



tlc

thelukenscompany

Winning the Hearts of Millennials & Gen Z

Capin Alexander

October 2024

Agenda

- Meet the Generations
- Digital First ≠ Digital Only
- Connection > Communication



About Me

Capin *(kuh-peen)* Alexander

Vice-President, Nonprofit
The Lukens Company (TLC)

 @capinalexander

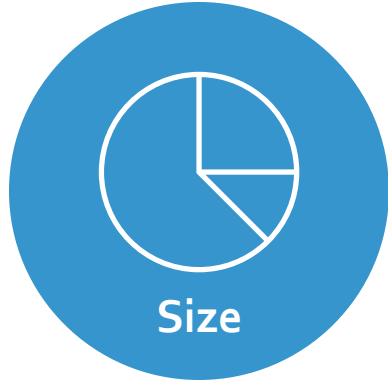


About Me

- Drank from the hose and survived blistering hot metal slides.
- Expert level sarcasm that baffles other generations.
- Know the exact technique to fix a cassette tape with a pencil.
- Childhood curfew was whenever the streetlights came on.

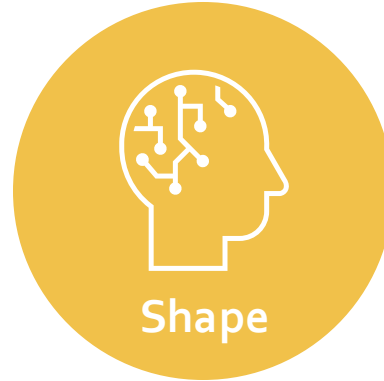


Why Are We Here?



Size

Millennials are the largest generational cohort in the US and the largest segment of the US workforce



Shape

Engaging people in young adulthood shapes the future of philanthropy and charitable giving



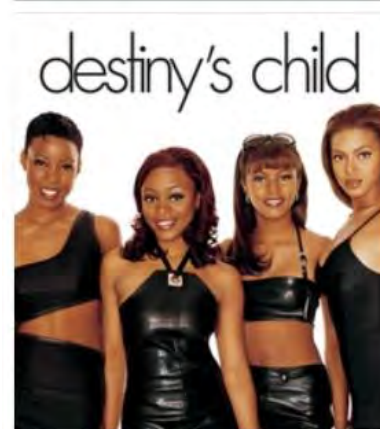
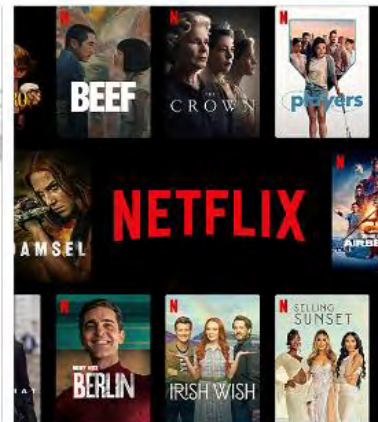
Connect

Connections with nonprofit causes are formed in early adulthood

Shaping a Generation



Shaping a Generation



Meet the Generations



Millennials

(Born 1981-1996)

