

# Nonprofit News

## Need Fundraising Ideas? Talk to a Millennial

Ryan Scott, [www.causecast.com/blog/](http://www.causecast.com/blog/)

Millennials often get a bad rap for being entitled and apathetic, but when it comes to giving back, we could all take notes.

According to an Associated Press-Gfk poll, those under age 30 now are more likely to say citizens have a "very important obligation" to volunteer.

This social activism stands in marked contrast to other forms of community involvement, such as voting, serving on a jury and staying informed. In these and three other civic areas that the AP-Gfk poll quizzed respondents about, Millennials are much less involved than Americans overall, and certainly lower than their parents' generation. In fact, volunteering was the only form of community involvement that adults under 30 rated as highly as older people did.

So what's different about volunteering that has motivated Millennials in ways that other kinds of community involvement hasn't?

For one thing, the corporate embrace and prioritization of philanthropy as a central tenet of the employee experience. Unlike older generations, Millennials have been exposed to volunteering and fundraising ideas in many areas of their lives, each one reinforcing the message that giving back should be a natural way of life. And one of those areas is their place of work, where employee volunteer and giving programs are increasingly commonplace.

Millennials have grown up in a world where community service is often integrated into schools, where MLK Day and September 11th are now

tributes to volunteering, and where the number of nonprofits has exploded over the past 35 years.

Perhaps that's why, according to the 2014 Millennial Impact Report, one-third of Millennials surveyed said that their companies' volunteer policies affected their decision to apply for a job, 39% said that it influenced their decision to interview, and 55% said that such policies played into their decision to accept an offer.

Throughout the four years of the Millennial Report's survey, several consistent trends have emerged:

- Millennials engage with causes to help other people, not institutions.
- Millennials support issues rather than organizations.
- Millennials prefer to perform smaller actions before fully committing to a cause.
- Millennials are influenced by the decisions and behaviors of their peers.
- Millennials treat all their assets (time, money, network, etc.) as having equal value.
- Millennials need to experience an organization's work without having to be on site.

The report also noted that clearly-defined company policies on giving and volunteering help employers attract and retain

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Winter  
2015

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## New Giving Platforms Optimize New Giving Trends

Michele Bittner, Nonprofit Quarterly December 24, 2014



Advances in technology have changed many aspects of everyday life, and these changes include how we view giving. With adaptations in lifestyle, nonprofits must work doubly hard to ensure that fundraising goals are met for continued service offerings. As other financial transactions are increasingly being done with mobile devices and as spur-of-the-moment online purchases, nonprofits must understand how to make this type of giving accessible to future donors. This is especially important in light of the 2013 Blackbaud report, "[The Next Generation of American Giving](#)," which notes that donations via mobile phones were the preferred giving method of 62 percent of millennials.

In addition to changes in technology, a shift in giving attitudes will continue to shape donations from millennials who view contributions to larger social movements as primary motivating factors in giving. And with this shift away from tax-deduction motivated gifts, millennials are looking for opportunities to contribute smaller individual donations to a larger cause. Social media fuels this desire to keep up with the giving of peers and also provides an avenue for millennials to connect with one another through their charitable donations.

Recognizing these giving trends, several new donation platforms have been developed as of late and could prove useful to nonprofit organizations looking to capitalize on the next generation's donations.

**[Charitweet](#):** By taking advantage of Twitter and capitalizing on the social aspect of philanthropy, Charitweet enables donors to give through tweeting a charity's handle and the donation amount along with Charitweet's handle – [@chrtwt](#). Upon the first Charitweet donation, users will be prompted with a Twitter notification to enter credit card information. The payment information is stored using a third-party payment processor to be used for future Charitweet

donations. Before funds are sent to the charity requested, Charitweet vets the organization through Charity Navigator. Nonprofits must have a rating of 3 or 4 stars in order to be approved. (Those organizations not listed are evaluated by staff using an established set of guidelines.)

**[Givelocity](#):** Givelocity allows users to connect with others to pool funds for donation to a specific cause. Upon signing up, individuals choose causes that are important to them. Givelocity then connects these like-minded contributors to a fund, and then enables them to vote on where their money will be collectively donated. This combining of donor funds allows individuals with less disposable income for giving to counteract the disproportionately high transaction costs of small donations through collaboration with others. In addition to individual users, Givelocity also enables corporate entities to establish groups to which employees, clients, customers, and other members can contribute. Such use also serves as a way for employers and others to establish matching funds and combined company impact in giving.

**[Promise or Pay](#):** Through Promise or Pay, individuals are asked to use charitable giving as an incentive or a spur to achieving personal goals. Users make a promise and announce an amount to donate should that promise be broken. Other users are encouraged to pledge donation amounts should the original user's promise be kept. Regardless of the outcome of the stated promise, the platform aims to create a charitable donation. While the platform does create a sense of social motivation (similar to that created by the Ice Bucket Challenge), the main aim of the organization is to create a financial benefit to charity from natural human instinct.

