



# Stewardship For Millennial Donors

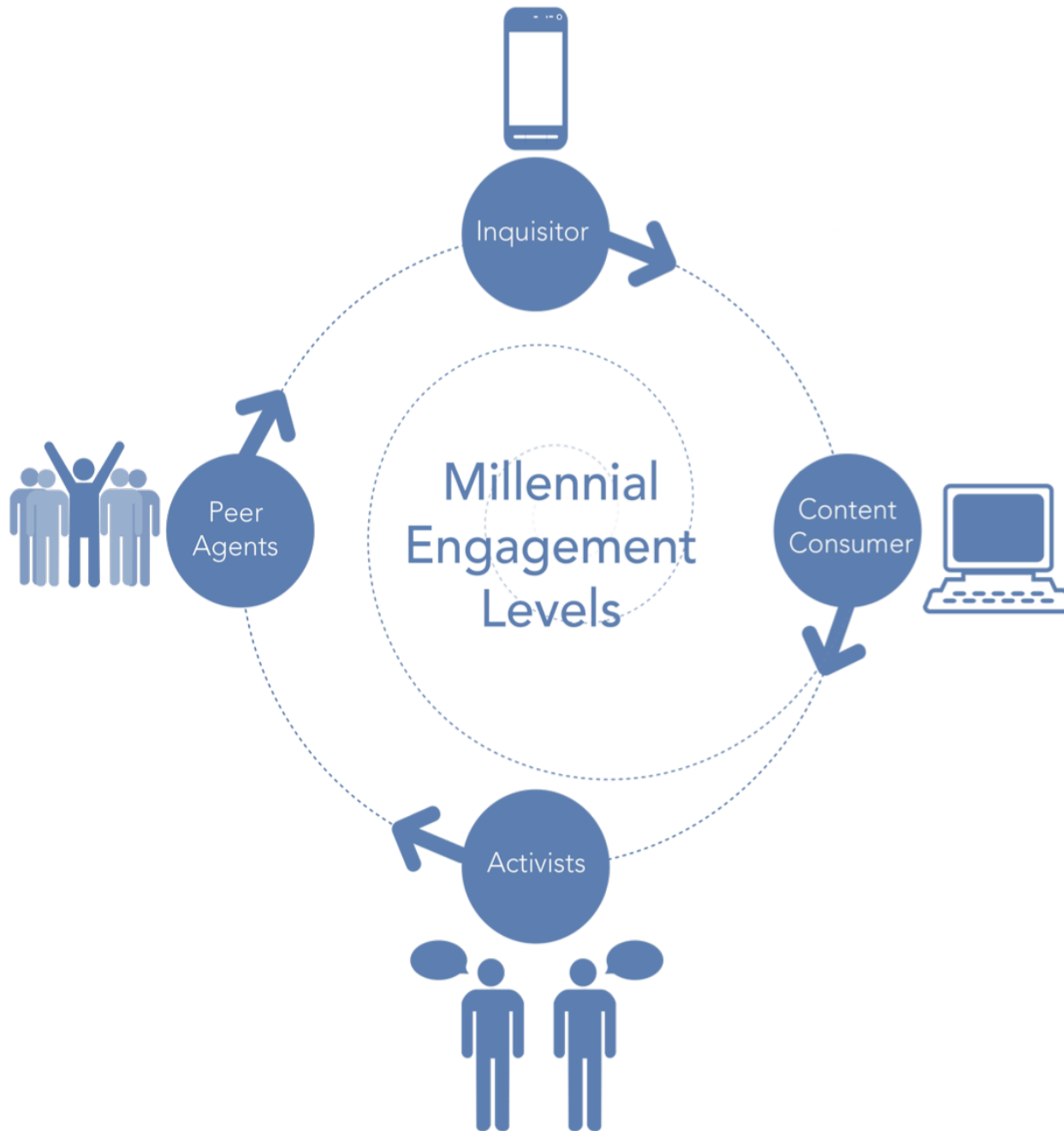
# 1. Micro

Millennials participate at micro levels before moving to highly involved states of cause action.