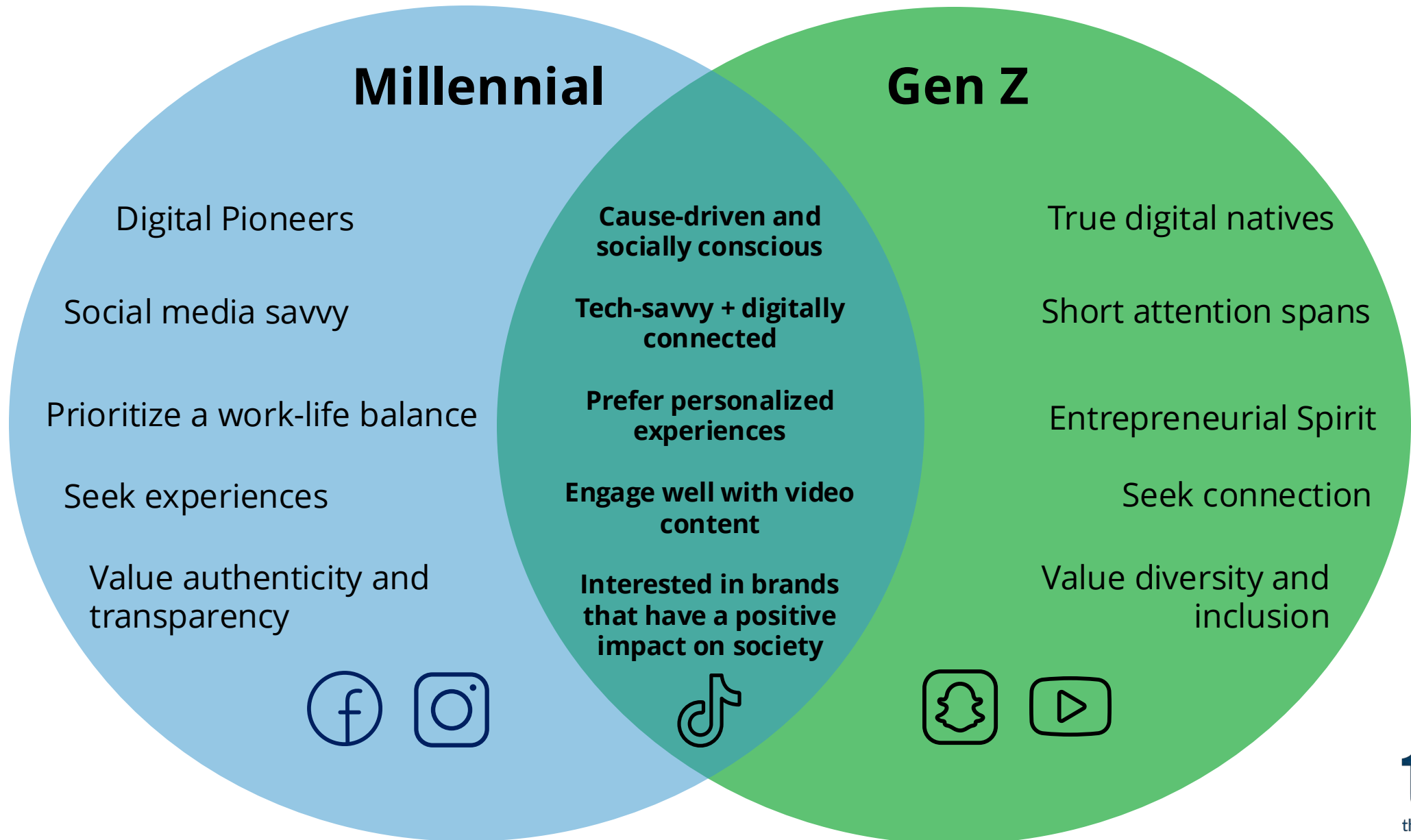
- **Technology:** Internet, smartphones, social media, streaming services.
- **Work Ethic:** Team-oriented, value flexibility, seek meaningful work.
- **Communication:** Texting, social media, informal emails.

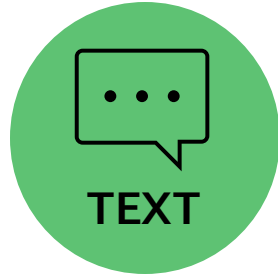


Gen Z

(Born 1997 - 2012)

- **Technology:** Digital natives, smartphones from a young age, social media influencers.
- **Work Ethic:** Entrepreneurial, value diversity and inclusion, tech-savvy.
- **Communication:** Social media, texting, emojis, and GIFs.





TEXT



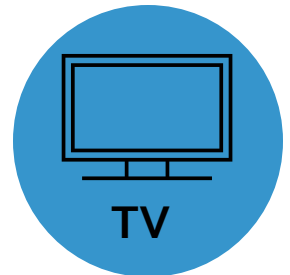
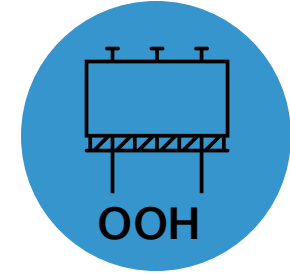
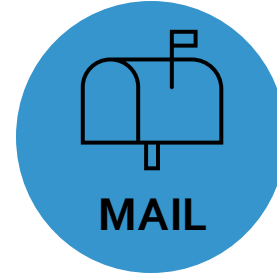
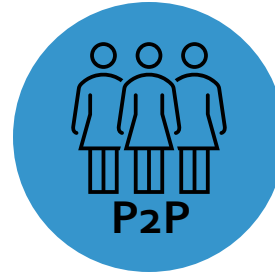
EMAIL