It is important to note that while Charitweet and Givelocity allow users to select virtually any qualified nonprofit, Promise or Pay has a limited number of eligible charities to which donations can be made.

# Board Boot Camp

**March 20, 2015 1-4:00pm**  
**Calvary Baptist Church, Norristown, PA**

The **Board Boot Camp** program has been designed for both new and experienced board members to learn or refresh their skills on being an effective nonprofit board member. This does not happen by accident, but rather by thoughtful and consistent attention to the role of board members in your organization.

\$35 1st person; \$15 each add'l/same org.

*Registration fee includes light lunch and Board Governance Toolkit CD*

Register for either session at:  
[www.catalystnonprofit.com/training.htm](http://www.catalystnonprofit.com/training.htm)  
 Liz Vibber 215-343-2727

12:30 pm  
 1:00-1:40  
 1:45-2:25  
 2:25-2:35  
 2:35-3:15  
 3:15-3:55  
 4:00 pm

**Registration & Lite Lunch**  
**General Duties of All Board Members**  
**Freshman Session**  
 Understanding Strategic Planning  
**Advanced Session**  
 Advanced Strategic Planning  
 Break  
**Freshman Session**  
 Fundamentals of Fundraising  
**Advanced Session**  
 Understanding Data & Finances as a Key to Capacity Building  
**Freshman Session**  
 Financial Oversight for Boards  
**Advanced Session**  
 The Vital Role of Engagement-CEO & Board  
 Adjourn



## Spring Fundraising Breakfast April 23, 2015

### Turning Ordinary People into Fundraising Superheroes... Even Those Who Hate to Ask

Carol Weisman, President of Board Builders, is an Internationally known speaker, author, trainer and consultant. Carol specializes in volunteerism, fund raising and governance. She has worked with a wide range of clients from Sing Omaha to the National Council of Voluntary Organization in London England to the Bermuda Health Care Foundation. She has served on 37 boards and has been president of 8.

*Most recently, Carol presented at the BoardSource Leadership conference in Washington, DC where we met her. Thanks to our corporate sponsor, MileStone Bank and our hosting sponsor, Pearl S. Buck International, we are pleased to bring Carol to Bucks County for this special event.*

8:00 am registration & breakfast  
 8:30—12:00 pm Program

**Registration: \$25 pp**  
 Contact Liz Vibber at 215-343-2727



Pearl S. Buck International



### Millennial Fundraising Ideas... from page 1

young talent. "Companies need to build relationships with Millennial employees from the beginning to spark their passions and create opportunities to engage both their professional and personal interests." The top takeaway? "Employers should develop a triple platform of involvement – company-wide, department-based and interest-driven – through the workplace.

Most of the Millennials surveyed (92%) felt they were working for a company that was making a positive impact on the world. That reflects a high degree of focus on ensuring that your job is consistent with your values.

Spencer, CEO of the Corporation for National and Community Service, noted, "We're on the crux of something big, because these Millennials are going to take this spirit of giving and wanting to change communities and they're going to become parents soon. I am very encouraged by what we're seeing."

Ryan Scott  
[Causecast.com/blog/](http://Causecast.com/blog/)  
*Causecast provides giving and volunteering technology solutions that help companies reach the highest levels of employee engagement and social impact.*



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## PANO has released the 2.0 version of the Standards for Excellence Code!



The Pennsylvania Association of Nonprofit Organizations (PANO), a membership association of nonprofit organizations, has taken a leadership role in adapting and implementing the Standards for Excellence®, a comprehensive ethics and accountability program. The Standards for Excellence® Program is a national program with 11 replication licensed partners ([www.standardsforexcellenceinstitute.org](http://www.standardsforexcellenceinstitute.org)). The Program consists of six Guiding Principles and 67 Standards, a vast amount of educational resources, a voluntary accreditation process and a basic legal and regulatory review process. The latter two processes earn an public organization recognition.

The Guiding Principles include **Mission; Strategy and Evaluation; Leadership: Board, Staff and Volunteers; Legal Compliance and Ethics; Finance and Operations; Resource Development; and, Public Awareness, Engagement, and Advocacy.** This program has a strong emphasis on educating board members in providing appropriate oversight and in providing a wide array of “best practice” sample policies and forms to allow organizations to have strong accountability practices in place.

For more information on the Standards for Excellence Program call Tish Mogan at 717-236-8584 or email at [tish@pano.org](mailto:tish@pano.org). PANO's program can be found at [www.pano.org](http://www.pano.org).

PANO's Mission: *PANO amplifies the impact of the community benefit sector through advocacy, collaboration, learning and support.*

PANO's Vision: We envision a vibrant, thriving community where people realize their highest aspirations.



Pennsylvania Association of Nonprofit Organizations

To subscribe to the Catalyst Center's  
monthly e-news, contact  
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