

THE 2017 MILLENNIAL IMPACT REPORT

PHASE 1: MILLENNIAL DIALOGUE ON THE LANDSCAPE OF CAUSE ENGAGEMENT AND SOCIAL ISSUES

The Millennial Impact Report is an annual study of millennials' cause engagement by examining the subject through a new lens each year since 2009.



Research by



Supported by





"I'd be hard pressed to think of a single friend who is not more politically active post-election than pre-election, and I think that activity looks different."

– 2017 research participant

CONTENTS

Letter from Derrick Feldmann	ii
The 2017 Millennial Impact Report	1
– 2017 Research Questions	1
– Overview of Phase 1 Revelations	1
– Research Methodology and Participant Samples	2
Exploratory Revelations	4
– Phase 1 Findings	4
– Cause v. Social Issue	4
– Redefined Labels	6
– Liberty and Justice for All	8
– Cause Engagement in a New Era	9
Conclusions	10
– What's Next?	11
Background: The Millennial Impact Project	12
– Why Study Millennials?	12
– Why Study Cause Engagement?	12

TEAM

Derrick Feldmann
President

Cindy Dashnaw
Writer

Amy Thayer, Ph.D.
Director of Research

Hillary Celebi
Senior Designer

Melissa Wall
Research Associate

Ashley Ghearing
Designer

Sarvaani Thalakala
Research Intern

Research by



Supported by



The Case Foundation and Achieve do not endorse or support any political candidates or entities affiliated with them.

LETTER FROM DERRICK FELDMANN

The presidential election of 2016 may well have been a watershed moment for how millennials engage with causes and view activism. Regardless of whether or how they voted, millennials are now part of an often-contentious cause landscape that seems far removed from pre-election days.

Achieve, with support from the Case Foundation, has studied millennial cause engagement since 2009. Research for The Millennial Impact Project, the nation's most comprehensive and trusted body of research on the millennial generation (born 1980-2000), has involved more than 100,000 millennials and *The Millennial Impact Report*, published annually. Our goal is to better inform all sectors about the best methods of engaging with this influential generation through the causes they care about.

As we studied millennials during the election for last year's *Millennial Impact Report*, we discovered our hypotheses – political ideologies and heightened attention to social problems would influence and increase cause-related engagement during the political season – didn't prove to be true. In fact, we found that millennial behaviors were far more muted and passive than we anticipated.

We also found that millennials were quietly redefining terms long accepted in the cause and philanthropy space: Activist. Cause. Social issue. Ideology.

Inspired by the 2016 Millennial Impact Report we are taking more direct cues from millennials themselves in our 2017 annual exploration. Our aim this year is to create a genuine, active dialogue among and between millennials and organizations about cause engagement and approaches to solving societal challenges.

This report shares revelations from the first phase of a three-phase mixed-methods research study. Even in this early qualitative phase, we have found evidence that today's evolving political and social climate is changing the cause behavior of millennials. As we progress in this environment of energized and active cause engagement – from national marches to massive boosts in donations to invigorated outreach to elected representatives – it's imperative to accurately capture how millennials perceive and define their own cause engagement and what it means not only for philanthropy but also the social good sector in this decade.



Derrick Feldmann

President, Achieve

The Millennial Impact Project

THE 2017 MILLENNIAL IMPACT REPORT

Last year, Achieve researchers studied whether heightened national attention to social issues resulting from a U.S. presidential campaign would affect millennials' (born in 1980-2000) involvement with causes. The cause landscape has changed since that election, as evidenced by such movements as the Women's March and the Climate March.

The next natural step in our research is to investigate how changing social issues are affecting millennials' interest and engagement in cause involvement. Achieve researchers also will examine millennials' activation with *specific* social issues based on key demographic characteristics. Additionally, the researchers are seeking data to elucidate topics generated during data gathering for last year's report.

Achieve's research team has begun its investigation for the 2017 Millennial Impact Report and is publishing findings from Phase 1 here. Later phases will use these findings as the foundation for and the framework through which a deeper and more intensive examination of millennials' activation with specific social issues will be investigated. Findings in subsequent phases also will be evaluated by key demographic characteristics.

2017 Research Questions

- › What are the characteristics of social issues that tend to see higher millennial participation rates?
- › What are millennials' levels of engagement in these social issues, how are levels selected and how do they evolve?
- › What are the characteristics of millennials who participate at each level of engagement?

We have embarked on this investigation of millennial cause engagement in a relatively unknown space – a climate more volatile and ever-changing than during any other study.