# Supportive Activism



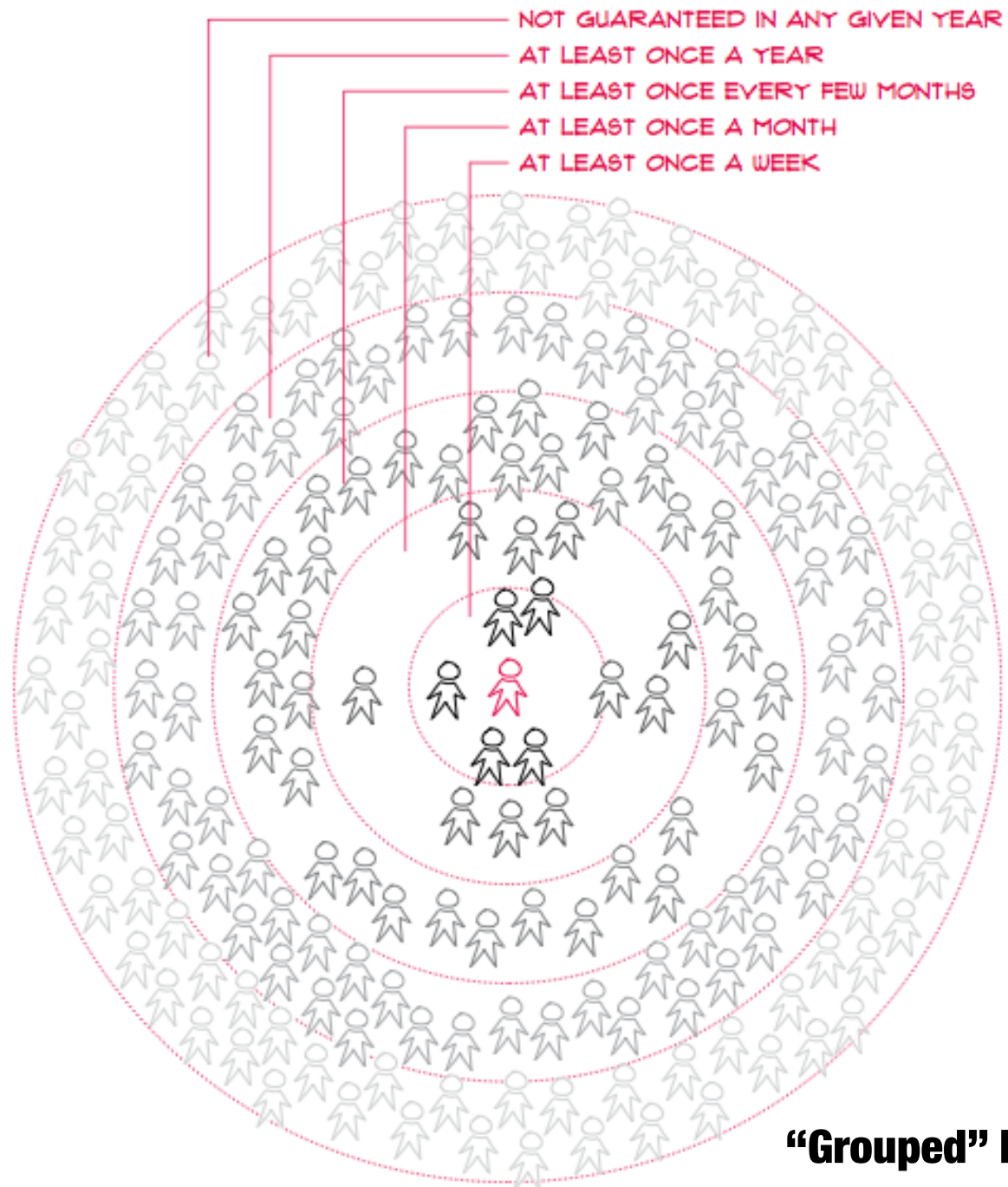
# Organizing Activism



# 2. Peer Small Group

Millennials participate with peers/family in small groups.

