

Connecting with Millennials

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WHO are the millennials?

AGE 18-35

ALSO KNOWN AS: Generation Y

CHILDREN OF BABY BOOMERS (AGES 51 -69).

They are now the U.S.'s largest living generation (75.4 million strong).

THEY ARE THE FIRST GENERATION WHO DON'T KNOW LIFE WITHOUT THE INTERNET AND PERSONAL TECH DEVICES.

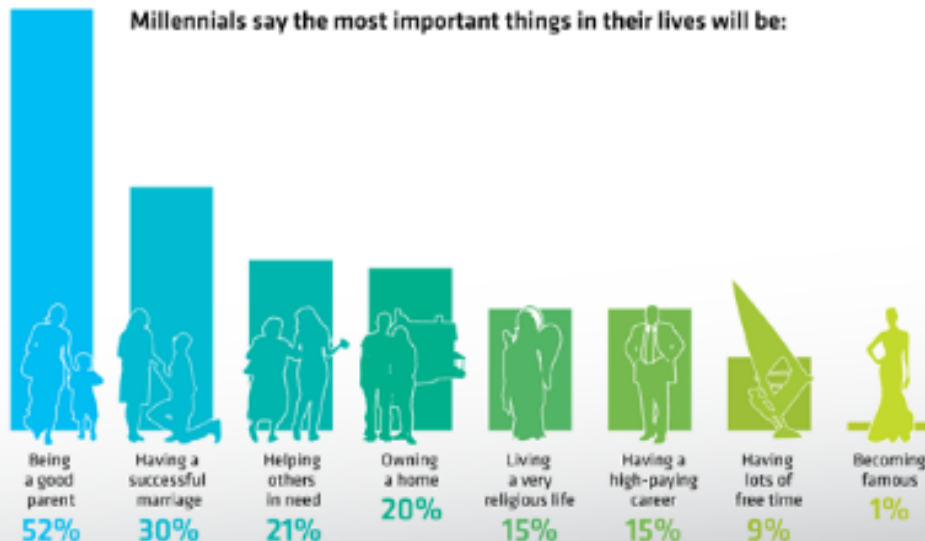


WHO ARE THE MILLENNIALS?

THE DEMOGRAPHICS



Millennials say the most important things in their lives will be:



Other names for Millennials:

Generation Y:

Refers to the generation to succeed Generation X.

The Echo Boomers

Refers to the fact that many Millennials are children of Baby Boomers.

The Net Generation

Refers to the internet being a part of their lives that they grew up with and take for granted.

The Boomerang Generation:

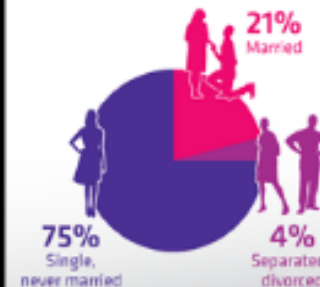
Refers to the tendency for many Millennials to move back in with their parents after going away to college.

The Peter Pan Generation:

Refers to delaying the rites of passage into adulthood longer than most generations before them.

Marital status

(Millennials ages 18-26)



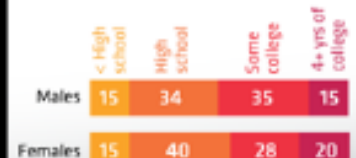
Top 5 things that make Millennials unique:

(according to Millennials)



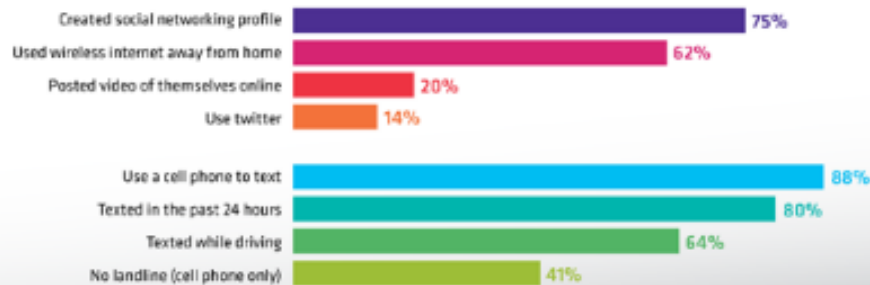
Educational attainment

(% of Millennials ages 18-26)



MILLENNIALS AND TECHNOLOGY

Internet & phone behaviors: percent of Millennials who have...