Overview of Phase 1 Revelations

- 1 Millennials have a distinct vernacular when speaking of their cause-engagement behavior and their work on behalf of addressing and/or solving social issues.
- 2 Millennials' interest in far-reaching social issues—the greater good – is driving their cause engagement today, even when millennials don't have a personal connection to or receive direct benefit from the cause they join.
- 3 The cause-engagement actions of millennials in the first quarter of 2017 have increased and intensified as compared to their actions in 2016.

Although Phase 1 of the 2017 Millennial Impact Report involves a small and targeted sample, these initial revelations are key to directing and refining the next phase. In Phase 2, researchers will build upon these revelations and create a survey instrument that explores in more depth this year's focus on the current state of millennial cause engagement and social issue interest.

Research Methodology and Participant Samples

As with past Millennial Impact Reports, this year's investigation also is a mixed-methods research study. However, because 2017 has proven to be a different climate for cause engagement in general than previous years, Achieve researchers chose to first **explore** millennials' attitudes and perceptions about social issues, as well as their cause engagement behaviors in relation to these social issues. As such, this approach necessitates qualitative methods (interviews) to precede quantitative methods (surveys). Phase 1 serves as a discovery phase—to initiate dialogue between millennials and researchers as a means to understand what specific elements should be further investigated with a robust sample of millennials during the subsequent quantitative phase of this research study. In total, these methods will assist researchers in effectively determining the rationales behind today's millennial cause engagement.

Phase 1

In this first phase of the investigation, Achieve employed two qualitative approaches:

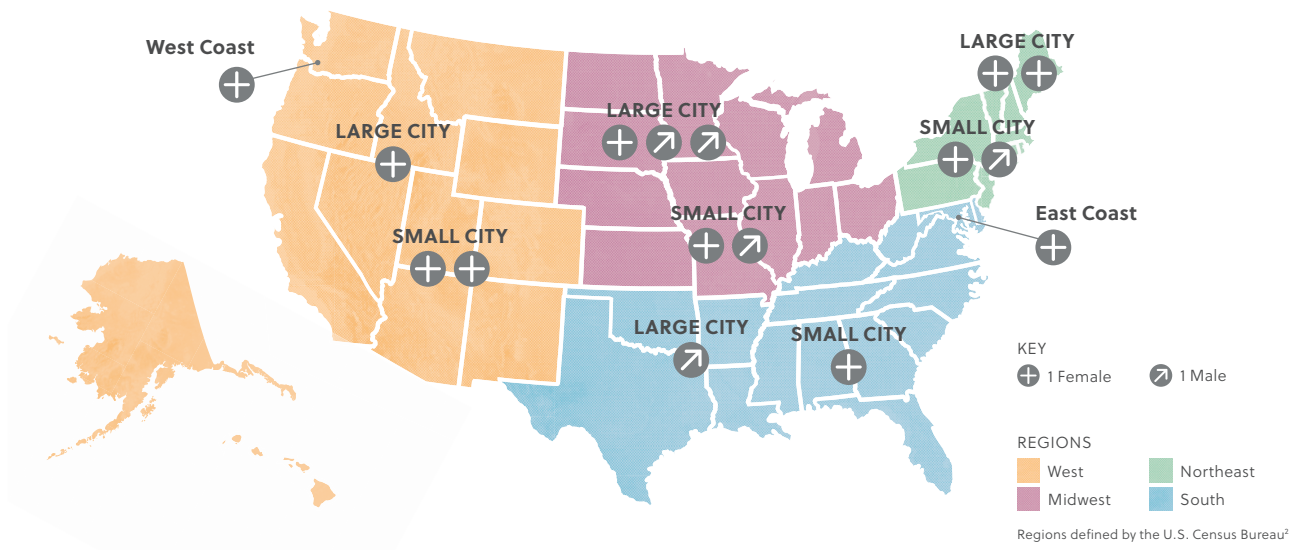
- › Short telephone interviews (30-65 minutes)
- › Focus groups

Achieve researchers constructed a small purposive sample of millennials (n=16) from across the four regions of the United States. We initiated recruitment of this sample by contacting a group of individuals who had downloaded previous Millennial Impact Reports. Therefore, this millennial sample was deliberately composed of individuals demonstrating a predisposition for interest in and likely engagement in cause-related behavior.

Subsequently, interested potential participants completed a brief screener that inquired about select demographic characteristics, including gender and geographic location. From this group, a diverse sample of individuals representative of large and small cities as well as large cosmopolitan cities along each coast were identified and invited to participate in interviews and focus groups. Although male and female millennials from both large and small cities in each region and on both coasts were recruited, in some areas only female interviewees attended the scheduled interview or focus group.¹

Small cities include towns and cities with a population of < 200K; large cities are operationalized as cities with metropolitan areas > 1M; large cosmopolitan cities include cities along the Western and Eastern Seaboards that boast diverse and multi-cultural populations within metropolitan areas > 1M.