**Millennials  
connect to actions  
and their friends'  
actions.**



**“Grouped” Paul Adams**

# Peer Organizing

Lead Organizing Efforts and Outreach

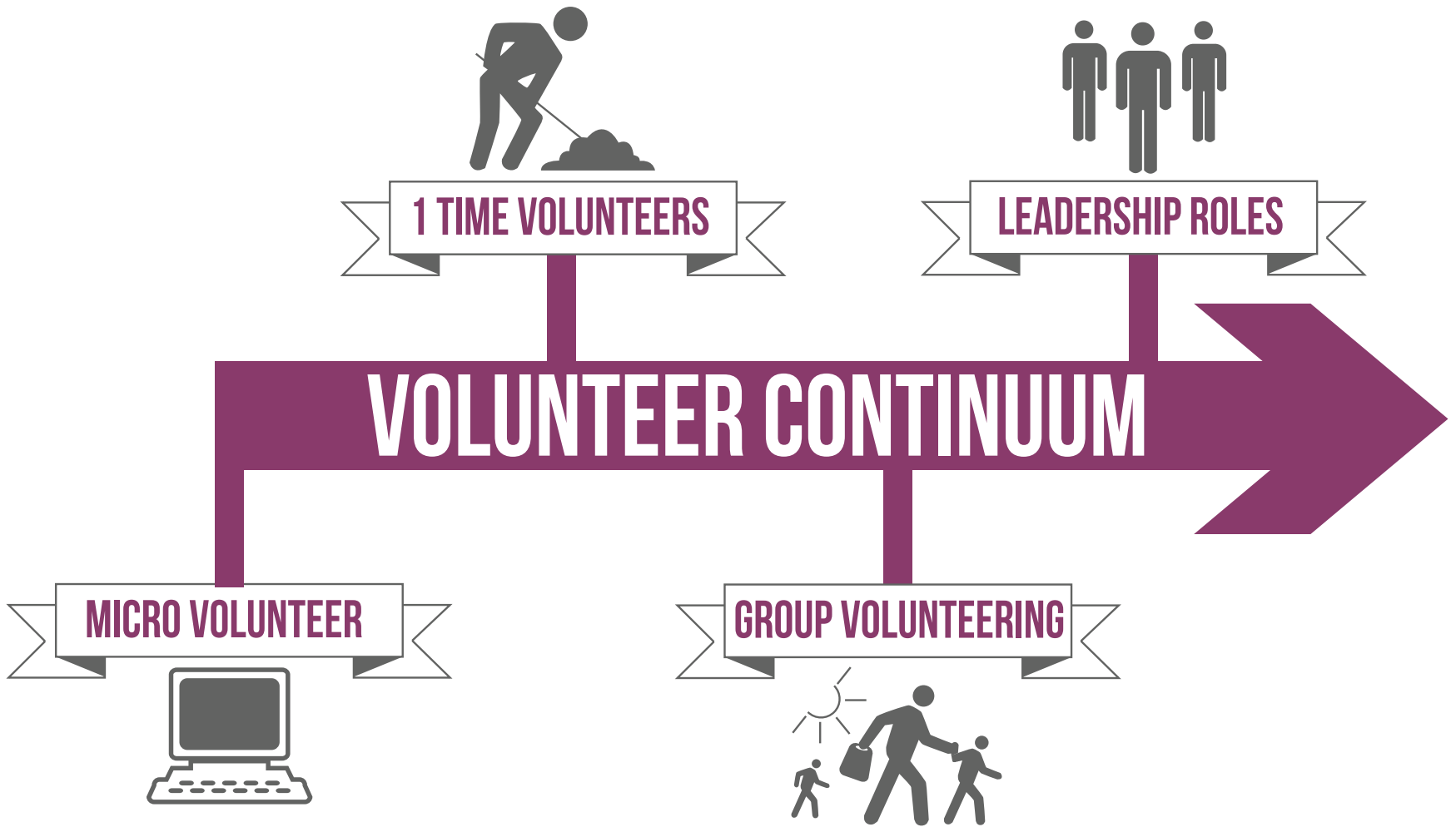
- Young Professional Groups
- Junior Boards
- Advisory Boards
- Committees

Small Group  
Volunteering  
Fundraising

Creating Interest Among Peers Through

- Petition Signing
- Content Approval – Liking and Comments
- Sign Up to Hear More Via Email, Text, Messages

# Group Organizing



# 3. Action = Transparent Solutions

Millennials act when organizations are transparent agents of tangible solutions.