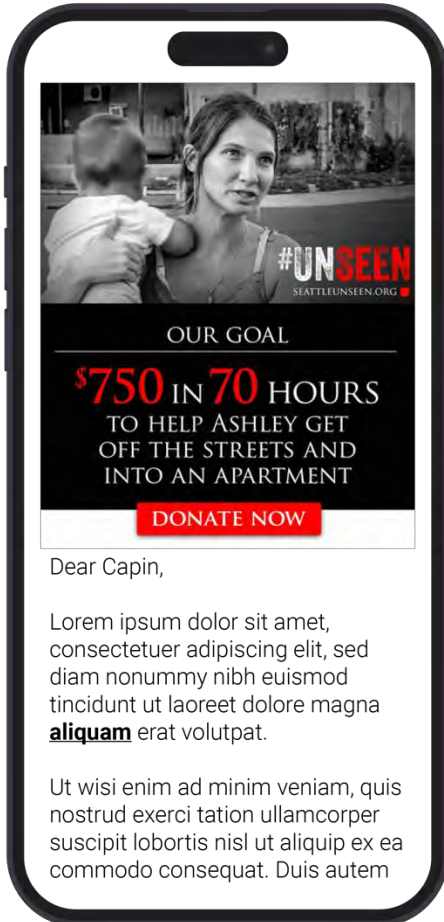
SOCIAL
MEDIA



VIDEO



In Action



#UNSEEN
SEATTLEUNSEEN.ORG

OUR GOAL

\$750 IN **70** HOURS
TO HELP ASHLEY GET
OFF THE STREETS AND
INTO AN APARTMENT

DONATE NOW

Dear Capin,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna **aliquam** erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem





Digital First \neq Digital Only

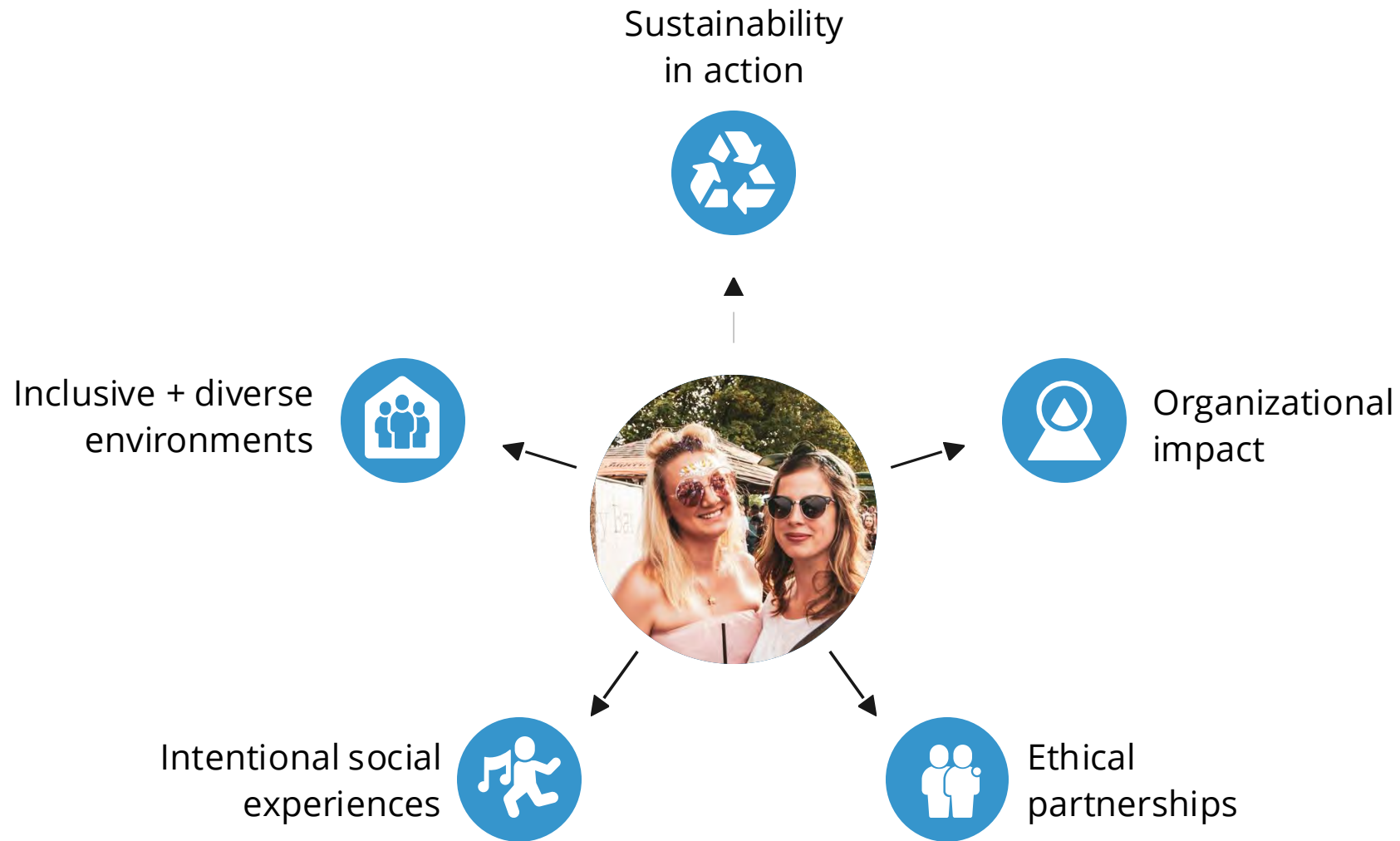
Words of Wisdom

Earn trust, earn trust, earn trust.
Then you can worry about the rest.