The purposive sample in Phase 1 comprised male and female millennials from the following areas:



We used this phase of data collection to discover what social issues millennials, as a generational cohort, are most interested in, the rationale for their interest and how they engaged with such issues. In the next phase of this research study we will deliberately investigate individual subsegments of millennials, including characteristics of importance such as gender, age, race, ethnicity and geographic location.

¹ Historically, more women than men have participated in Millennial Impact research.

² <https://www.census.gov/geo/reference/webatlas/regions.html>

Phase 2

Researchers will employ quantitative methods in the second phase of this research study, constructing a survey instrument with the purpose of building upon and further investigating the revelations from Phase 1. The sample for this phase will consist of a robust and nationally representative panel of millennials. Researchers will survey the sample about their attitudes and perceptions of various social issues and ask about their activism behavior(s) in relation to these social issues, as well as the rationale driving them—all of which are initial outcomes from the first phase of this research study.

Phase 3

The third phase of this study will be an ethnographic investigation.

Ethnographic inquiry is a qualitative approach that allows researchers to examine shared patterns of a culture by observing and interviewing participants, immersing themselves in the daily lives of people within the culture and studying “the meaning, the behavior, the language and the interaction among members of the culture-sharing group.”³ Ethnography also has been defined as “observation plus any other appropriate methods, techniques, etc., including ... archive work, if appropriate for the topic.”⁴

We will determine our ethnographic locations by the locations of a purposive subsample of millennials that participated in the first two phases of this research study. To create this subgroup, we will select a sample of millennials from two cities (one small and one large) in each of the four regions of the United States (West, Midwest, Northeast and South).

As we immerse ourselves in the samples’ culture of social issue engagement, we will collect data by:

- › Following participants’ social media platforms;
- › Interviewing and surveying participants about their thoughts, perceptions and behaviors with social issues they are engaged with;
- › Collecting artifact data; and
- › Observing participants within their environments (e.g., attending events in which they participate).

³ Creswell, J.W. (2007). *Qualitative inquiry & research design: Choosing among five approaches*. Thousand Oaks, CA: Sage Publications (p.68-69).

⁴ Crang, M. & Cook, I. (2007). *Doing ethnographies*. Thousand Oaks, CA: Sage Publications (p.34).



EXPLORATORY REVELATIONS

Findings from Phase 1 of the 2017 Millennial Impact Report

Phase 1 Findings

At the end of last year's study during the presidential election campaign, our researchers found more muted and passive millennial cause engagement than hypothesized at the start. Therefore, we believed it prudent to begin our 2017 research by investigating whether and to what extent the cause landscape and millennials' associated behaviors had changed post-election.

Though Phase 1 seems small in scale and scope, we have taken care to include male and female interviewees from large and small cities in every region of the country. Our exploration to date has yielded meaningful data necessary to propel the Achieve research team into subsequent phases of our study.

To share as much of the raw data as possible at this stage, we are presenting millennial respondents' quotes in the context of our understanding based on this sample. Our researchers will investigate these observations further in Phase 2 with a larger national sample.

In Phase 1, geographic variances among interviewees did not translate into substantial differences in responses. Researchers found only slight distinctions in the way these millennials described their engagement with causes, and little diversity in the types of causes they expressed interest in.

Social Issue: A problem that affects a considerable number of individuals within a society. Examples include racism and sexism.

Cause: A common action-oriented behavior aimed at a service-based or philanthropic end, generally one helping people and communities. Examples of causes include **Black Lives Matter** and the **Women's March**.

Cause v. Social Issue

Commonly held notions of social issues define the term as a problem that affects a considerable number of individuals within a society. A cause is typically defined as common action-oriented behaviors aimed at a service-based or philanthropic end, generally one helping people and communities.

In other words, in our work, we explore how millennials are engaged in causes that address or attempt to solve social issues.

We asked interviewees how they themselves would define "cause" and "social issue." Their answers reflected a lack of consistent understanding of each term. However, a cause most generally was understood by respondents to be action-oriented solutions to social problems; a social issue was understood more as a concept with wider breadth and often comprising political components.



Q. What is a cause?

A1: A way to help solve a social problem. (The more common type of answer.)

- › "[A] cause is more solution-oriented than just picking out the problem."
- › "Causes can help solve social issues."
- › "A cause is the action part of a social issue. A cause is when it becomes action toward solving a social issue."
- › "A cause is something that you work on behalf of."

A2: A larger issue with action.