- DONATE TO WATER PROJECTS
- SPONSOR A WATER PROJECT
- DONATE AS A GIFT
- HOW WE GIVE AWAY 100%

*More than ever...*

Every dollar invested in clean water and sanitation can yield \$10 for the local economy.

[Learn more >](#)



41%

44%

# Fact Finding



[Home](#) » [Donors](#)

## DONATION RESULTS

For the Penn State IFC/Panhellenic Dance Marathon, 15,000 student volunteers come together for one purpose: to fight pediatric cancer. Through THON's efforts, donations are collected to benefit the Four Diamonds Fund, which assists children with pediatric cancer and their families. For this fundraising effort, every dollar counts and proves that together we will make a difference in the life of a child.

\$20.00	Help to one family for one week to offset gas for commuting parents
\$25.00	One hour of music therapy.
\$50.00	Fifteen minutes of nutritional therapy.
\$60.00	One hour of Child Life coverage on the Inpatient and Outpatient units by this dedicated team.
\$75.00	One hour of a staff psychologist meeting with families and patients and siblings.
\$150.00	One day of ongoing outpatient treatment for a Leukemia patient
\$300.00	Helps buy a wig for a patient who has lost their hair.
\$400.00	Medical education doll used for play and teaching.
\$750.00	One routine maintenance visit for treatment/therapy for a child with leukemia.
\$750.00	One experiment in a research lab.
\$800.00	One day of research in one of our labs looking for a cure.
\$1,000.00	One day for a team of Social Workers dedicated to Hem/Onc population.
\$1,500.00	One day of a team of Specialized Nurse Coordinators that manage all patient needs.





# Stewardship

# Communication

**Urgent Updates  
Breaking News**

**Organization Updates**

**Donor Impact Statements**

**Executive Leadership  
Updates**

**Imagery | Story Telling | Transparency | Video**

Hoosier Environmental COUNCIL

all together now!

Home | Overview | Issues | News & Events | About HEC | Green Your Community | Get Involved | Legal Assistance | Blog

**about hiec**

The Hoosier Environmental Council  
Mission Statement  
Board  
Staff  
Jobs & Internships  
Funds  
Legal Defense Fund  
Partners  
Get Involved  
Contact

**our impact**

Home » About HEC » Our Impact

**Our Impact**

2 people watching. Be the first of your friends.

How We Are Making an Impact

Where We are Making a Difference

**updates**

Take Action to Support the Regulation of Genetically Engineered Organisms

Support our members on the 2012 State General Election

Support America's Franchise Affiliates for our better environment

Get Involved Your Candidates

Say Thanks to Your Great Officials

Visit our Action Center

**partners**



## 2012-2013 Fiscal Year Goals

July 1, 2012 - June 30, 2013 (as of September 30)

Raise awareness of Indiana's environmental challenges and solutions

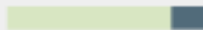
42

Media Mentions  
Goal: 150



6,993

Email Subscribers  
Goal: 8,000



0

Online Event Attendees  
Goal: 300



2,690

Facebook Followers  
Goal: 3,000



581

Twitter Followers  
Goal: 800



3,568

Website Impressions  
Goal: 20,000



5

Communities Served by Legal Assistance  
Goal: 25



11

Speaking Presentations  
Goal: 25



385

Attendees at Speaking Presentations  
Goal: 1,000



### UPCOMING EVENTS

#### Important natural gas regulation on the horizon

Environment is an important role in an election. Hear us out. It's different to be on this hot issue.

