



Attracting Millennials

Presentation to CAJM

March 3, 2013

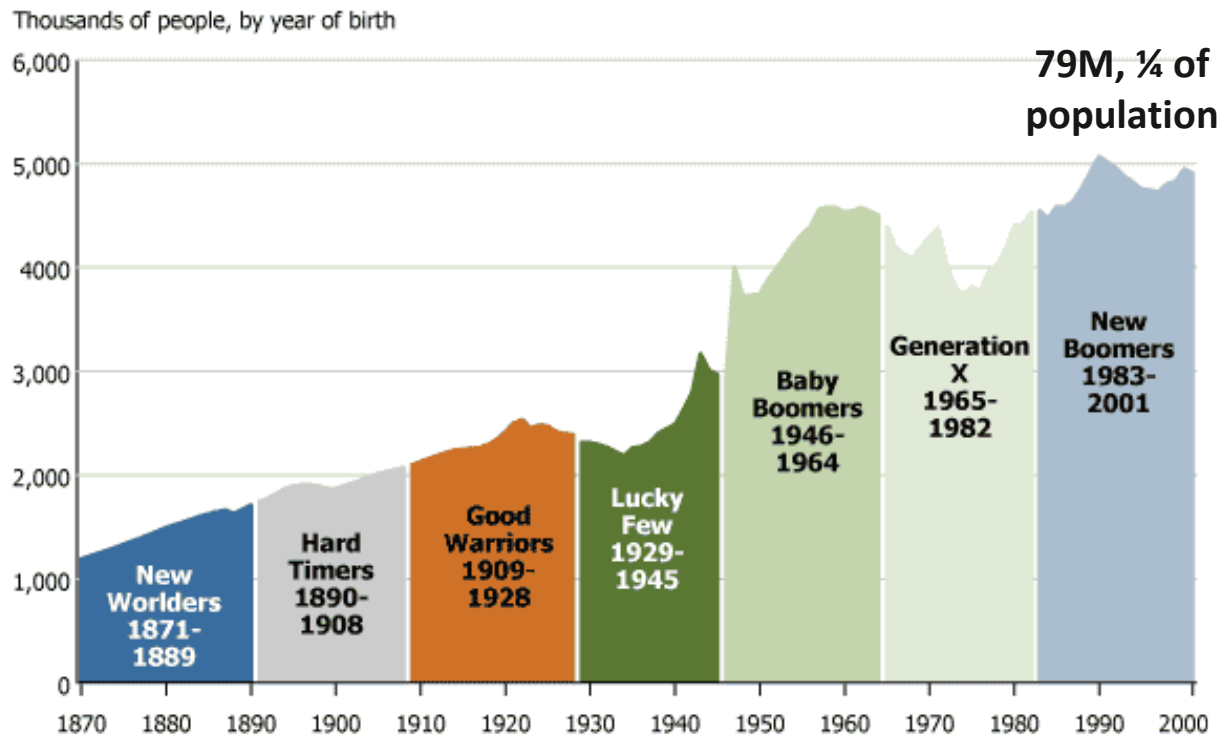
No More “Average Joe”



America's multi-dimensionality is increasing in every respect:

- Age: Boomers fastest growing, Gen Y largest
- Race/ethnicity: Gen Y most diverse due in part to immigration
- Religion: stronger presence of variety
- Jobs and income: knowledge economy, flexibility, less security
- Household composition: married couple without kids most common, single persons next
- Regionalized values and behaviors: always there – now better understood through research

America by Generation



- New Boomers
- Millennials
- Echo Boomers
- Generation Y
- Generation Me
- Generation We
- Global Generation
- Generation Next
- Net Generation
- Generation 9/11 (subgroup)
- Generation Flux (incl some Gen X)
- Boomerang Generation
- Peter Pan Generation

Patrons of the Future: Millennials

How are they different?

- **Digital natives** - technology makes life easier, brings family and friends closer, and provides news
- **Stimulation junkies, multi-taskers** that are always in a hurry, hyper-communicators
- Will be the **most ethnically diverse** portion of the population by 2050
- **More socially liberal, open to change** (post-culture wars)
- Despite unhappiness with their economic circumstances, they remain **highly optimistic about the future**
- **More intergenerational** - 90% "extremely close" to parents
- Highest level of **educational attainment**
- Founders of the "**participation economy**"

Patrons of the Future: Millennials

Religion?