- › "A cause is a movement."
- › "A cause is more a social issue that I'm engaged in doing something about. When I become active in trying to be a part of dealing with a social issue, then it moves from being a social issue into a cause. It's based on participation."

Q. What is a social issue?

A1: An issue affecting and significant to a defined segment of society that may or may not prompt me to act.

(The most common type of answer.)

- › "A social issue is a bit more global ... something that might not directly affect me."
- › "Social issues like LGBT, women's issues, I guess on their own they are issues related to [something like] women's health."
- › "A social issue gets me writing to my representative ... igniting some kind of powerful emotion in me. I think there's a political component of social issues that isn't present in causes."

A2: A definable societal problem that prompts action.

- › "A social issue, you can name one and you can describe what's going on, but if you're not working toward it, it's not a cause."
- › "[A] social issue is more specific, something that's more clearly defined."

Additionally, our respondents typically had a personal connection to the following societal problems they cared about, though everyone wasn't directly affected by their own selections:

- › Poverty and homelessness
- › Education and literacy
- › Children (mentoring and early education)
- › Higher education (access to and payment for)
- › Women's health and reproductive issues
- › Healthcare reform
- › Environmental issues
- › Mental health and social services
- › Criminal justice reform
- › Immigration
- › Racial discrimination
- › Social justice

Again, Phase 1 data will inform Phase 2 research; specifically, we will further investigate and attempt to determine how individuals understand the difference between a cause and a social issue with a more robust sample of millennials.



Redefined Labels

Do millennials see themselves as advocates, activists or professional Activists?

Achieve's research in 2016 revealed that, by and large, millennials don't consider themselves activists, viewing the term as somewhat militant. Similarly, in Phase 1 of this study, most millennials interviewed did not consider themselves activists – although each of them described behaviors or levels of engagement that spanned from volunteering and charitable giving to protesting on behalf of causes and social issues of interest.

Several interviewees viewed the label "activist" as requiring a *personal connection* to an issue. They viewed themselves as advocates or allies.

"When I think 'activist' in my head, I'm thinking protests and things like that, [and] I haven't participated personally. ... **Being personally affected by an issue takes you over to the activist side of it.** I'm an advocate, but I wouldn't call myself an activist because I haven't been personally impacted by those issues."

– Female Millennial

"I like advocate or ally a lot more than activist. [People] are activists because **they are speaking about something that has directly affected them.** ... I can be advocate and ally to activists who are speaking out against an injustice, [but] to use the term activist is irreverent to those having to deal with the [challenges]." – Male Millennial

Many interviewees described "activist" in more traditional terms, as someone involved in more intense actions, such as protesting, to effect national or global change. Some who defined the term in this way considered themselves activists, while others did not.

"To me, an activist is someone who is out there, who is vocal, who is pushing, who is involved, who is **taking the steps needed to enact change** or bring attention to a change. I would qualify my activity as such."

– Female Millennial

"I don't consider myself an activist, [just] someone who cares. **Activist can have a negative connotation** to it, that it controls my life, and it certainly doesn't do that. If it's a cause I care about, I don't mind donating my time and money to help." – Male Millennial

While many wouldn't describe themselves as activists, their behaviors may indicate otherwise.

"I don't think I am an activist [because] I've always been very averse to protesting an issue. I'd rather help organize the protest than participate in it. **But for me, activism doesn't have to be marching in the streets.** ... I can [be an activist] with what I do professionally and in my volunteering life." – Female Millennial

"I don't really consider myself an activist yet. ... For me, it's still a lot of learning. **I'm not fighting the system; I'm just kind of trying to mitigate the effects of the system.**"

– Male Millennial

"I'm not passive, but I think the term activist should be reserved for people who are doing more than I am. I know people who volunteer [and who] spend a lot more of their time being politically active than I do. ... [But] **even if I were doing a whole lot, I would probably still feel like I could be doing something more.**"