Friday, October 11

Saturday Center for the Environment

#### the Date of the Environmental Forum

Friday, December 14

Dear Jesse,

As Hoosier Environmental Council finishes its first quarter we wanted to update you with our progress and show that **your support truly is making a difference.**

Since the beginning of the fiscal year in July, we have already:

- Hosted 5 meetings with Indiana businesses to increase support for clean energy policy
- Informed 90 individuals through 4 community workshops transportation initiatives
- Addressed 10 sources of water pollution

Watch this brief video where I explain the new dashboard we are creating to share our accomplishments with you.



**VIEW THE DASHBOARD TO SEE HOW WE ARE MAKING AN IMPACT**

Together we will make a positive difference for the environment in Indiana!

Sincerely,

*Jesse Kharbada*

Jesse Kharbada



HELP CENTER



SIGN IN

ABOUT US

CAMPAIGNS

CAUSES

AWESOME-THINGS

Home » Random Stuff

## Our Sexy Financials and Impact

### Become a Member

Why become a member?

Log In with Facebook

or

First Name

Last Name

Cell or email

GO

or sign in

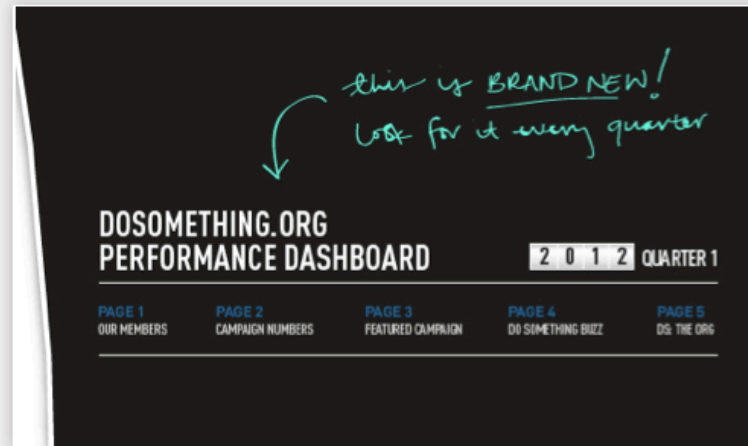
### Action Finder

What Cause?

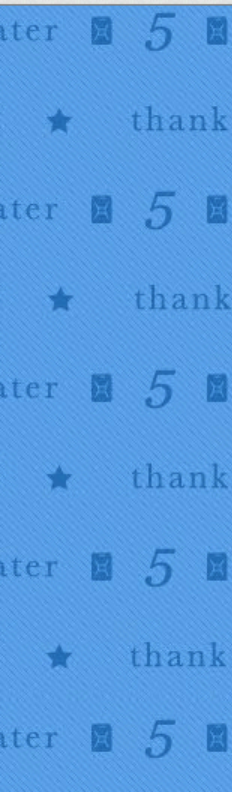
Who With?

Where?

How Long?



We know that a clear vision is not enough to meet goals. That's why we measure our work along some key metrics and share that information with our stakeholders. We recalculate our dashboard every quarter to see how our activity matches up to our goals.



### Thank you, Alyssa.

charitywaterthanks 3,277 views 1 year ago

charity: water made this short video to thank Alyssa for giving up her birthday -- twice! -- to fundraise for clean water projects. Learn more about Alyssa's latest camp...



### Thank you, Wallstrom family.

charitywaterthanks 383 views 1 year ago

charity: water staff made this video to thank the Wallstrom family for their ongoing support of our mission to bring clean drinking water to people in need. Wallstroms -...



### Thank you, Rise Up Hawaii.

charitywaterthanks 460 views 1 year ago

charity: water staff made this video to thank Rise Up Hawaii for raising money for clean drinking water. Learn more about their campaign here: <http://www.mycharitywater...>





Español | Search

Donating  
Blood

Learn about  
Blood

Hosting a  
Blood Drive

Volunteer

For Hospitals

MAKE A BLOOD  
DONATION  
APPOINTMENT



Home > Share Your Story > Share Your Donor Story

Like 143

Share

Printable Version

Share Your Story

Share Your Donor Story

Share Your Recipient Story

Share Your Volunteer Story

Share Your Sponsor Story

# Share Your Donor Story

When a donor shares a story, it serves as an inspiration and provides hope for others.  
Thank you for sharing *your* story!

