twitter, Instagram, etc.)

Within the past year, I have involved myself with non-profits and charities by:
Donating Money
Volunteering
Donating Goods
Fundraising
Advocating for their cause
Sharing on social media (Facebook, Twitter, Instagram, etc.)

My primary motivation to give is to:
Support the cause
Promote the cause to others
Be recognized as a supporter
Support the people that support the cause

Select how likely/unlikely you are to support charities/non-profits in the following ways:

Follow a charity/non-profit on social media (Instagram, Twitter, Facebook).
Highly Likely – Likely – Neither Likely nor Unlikely – Unlikely – Highly Unlikely

Share about a charity/non-profit on Facebook.
Highly Likely – Likely – Neither Likely nor Unlikely – Unlikely – Highly Unlikely

Fundraise for a charity via social media (Instagram, Twitter, Facebook).
Highly Likely – Likely – Neither Likely nor Unlikely – Unlikely – Highly Unlikely

Recommend or talk about a charity to a friend.
Highly Likely – Likely – Neither Likely nor Unlikely – Unlikely – Highly Unlikely

On a scale of 1-10, 1 being least important, and 10 being most important, answer the following questions:

How important are the use of visual marketing tools in advertisements to draw you into a non-profit’s cause?
1. 2. 3. 4. 5. 6. 7. 8. 9. 10.

How important is a non-profit/charity’s online, social media (Twitter, Instagram, Facebook), and website content to get you to donate or advocate for their cause?
1. 2. 3. 4. 5. 6. 7. 8. 9. 10.

How important is a non-profit/charity’s one-on-one engagement and interaction with you to get you to donate and advocate for their cause?
1. 2. 3. 4. 5. 6. 7. 8. 9. 10.
Select all of the ways you are likely to interact with a non-profit or charity.

Direct Service (Volunteerism)
Person-to-Person
Facebook
Instagram
Twitter
Organization’s Website
Google Reviews
E-Newsletter
Newspapers
Through churches/religious organizations
Through schools (K-12, Colleges)
Through another organization (i.e. sorority/fraternity, job, etc.)

Select all of the ways you prefer to interact with a non-profit or charity.

Direct Service (Volunteerism)
Person-to-Person
Facebook
Instagram
Twitter
Organization’s Website
Google Reviews
E-Newsletter
Newspapers
Through churches/religious organizations
Through schools (K-12, Colleges)
Through another organization (i.e. sorority/fraternity, job, etc.)

What do you believe will get you engaged and involved with non-profit organizations? You may select more than one response.

-Being able to donate my talent, time, and abilities directly for the non-profit/charity.

-Using social media (Facebook, Instagram, Twitter) to draw me into the non-profit/charity.

-Getting friends and family to convince me the cause is worthy of my support.

-Asking for money and support through other organizations like churches, schools, jobs, etc.

-Personal communication and referrals from people within the non-profit/charity.
Survey Consent Form

***I will be using Qualtrics to distribute this survey***

**Description**
The purpose of this research project is to determine effective marketing strategies for non-profit organizations targeting millennials and generation z to increase giving and awareness. You will be asked questions about your involvement with non-profits, volunteerism, giving, etc. You will not be asked for your name or any other identifying information.

It will take you approximately three-five minutes to complete this survey.

**Risks and Benefits**
There are no inherent risks or benefits to taking this survey.

**Confidentiality**
No identifiable information will be recorded; therefore, you will not be able to be identified from this study.

**Right to Withdraw**
You do not have to take part in this study, and you may stop participation at any time. If you start the study and decide that you do not want to finish, all you have to do is to click out of the survey. You may skip any questions you prefer not to answer.

**IRB Approval**
This study has been reviewed by The University of Mississippi’s Institutional Review Board (IRB). If you have any questions, concerns, or reports regarding your rights as a participant of research, please contact the IRB at (662) 915-7482 or irb@olemiss.edu.

**Statement of Consent**
I have read and understand the above information. I verify that I am at least 18 years of age. By clicking the next button, I agree to consent to participate in the study.