– Female Millennial

Redefined Labels - Continued

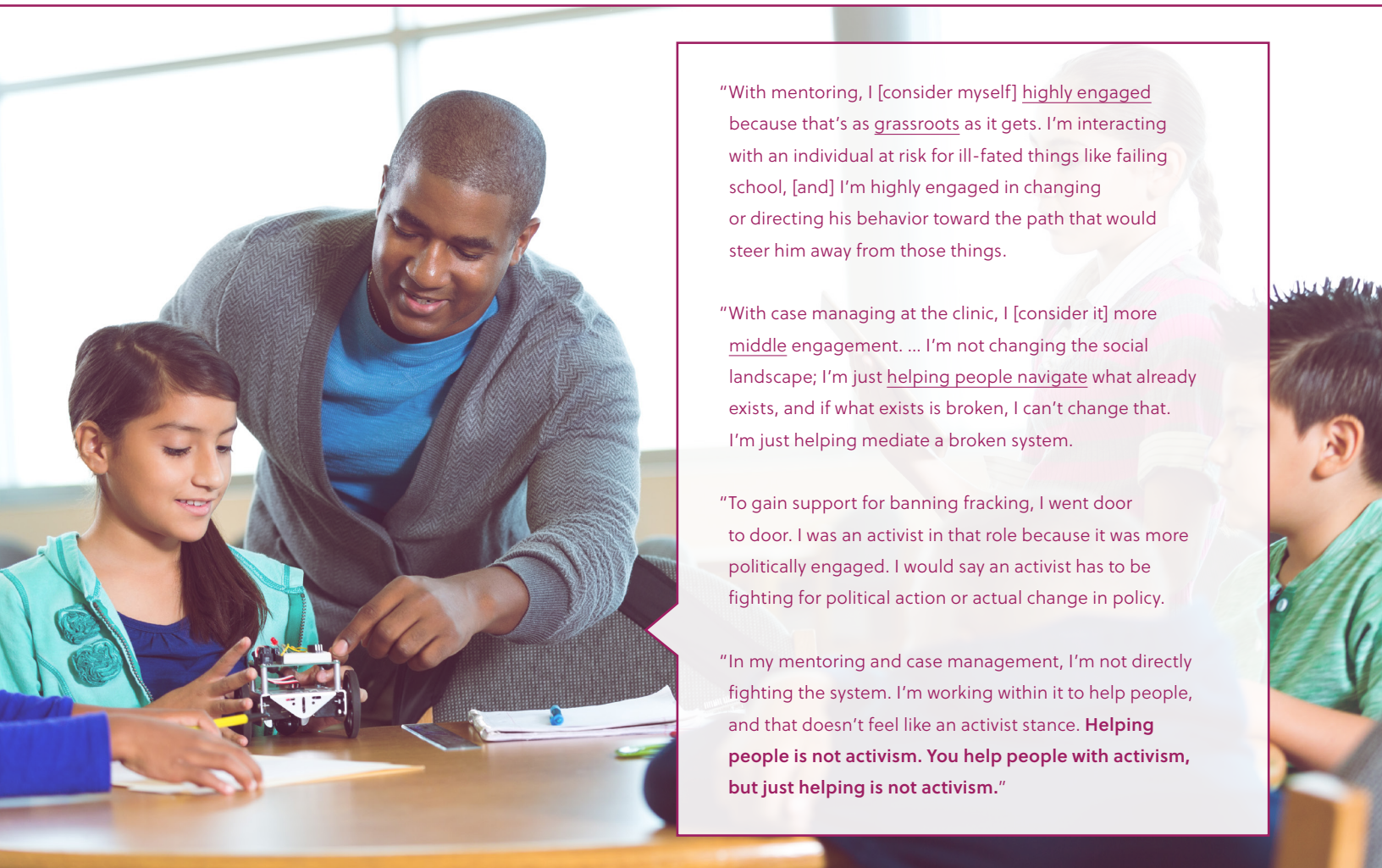
For some, labeling levels of engagement in social issues is as much in flux as the issues themselves.

"I don't think I would classify myself as an activist ... at least not yet. I just don't feel it's a level I'm at. I see a difference ... **A capital-A Activist is someone whose profession it is to be advocating**, creating marches and rallies, coordinating groups to bring attention to policy. Then there are lowercase activists, which is where I would fit: Friends and family frequently addressing issues, thinking of ways to make them better ... more of a relaxed way of thinking about social change, whereas the capital-A Activist would be in the trenches. ... With the [presidential] election results, I think you're going to see a lot of lowercase activists merging into professional activists." – Male Millennial

"I feel like **you can be an activist in small ways that make a big impact**. For me, by making a donation and talking to my friends about it, I might be inspiring action in others. I pay attention to where I spend my money, too, [which is] the biggest impact you can have in certain areas. So, I would say I am [an activist], but not in the same way other people might think."

– Female Millennial

One male millennial who has been involved in several social issues elaborated on the way he viewed distinctions in his own levels and types of engagement in this way:



"With mentoring, I [consider myself] highly engaged because that's as grassroots as it gets. I'm interacting with an individual at risk for ill-fated things like failing school, [and] I'm highly engaged in changing or directing his behavior toward the path that would steer him away from those things.

"With case managing at the clinic, I [consider it] more middle engagement. ... I'm not changing the social landscape; I'm just helping people navigate what already exists, and if what exists is broken, I can't change that. I'm just helping mediate a broken system.

"To gain support for banning fracking, I went door to door. I was an activist in that role because it was more politically engaged. I would say an activist has to be fighting for political action or actual change in policy.