Your First Name: \*

Email Address: \*

City:

State:

Zip Code: \*

Age: \*

# Experiential

**Volunteerism**

**Tours**

**Shadowing**

**Challenges**

**Pre/Post | Story Concepts | Agenda**

## Connect

### Noble Online

Information about events, programs, and client stories.

### Donor Quarterly Newsletter

Information and Updates for donors on the impact of the site.

### Volunteer Opportunities

Opportunities for individuals and families.

### Special Event Info

Fundraising and annual special events.

## Participate

### A Noble Evening in the Garden: 03/11/2011

The 15th annual gala features food from Indy's top restaurant and live entertainment in a beautiful garden setting at the State Fairgrounds.

### Walking for Dreams: 05/22/2011

The 8th annual 5K family and pet walk on the Canal in downtown Indianapolis

### Noble Golf Classic: 06/07/2011

The 5th annual golf classic will be held at the prestigious Jack Nicklaus Sagamore Club in Noblesville, IN. 34 foursomes will tee off at noon. Enjoy an afternoon of golf followed by an awards presentation and dinner.

### Annual Celebration: 09/2011

The annual event recognizes the people, organizations and businesses that help Noble create opportunities for people with developmental disabilities to live meaningful lives.

### Raising the Stakes: 11/2011

This casino themed evening is an annual fundraising event for Noble featuring casino games, entertainment and prizes.

## Volunteer

### Community Gardening Project (Jan - Dec)

The Community Garden is an opportunity for individuals with developmental disabilities to work with community volunteers to grow fruits and vegetables for a local church food pantry. Opportunities include plot preparation, planting, weeding and harvesting. Weekday, weekend, and evening opportunities for individuals, group and families available.

### Parties and Celebration events for Clients (Jan - Dec)

Help organize, prepare or attend themed parties and activities for Noble participants. Weekday opportunities for individuals, groups and families available

### Summer Day Camps (June - Aug)

Annually, Noble provides summer camp experiences for 90 youth with disabilities. Volunteers assist with summer camp activities and field trips. Weekday opportunities for individuals, groups and families available.

### Share Your Expertise (Jan - Dec)

Share your expertise with Noble participants in areas such as computer skills, gardening, beauty consultation, exercise, hobbies, poetry, travel and culture. Weekday and weekend opportunities for individuals and groups are available at Noble and various off site locations.

### Special Event Committees

Members help plan and coordinate the various aspects of special events such as the Noble Golf Classic, Raising the Stakes, Evening in the Garden and the Noble Annual Celebration.

### Committees

Join a board committee to help with the planning and direction for program and community developments.

## Lead

## Contact

For more information about opportunities to get involved with Noble please contact Clint Bolser.

# Education

**Seminars**

**Online Workshops**

**Trips**

**Beneficiary Contact/  
Interviews**

**Planning | Learning Outcomes | Move Them**

WE ARE



BUILDING TOMORROW.

WANNA HELP?

click to join  
our email list &  
stay in-the-know

chapters

blog

[get to know us](#)

[get involved](#)

[bt academies](#)

[see what's happening](#)

[work for us](#)

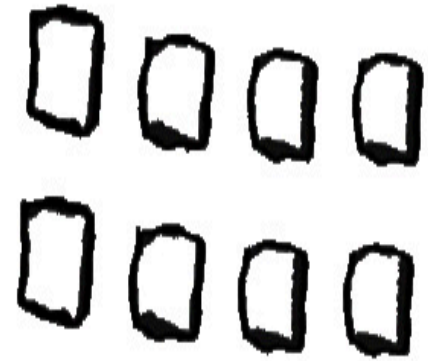
[news & media](#)

[donate](#)

[I am building tomorrow.](#)

what did your education cost?

