

REPORT DATA SET

millennial donors

report 2011

#giving

#ENGAGING

#motivators

#COMMUNICATION

#volunteering

a research project of

JCA Johnson
Grossnickle+
Associates


Achieve

#SurveyOverview

METHODOLOGY

For the 2011 Millennial Donor survey, Achieve and Johnson, Grossnickle and Associates (JGA) partnered with seven institutions. Each institution was provided a unique online survey link and the survey questions were identical across all partner institutions. The online survey was targeted at partner constituents between the ages of 20-35. The final findings from this survey represent responses from 2,953 survey participants age 20-35. Survey responses received from individuals outside the specified age category were segmented and omitted from the final survey findings and results.

Survey partner institutions included four higher education institutions (university/college), one national fraternal organization, one arts organization, and one human service organization. All partner institutions promoted the survey online, in e-newsletters, through social media, and print between January 1, 2011, and February 28, 2011. The survey link was deactivated March 1, 2011. All survey data was compiled and analyzed in aggregate form.

THE NEXT GENERATION OF GIVERS

This year's survey – the second Millennial Donors Survey conducted by these partners – features a respondent pool that's 33% larger than last year, but it focuses on a smaller age range (ages 20-35, compared to 20-40 for the 2010 survey).

Nearly all of the study participants are college-educated: More than 90% have college degrees, and nearly half of all respondents have at least pursued graduate studies. Thirty-seven percent hold graduate degrees.

RESEARCH TEAM:

The 2010 Millennial Donor Survey Research Team consists of the following JGA and Achieve staff.



Ted Grossnickle, *Senior Managing Consultant*
Angela White, *Senior Consultant and Chief Operating Officer*
Andy Canada, *Consultant*
Deanna Lepsky, *Marketing Associate*

Derrick Feldmann, *CEO*
Joanna Nixon, *Consultant*
Justin Brady, *Consulting Associate*
Ross Smith, *New Media Assistant*

Complete bios for the research team can be found at www.jgacounsel.com and www.achieveguidance.com

AGE OF SURVEY PARTICIPANTS