"In my mentoring and case management, I'm not directly fighting the system. I'm working within it to help people, and that doesn't feel like an activist stance. **Helping people is not activism. You help people with activism, but just helping is not activism.**"

Liberty and Justice for All

What are the characteristics of the social issues that draw higher millennial participation rates?

Millennials we interviewed wanted to give all people – but especially marginalized or disenfranchised individuals or groups – early interventions and opportunities that would ensure increased prosperity later in life. One female millennial described her desire to help underserved children in public schools:

“The public education in [city] is awful. Volunteering at the book bank was so eye-opening. A lot of these kids don’t have books, and if they don’t have books, how are they going to read? If they can’t read, how are they going to better themselves? It’s one thing to say, ‘Go better yourself.’ But, you have to put the boots on the ground to do it.”

A male millennial described that his support of and work for immigrants has intensified more recently:

“Issues of immigration and especially fair treatment of our Latino neighbors, both those that come to the U.S. and those outside the U.S., have been an interest of mine since high school. How I’ve been able to engage in that over the years has changed pretty significantly. I’d not been involved in political conversations revolving around immigration until more recently with this election, and that has been a change.”

A female millennial described why her engagement with issues of healthcare has increased and become more important to her recently.

“[My concern with] healthcare especially [has increased] because I have aging parents who are going to be impacted. And, given my volunteerism with the ambulance service, I have a lot of patients on Medicaid and Medicare. I am concerned what will happen with them.”

Another male millennial explained the rationale for his increased interest and intensified engagement in causes that had made advances in the past – immigration, healthcare reform, and women’s health and reproductive care, for example – but that are now in danger of being repealed.

“The intensity or level of commitment I now plan to assume is an awareness that we are going to have to re-litigate some of the issues we thought were put to bed. It’s an acknowledgment that these [issues] are now open for change and shouldn’t be, and it’s a commitment [to ensuring] we don’t go backward.”



Cause Engagement in a New Era

How has millennial engagement and interest in causes changed since the presidential election?

Our qualitative inquiry in Phase 1 indicates that millennial engagement with causes and their interest in social issues has increased and intensified since the presidential election in November 2016. They became more likely to address social issues locally, as revealed in the following interviewee quotes:

"I'd be hard pressed to think of a single friend who is not more politically active post-election than pre-election, and I think that activity looks different. I don't like crowds, but I went to ... a local rally for the Muslim community and to the Women's March in Washington."

– Female Millennial

"Immigration is an issue I've tried to be involved with at different levels – especially after this election, contacting senators and government officials ... **That is where global and local connect, and where my action is oriented.**"

– Male Millennial

"I've been part of a social justice dinner people put together immediately after the election because **they wanted to come together to have a voice ... and take action.** I've seen a lot of my friends post on Facebook, 'Call your senator; call your Congressperson. Do something. Don't sit idly by.'" – Female Millennial

Millennials we interviewed also have significantly changed their level or type of behavior related to causes.

"I now go to Planned Parenthood instead of my other OB/GYN just to support the cause, and I've started monthly donations to Planned Parenthood, NRDC, NPR. This is all post-election. As small as [my actions] might be, I am trying to do what I can. I also went to the Women's March in D.C."

– Female Millennial

"I never thought I would be someone who would go to a demonstration or a protest, and I have been to demonstrations and protests post-election. I marched in Washington and I'm very proud of it. ... Post-election, I've probably called my representatives a couple times a week, versus a couple of times in my life before, and I'm not necessarily calling about things that directly impact me ... **This election really drilled home that there is no such thing as an issue bigger than one of us.**" – Female Millennial

"How I engage in issues of immigration and especially the fair treatment of our Latino neighbors has changed pretty significantly. I hadn't been involved in political conversations revolving around immigration or contacted a political representative until this election. ... I mean, I had voted, but **now I'm working toward change in a different way.**"

– Male Millennial

Millennials interviewed expressed a sense of responsibility for all Americans now to increase their cause engagement and expand their willingness to help even those unfamiliar to them.

"Black Lives Matter and police accountability [weren't] on the radar of the Jewish community around synagogues prior to maybe the last 18 months. That's still being sorted out. **What kind of support can the Jewish community lend to Black Lives Matter?**" – Male Millennial

"I think it's inevitable that **each person has a responsibility now to take care of our country** ... not just with infrastructure and things like that, but on a personal level. I don't want my kids growing up in this kind of environment."