1 day of school for you =  
1 year for a student in Uganda





gireffect.org

HOME **LEARN** GIVE MOBILIZE

THE GIRL EFFECTS THE REVOLUTION MORE RESOURCES FUND

# LEARN

HERE'S MORE INFORMATION,  
MORE ACTIONS, MORE PEOPLE  
AND MORE ORGANIZATIONS  
WORKING TO CHANGE GIRLS' LIVES.

## A GOOD PLACE TO START.

Given the opportunity girls living in poverty are uniquely capable of changing their lives and the lives of their brothers, sisters, communities and countries for the better. It's a ripple effect that's a revolution in the fight against poverty.

If you want to know more - statistics, research, actions for governments, funders and NGOs - here are some resources to get you started.

### GIRL EFFECT FACT SHEET



Get the numbers behind the girl effect - both their current realities and their potential impact on the health, wealth and wellbeing of their nations.

[Download Girl Effect Fact Sheet \(pdf, 188 KB\)](#)

### THE REVOLUTION POSTER



800 million adolescent girls are ready to change the world - but here are 10 things that stand in their way.

[Download The Revolution Poster \(pdf, 1.11 MB\)](#)

### YOUR MOVE



Find out what funders, policymakers, businesses and NGOs can do to unleash the girl effect, right now.

[Download Your Move \(pdf, 3.08 MB\)](#)

### THE GIRL EFFECT TOOL KIT



This kit comes fully loaded with videos, talking points, posters, buttons and more t-shirt designs. Everything you need to your Girl Effect Campaign up and running in one fully downloadable package.

[Download The Girl Effect Tool Kit \(pdf, 8.82 MB\)](#)

### SMARTER ECONOMICS: INVESTING IN GIRLS



Find out why the smart money is on girls breaking the cycle of intergenerational poverty.

[Download Smarter Economics: Investing in Girls \(pdf, 1.51 MB\)](#)

### GRASSROOTS GIRLS SOLUTIONS



Find out how six grassroots organizations transformed the lives of adolescent girls.

[Download Grassroots Girls Solutions \(pdf, 3.18 MB\)](#)

## GIRLS COUNT SERIES

[Back to Top](#)

The Coalition for Adolescent Girls is committed to creating lasting change in the developing world by driving investment to adolescent girls.

Girls Count is a series of key critical research documents commissioned by the Coalition. Each one explores a dimension of girls' lives - and each one contains an agenda for change.

**GIRLS COUNT: A GLOBAL  
INVESTMENT & ACTION**

**NEW LESSONS: THE POWER OF  
EDUCATING ADOLESCENT**

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## The Places You'll Go: San Ignacio Lagoon

Oct 8th, 2012 by wwfttravel



© naturepl.com / Todd Pusser / WWF

**Where:** Mexico's Baja Peninsula

**What's there:** Gray whales—lots of them. They travel each year from Alaska's Bering Sea to the warm waters of Baja's lagoons in the longest mammal migration on Earth. In the warm, protected waters of the lagoon, they birth and breed.

## SATISFACTION

How pleasant is it to use the design?



## LEARNABILITY

How easy is it for users to accomplish basic tasks the first time they encounter the design?



# USABILITY

## ERRORS

How many users make, how severe are these errors, and how easily can they recover from the errors?



## EFFICIENCY

Once users have learned the design, how quickly can they perform tasks?



## MEMORABILITY

When users return to the design after a period of not using it, how easily can they reestablish proficiency?



# HOW WILL THE MONEY BE USED?

## MEDIA

We create films to document LRA atrocities, introduce new audiences to the conflict, and inspire global action.

## MOBILIZATION

We mobilize massive groups of people to support and advance international efforts to end LRA atrocities.



## PROTECTION

We work with regional partners to build and expand systems that warn remote communities of LRA attacks and encourage members of the LRA to peacefully surrender.