- **Less religious** – 25% unaffiliated, fewer attending services, fewer cite religion as “very important” in their life
- **Intensity of faith is comparable** to past generations among Millennials who are religious
- **Evolving reports on attitudes** of Millennial Jews:
 - Changing definitions of what it means to be Pro-Israel
 - On campus: Rise in Jewish consciousness and engagement with authentic experiences

Patrons of the Future: Millennials

What do they value?

- **Community minded: value helping people in need**, listing this as one of the most important things in their life
 - Show a desire for nonprofits to be more accessible and inclusive
 - Are eager to be taken seriously as future donors, volunteers, and leaders.
- Appreciate **diversity** and **collaborative opportunities** and see both as a way to strengthen the country.

Patrons of the Future: Millennials

What do they value?



The Pepsi Refresh project, launched in 2010, attracted **30,400,000 Millennials**:

Top 3 (of 6) issues identified were:

1. **Neighborhoods**: What's going on around me?
2. **Education**: What's going on in my school?
3. **Arts & Culture**: The first programs to have their funding cut.

Health, food & shelter and the planet seen as being addressed by larger organizations

Developing Communications for Millennials

What can we learn from major ad agencies?

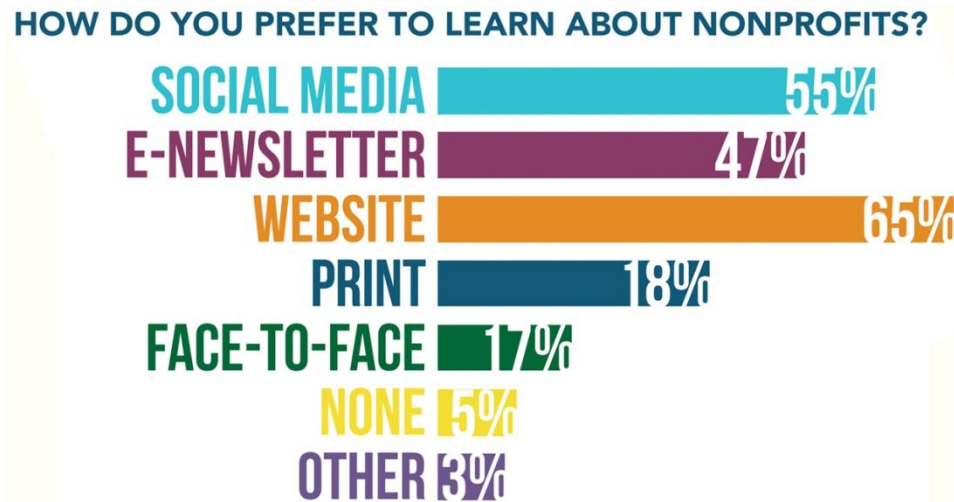
- Digital shown to be more effective with Millennials than other vehicles
 - Millennials own multiple devices — 72% reported using MP3 players, 67% use gaming platforms and 59% own smartphones. (80% of non-Millennials reported using desktop computers at home, and 60% owned basic cell phones)
 - **Build communities through social networks**
 - Millennials favor recommendations from peers (consistent with what we know about cultural consumers more broadly)
- Strong clear messaging (brand differentiation, features, superiority claims, benefits) increases success in breaking through short attention spans and multitasking

Once drawn in....

- Millennials are more engaged than older generations
- Associated content is key to amplifying effectiveness of messages

Millennials: Connecting through Technology

- The **website** continues to serve as the **primary information hub** for Millennials.
- **Social media** and **E-Newsletters** are also highly effective ways to capture Millennials' attention.
- Print and Face-to-Face communications are among the least effective ways to reach this tech-savvy audience.