– Female Millennial

CONCLUSIONS

Inferences from Phase 1 and Directives for Phase 2 of the 2017 Millennial Impact Report

Phase 1 of the 2017 *Millennial Impact Report* has involved a small yet nationwide sample of millennials who have spent time answering researchers' questions live. This qualitative method of inquiry allows the interviewer to collect emotional information and perspective that can prove invaluable throughout the research process.

While Achieve researchers are sharing their analysis of the data gathered via these interviews and the associated demographic surveys, we remind readers that this report covers only Phase 1 of a three-phase process that will culminate in a comprehensive final report in January 2018. As such, the data collected thus far will be used to create a survey instrument that will determine the extent of the following.

1 Millennials have a distinct vernacular when speaking of their cause-engagement behavior and their work on behalf of addressing and/or solving social issues.

In the 2016 *Millennial Impact Report*, millennials shied away from assigning labels to their cause engagement. Millennials now seem to realize their behaviors have intensified, and the label they select for themselves (advocate, activist, ally) appears to be dependent on:

- › How their actions compare to others.
- › Whether they act on behalf of a group to which they belong.
- › Whether they're working within the system to create change or to change the system itself—and if voting is a mechanism through which they effect change.

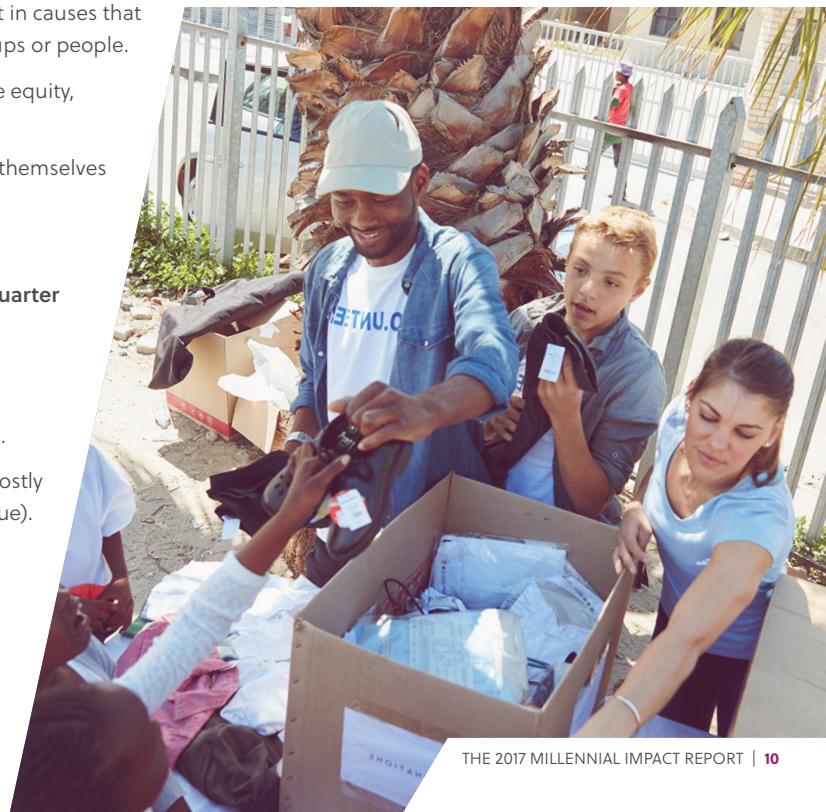
2 Millennials' interest in quality of life for others is driving their cause engagement.

Past research have shown us that millennials engage with causes based on personal experiences and their passion for a particular issue. This notion, though still present to a degree, is being crowded out by millennials' interest in large social issues—regardless of any direct benefit.

- › Millennials are showing significantly increased interest in causes that impact minority, marginalized or disenfranchised groups or people.
- › Millennials are most interested in causes that promote equity, equality and opportunity.
- › Millennials' attention often is drawn to issues outside themselves or their groups.

3 The cause-engagement actions of millennials in first-quarter 2017 have increased and intensified as compared to last-quarter 2016.

- › Intensity is growing in new actions of demonstrating, protesting, petitioning and contacting representatives.
- › They're engaged on the national scale at times, but mostly through local channels (on behalf of a larger social issue).
- › Volunteering and giving is increasing, as thoughtful and meaningful engagement strategies are being created to support important causes in jeopardy of being removed or denigrated (through strategic giving and volunteering and other work).