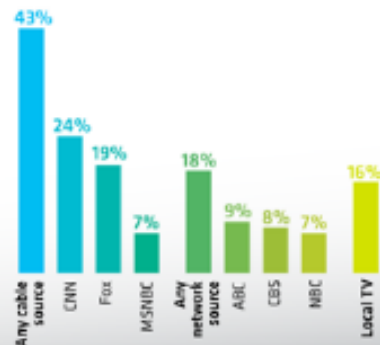


MILLENNIALS AND NEWS

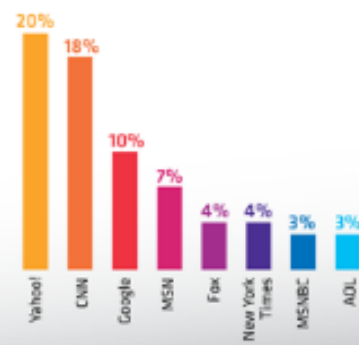
How Millennials get most of their news:



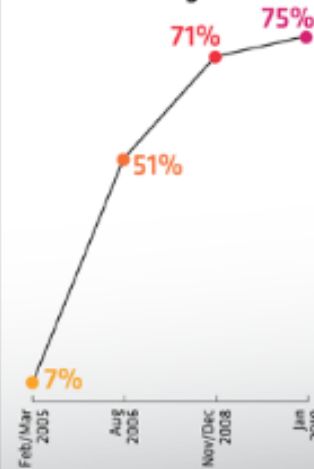
Television source:



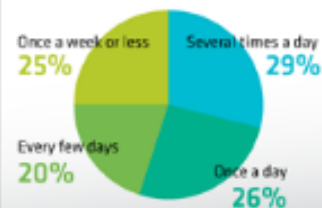
Internet source:



Social networking sites: how use has changed



How often Millennials visit the social networking site they use most:



Attitudes about technology

New technology makes life...



New technology makes people...



New technology allows people to...



Flowtown™

Sources: Pew Research | Wikipedia

WHAT are their interests?

MILLENNIALS WANT TO BE DEFINED BY THEIR PASSIONS (NOT CAREERS)

They are specially passionate about things that impact others: the planet, the environment, social justice, poverty. Their passions help define them as ‘change-makers’ and are central to who they are. They define success in terms of their ability to turn these interests into accomplishments or “vocations.” There was a 250% increase in the past two years in the number of Millennials who choose freelance work over a job.

MILLENNIALS CONNECT WITH THINGS THEY CAN EXPERIENCE

The key to getting Millennials to connect (and potentially to join or contribute to your community) is to create something they can experience. They want to participate in a cause, with others to make a difference and make a memory. Witness the rise of #GivingTuesday, the ALS Ice Bucket Challenge, and Livestrong crowd-sourced funding campaigns. Young adults want to be inspired, and they want to be actively involved.

Nonprofits (and religious communities) can more effectively reach millennials by giving them something to do or a way for them to apply their skill sets. Communicate your story to young adults to connect with them.





WHERE to find them?

ON SOCIAL NETWORKS (VIA EVERY DEVICE, PRIMARILY SMART PHONE)

- Facebook
- Instagram
- Snapchat
- YouTube
- Twitter
- Blogs

Ninety percent of young adults (ages 18 to 29) use social media.

AT EVENTS – POST YOURS ON VISION!

