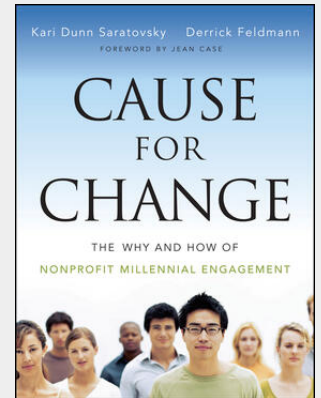


Cause for Change

The Why and How of Nonprofit Millennial Engagement

A nonprofit leader's guide for engaging millennials in all aspects of a nonprofit organization. Written by Millennials about Millennials, Cause for Change examines strategies for engaging Millennials as constituents, volunteers, and donors, and focuses on how organizations can realign themselves to better respond to this group of 80 million strong. At the heart of this research-based guide is the Millennial Development Platform, an action-based rubric developed by the authors and included in each chapter to help organizations create the infrastructure for a long-term millennial engagement strategy. * Examines how Millennials communicate, volunteer, take action, influence their peers, and choose to give their time and money * Explains how Millennials view their role in the workplace, and how their approach is re-shaping nonprofit culture from within Cause for Change profiles Millennials who have emerged as dynamic leaders to create and manage movements in their communities.

Cause for Change offers nonprofit leaders a much-needed guide for engaging the Millennial generation in all aspects of a nonprofit organization. This groundbreaking book includes strategies for engaging Millennials as constituents, volunteers, and donors and shows how organizations can realign themselves to better respond to this burgeoning group. At the heart of this research-based book is the Millennial Engagement Platform, an action-based rubric developed by the authors to help organizations create the infrastructure for a long-term Millennial engagement strategy. Cause for Change is written by Millennials about Millennials and profiles members of this generation who have emerged as dynamic leaders to create and manage movements in their communities. Praise for Cause for Change "Millennials want to use the full array of their assets-their time, talent, consumer choices, donations, and voice-to create real impact. Cause for Change?is an invaluable resource for anyone who wants to move Millennials from good intentions to action." -Michelle Nunn, CEO, Points of Light Foundation "Today's nonprofit marketplace is a highly complex environment and one that changes at exponential speed. Harnessing all the resources available to us is critical if we are to build a viable future on our past success; Millennials are the key to that future. Kari Dunn Saratovsky and Derrick Feldmann help us not only to understand the potential of this generation but also how to help them?maximize their potential to change our world for the better." -Andrew Watt, president and CEO, Association for Fundraising Professionals "If you're a leader in any sector, you can't afford to miss this book. Saratovsky and Feldmann help you advance your cause by more effectively harnessing the power and idealism of Millennials in your workplace, community, and the world at large." -Darell Hammond, CEO, Kaboom "There's a lot of passion among Millennials, a lot of desire to help out in big ways. Cause for Change is about how to reach out to them for mutual benefit. I recommend it for anyone or any group interested in serious engagement with?Millennials?to work together to change our world for the better." -Craig Newmark, founder, Craigslist and craigconnects.org



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