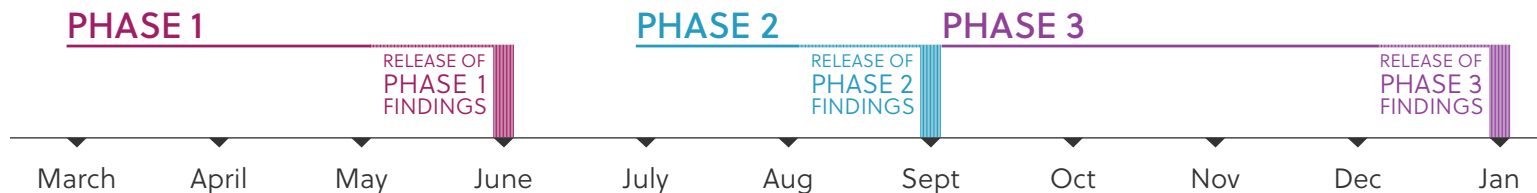


What's Next?

Starting the 2017 *Millennial Impact Report* with a qualitative approach has given researchers valuable, albeit initial, insight into what specific elements should be further questioned in our attempt to determine the rationales behind today's millennial cause engagement. Phase 2 relies on quantitative methods designed to get uniform answers to consistent questions that will be used to validate and inform data and findings from this initial qualitative method of inquiry. Particular attention will be paid to the role voting plays in millennials' engagement with causes and support of social issues. Achieve will release the report on Phase 2 findings in September 2017.

As mentioned earlier, the third phase will be an ethnographic investigation, the systematic study of the millennial culture from within it. This qualitative method will allow Achieve's researchers to intimately study how millennials make sense of their world and the meaning they gather from everyday existence as related to causes. Phase 3 findings will be released January 2018.

The full 2017 *Millennial Impact Report* is scheduled to be published in March 2018. To receive alerts and keep up with Achieve's work, sign up at achieveagency.com.



Phase 1

Qualitative methods: March-May

Interviews/Focus groups with purposive sample of millennials.

Purpose: Discovery phase—to understand what specific elements should be further investigated in Phase 2 of this research study.

Phase 2

Quantitative methods: July-Aug.

Survey of a robust and nationally representative panel of millennials about their attitudes and perceptions of various social issues and their activism behavior(s).

Purpose: Validation and expansion phase—to build upon and further investigate the revelations from Phase 1.

Phase 3

Qualitative methods: Sept.-Dec.

Ethnographic inquiry with a sample of previously interviewed and surveyed millennials.

Purpose: Culmination phase—to immerse ourselves in the millennial sample's culture of social issue engagement through the collection of interview and survey data as well as participant observations within their own environments.

BACKGROUND: THE MILLENNIAL IMPACT PROJECT

The Millennial Impact Project is the most comprehensive and trusted study of America's millennial generation (born 1980-2000) and their involvement with social causes and movements.

Supported by the Case Foundation, Achieve continues to lead the national research team that has published more than a dozen reports since beginning our study of millennials in 2009, including six years of *The Millennial Impact Report*. With more than 100,000 participants in these six studies alone, The Millennial Impact Project has helped nonprofit organizations, corporations and individuals around the world stay current on the best approaches to cultivating the interest and involvement of this generation.

Each year, The Millennial Impact Project looks at millennials and their cause engagement with an eye toward refining what we know and can share. The first four reports in this project (available at themillennialimpact.com) focused on the relationships between millennials and nonprofit organizations/entities. In 2014 and 2015, this focus shifted to examine millennial behaviors and attitudes toward involvement with giving, volunteering and social good specifically as it occurs in the workplace, including how relationships between employees and their superiors impact cause engagement. In 2016, we studied how a U.S. presidential election might influence millennials' involvement with causes.

Why Study Millennials?

Millennials are shaping the way people give, volunteer, gather and spread information about causes; as the largest generation in the country⁵ and in the workplace⁶, their preferences are well on the way to becoming the norm. We study them to give companies, organizations and cause professionals the insights they need to connect authentically with this growing generation.

The Achieve research team intentionally doesn't compare generations. First, similar methodologies related to the cause perceptions and behaviors of other generations are not available; second, social and cultural norms across generations are not constants. Most importantly, however, we understand the power this generation has in altering the cause space for decades to come.

Why Study Cause Engagement?

Because of this generation's sheer size and the demonstrated high propensity for its members to participate in cause work, millennial involvement today and into the near future can mean the success or failure of social movements and causes.

⁵ <http://www.pewresearch.org/fact-tank/2016/04/25/millennials-overtake-baby-boomers/>

⁶ <http://www.pewresearch.org/fact-tank/2015/05/11/millennials-surpass-gen-xers-as-the-largest-generation-in-u-s-labor-force/>

PHASE 1:

MILLENNIAL DIALOGUE ON THE LANDSCAPE OF CAUSE ENGAGEMENT AND SOCIAL ISSUES

THE 2017 MILLENNIAL IMPACT REPORT

The Millennial Impact Project

Find this and more research on millennials
and causes at themillennialimpact.com



Research by



Supported by