## RECOVERY

We work to rehabilitate children directly affected by the LRA and invest in education and economic recovery programs in the post-conflict region to promote lasting peace.

## CONTACT US

Meet the members of our support team



- JILL



- JUSTIN



- JESSIE



- SARAH



- CORAL



- ANGELICA

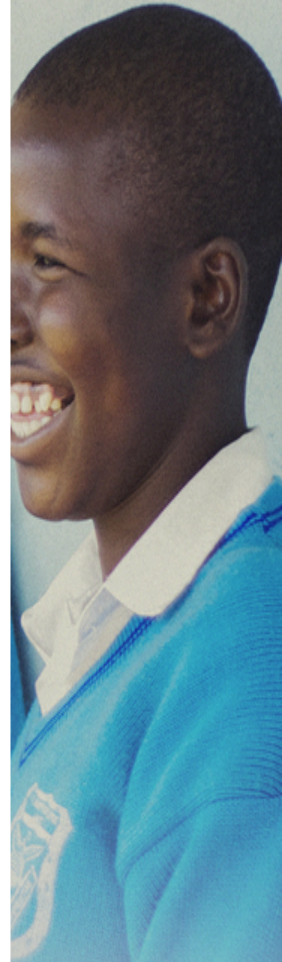
## BY PHONE

General - (619) 562-2799

TRI/Legacy - (619) 562-2799 x218

## BY EMAIL

[Click Here](#)



# Millennial Stewardship Creation

## Purpose

- What is the purpose of our Millennial stewardship program?**
- What is the quantifiable goals of a stewardship message?**

## Roles

- What is the role of the organization?**
- What is the role of the lead?**
- What is the role of the follower?**

## Message

- What is the actionable message that will create a 'lead in' to a chain engagement?**
- What can the Millennial do once receiving the stewardship message?**
- How will you distribute the stewardship message? (Tools)**

## Action

- What is the ultimate action we want Millennials to take?**
- What are the micro actions Millennials will take leading to the ultimate goal?**



# Final Thoughts

# 1. Tools

The tools Millennials use should not be confused for the strategy to steward them.

# 2.

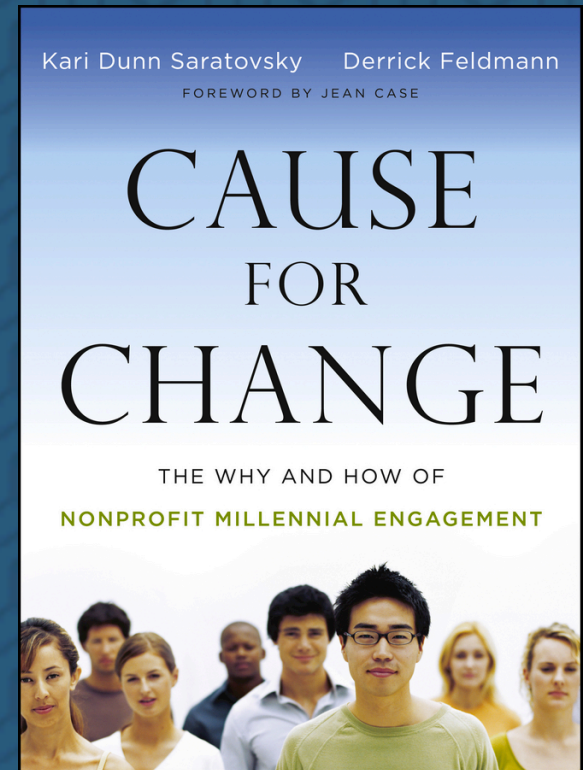
# Recipient

Message to become a recipient.

# 3. Followers vs. Leader

Not every Millennial is an influencer – but they have friends and followers to communicate your message.

**Millennial micro action,  
inspired by others, for  
the tangible benefit of  
someone else.**



**Derrick Feldmann**

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**[Achieveguidance.com](http://Achieveguidance.com) | [TheMillennialImpact.com](http://TheMillennialImpact.com)**

**[CauseforChangebook.com](http://CauseforChangebook.com)**