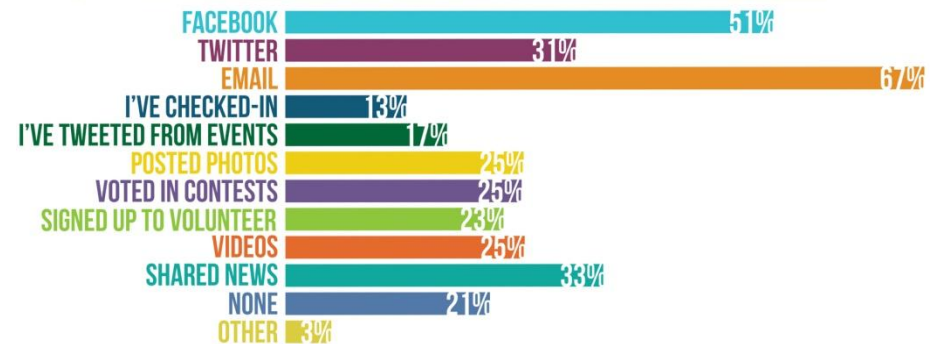


Millennials: Mobile Technology & Apps

- 77% of Millennials use their smartphones as mobile computers:
 - Email is the preferred method of connecting to and staying up to date on nonprofits.
- Among social media platforms:
 - Facebook is by far Millennials' most popular conduit for connecting with nonprofits
 - Twitter is the 2nd most popular mobile app.

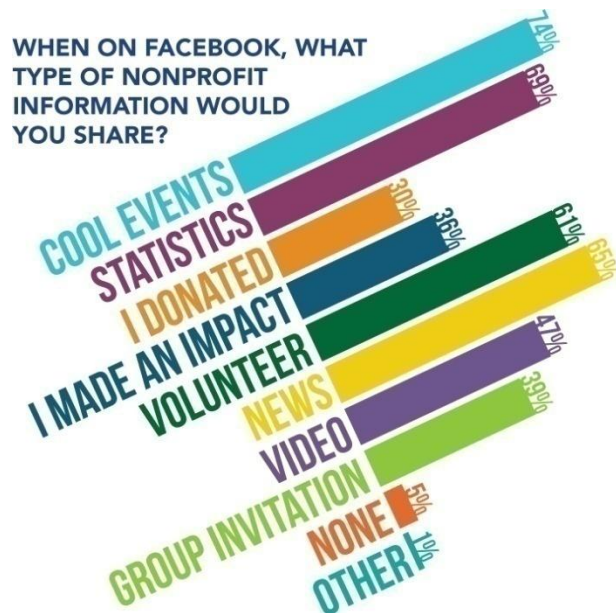


IN WHAT WAYS HAVE YOU INTERACTED WITH A NONPROFIT ON YOUR SMARTPHONE?



Millennials: Mobile Technology & App Trends

- Millennial Facebook users are most interested in hearing about cool events, statistics, news and volunteer opportunities.



- Twitter is most commonly used among Millennials to share information by means of following, retweeting and #hashtagging.



So what? Museums need to understand...

- In today's world, audiences are built segment by segment. Complicated marketing/communications questions no longer have one clear answer. You must do it all.
- "Product" is as important as communication! Review relevance of what's on offer
- Investment in digital, multi-platform communication (and a strategy!) is critical. A great website is now a matter of credibility.
- Quality content is now key to communications/brands. Indicates need for:
 - More broad collaboration and/or engagement within museum
 - Unorthodox relationships (e.g. marketing interns + curators)
 - Generation of digital content
 - Timely content (shorter lead time, focus on engagement rather than scholarship?)
 - Explicit institutional priority to dedicate staff time and other resources
- Building relationships with Millennials requires integration with the museum. They want:
 - Meaningful input
 - Hands on involvement with the things they engage around (an outcome of the experiential learning methods)
- Peer to peer messaging and content sharing dominates - through Facebook and Twitter

Another layer: Jewish Museums

Think like Millennials. Build a networked community.

- LINK, LINK, LINK...
 - To networks dealing with issues
 - To other Jewish institutions
 - To new-Jewish organizations that reflect Jewish values
 - To new partners every time you do something new
- Temper inclinations to preserve control and promote institutional voice/authority with the REAL need for agility and participation
- Encourage meaningful participation
 - From new audiences
 - From new partners

Learning from Hillel

- Recognized that Jews are increasingly products of interfaith marriage, have non-Jewish boyfriends/girlfriends, and do not embrace denominational labels
- Abandoned old mission “to maximize the number of Jews doing Jewish with other Jews”
- New mission “to enrich the lives of Jewish undergraduate and graduate students so that they may enrich the Jewish people and the world.”
- Peer to peer engagement strategy. Student driven programming.
- Tulane Hillel success story:
http://www.hillel.org/about/news/2013/feb/You_Cant_Fool_the_Youth_A_Jewish_Institutional_Makeover.htm