VISION Vocation Network Events calendar

- Service
- Online
- Discernment
- Prayer
- Retreat
- Educational

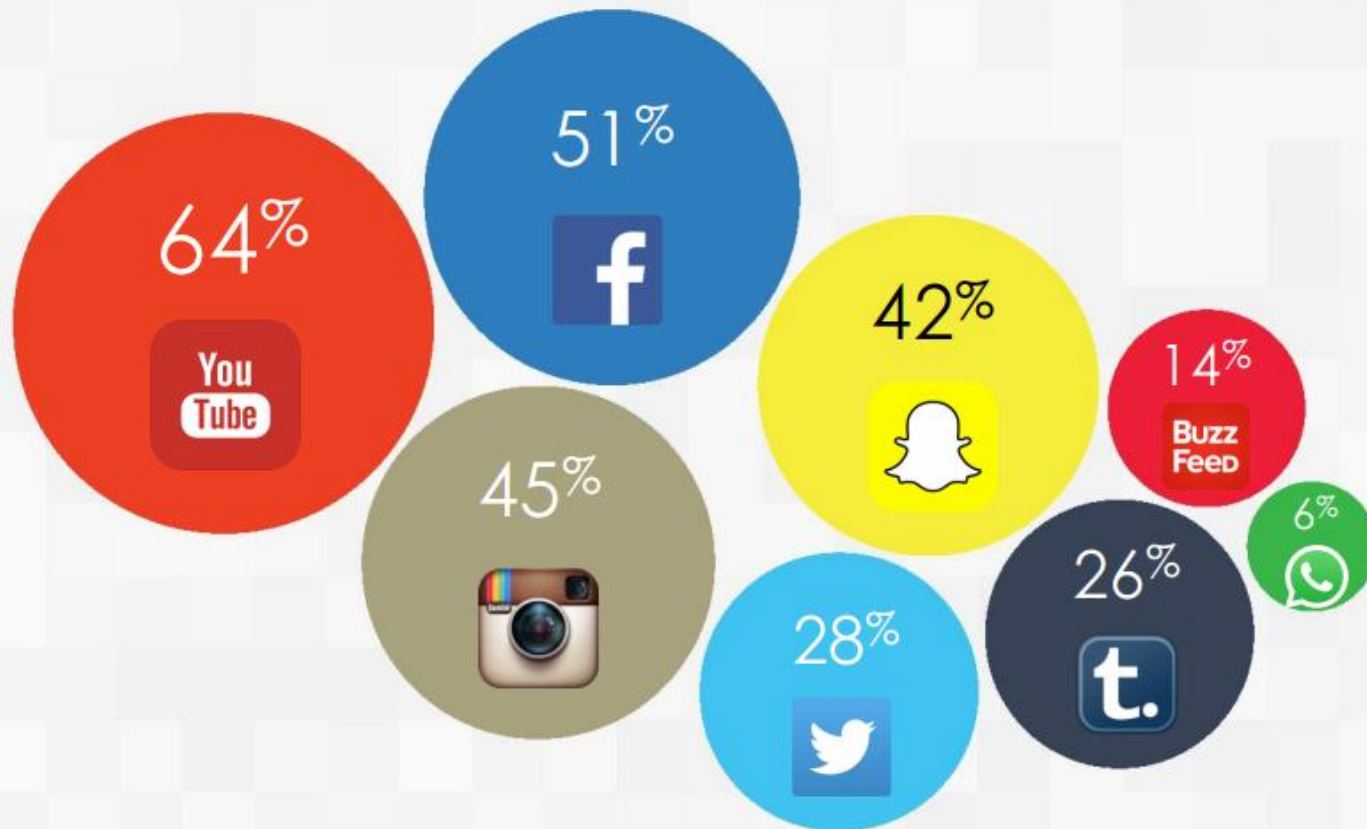
IN THE SHARING ECONOMY

Millennials look for access not ownership. They have been reluctant to buy homes, cars, music, and luxury goods. Instead, they're turning to a new set of services that provide access to products without the burdens of ownership.

Of the 7.2 billion people on earth, 3 billion have Internet access; 2.1 billion are active on social media; and 1.7 billion use social networks from a mobile device.

Besides Youtube, Millennial Teens Spend Most of Their Time on Social Sites/Apps

Which sites or apps do you spend most of your time on?



Base: Qualified Respondents (16 to 19 year olds) (n= 684)
Source: Refuel Agency Digital Millennial Teen Explorer

Q41: Which of the following sites or apps do you spend most of your time on? Please check all that apply.



SOCIAL MEDIA EXPLAINED



Twitter

I'm eating a #donut



Snapchat

Snap of me with tell-tale crumbs



Facebook

I like donuts



Foursquare

This is where I eat donuts



Instagram

Here's a vintage photo of my donut



You Tube

My video of me eating a donut



Linked In

My skills include donut eating



Pinterest

Here's a Donut recipe



WHY make the connections?

THE NEXT GENERATION
OF RELIGIOUS SISTERS, BROTHERS,
PRIESTS WILL COME/ARE COMING
FROM THE MILLENNIAL GENERATION



MANY OF THEIR VALUES AND LIFESTYLE PREFERENCES ARE COMPATIBLE
WITH RELIGIOUS LIFE. They need to know what a religious vocation and
vowed life has to offer.

THEY ARE ALSO
POTENTIAL FUNDRAISERS
POTENTIAL DONORS
POTENTIAL VOLUNTEERS

THEY HAVE MUCH TO TEACH US

About living with passion and compassion, slowing down, and being good
stewards of their personal health and the health of the planet.

WHEN to connect?

BEFORE YOU CONNECT WITH A MILLENNIAL:

Understand and speak to the values that drive them, such as happiness, passion, diversity, sharing and discovery.

Listen to their stories and learn more about their individual experiences and find ways to relate to their realities (they are not a monolithic group).

Make sure they feel informed and involved, not just “recruited.” By gaining their trust and affection, you will ensure long-lasting relationships.

BEFORE YOU DECIDE HOW TO CONNECT:

Have a general strategy in mind:

Pick the social networks you plan to master, the events you plan to organize, and the short and long-term goals you have in mind. Make sure leadership is behind your efforts.



I would like to encourage everyone to see society not as a forum where strangers compete and try to come out on top, but above all as a home or a family, where the door is always open and where everyone feels welcome.

For this to happen, **we must first listen**. Communicating means sharing, and sharing demands listening and acceptance. Listening is much more than simply hearing. Hearing is about receiving information, while listening is about communication, and calls for closeness.

--POPE FRANCIS, 24 JANUARY 2016,
50TH WORLD COMMUNICATIONS DAY

HOW to connect?

TIPS FOR SOCIAL NETWORKING:

- Enlist the help of posting schedulers like Hootsuite
- Keep posts short
- Use humor
- Only share good quality photos with interesting captions
- Tell stories—give a glimpse of your life—but don't overshare
- Be authentic
- Post short videos (try Facebook live)
- Be vulnerable, but keep in mind other members, leadership, donors—and your mother!--whenver you post
- Get inspiration from other posters and bloggers—imitation is the sincerest form of flattery

TIPS FOR ENGAGEMENT:

- Ask compelling questions that are of interest to millennials
- Pose challenges that they can help solve
- Plan events with a cause and competitive aspect
- Be involved in parish life, youth ministry, campus ministry, or in activities and causes—outside your own ministries—where millennials are (think Habitat for Humanity or a local spin class!)



NOW GET READY TO CONNECT!

FOR MORE INFORMATION
OR FURTHER ASSISTANCE

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