SETH GODIN

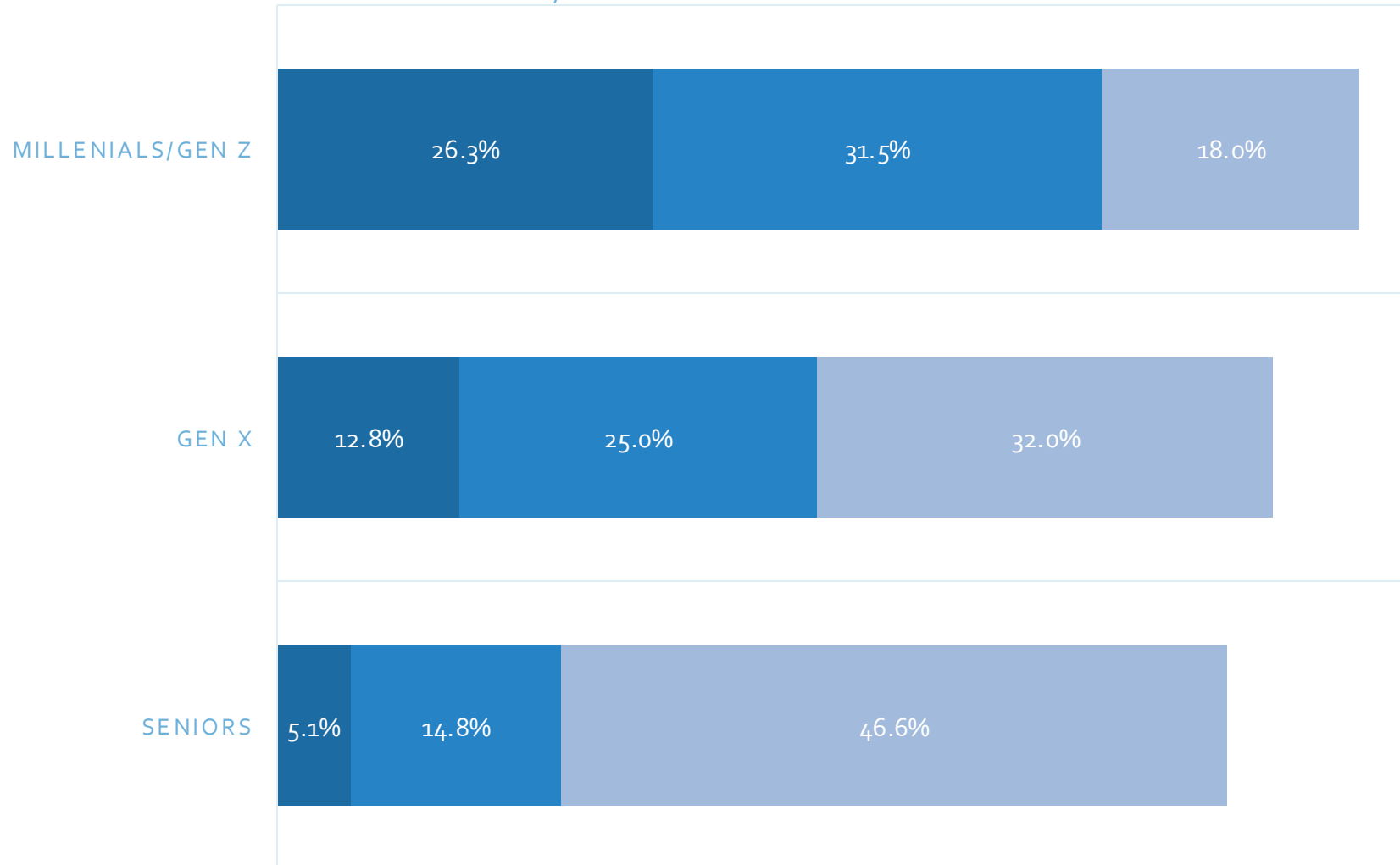


Trust Tentpoles



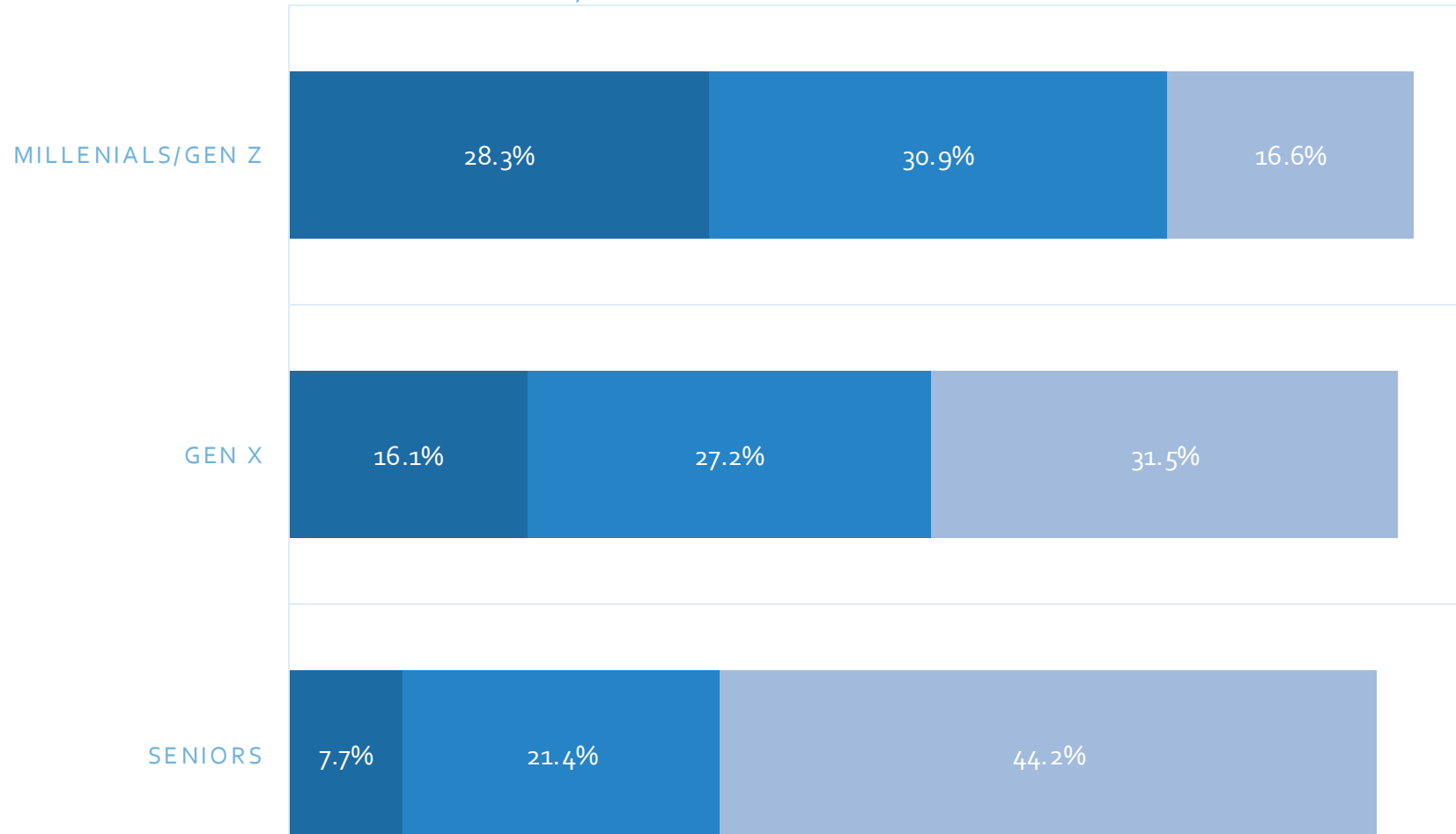
Q: DO PREMIUM OFFERS IMPACT YOUR DECISION TO DONATE?

■ Very Much ■ Somewhat ■ Not at All



Q: EMOTIONS IMPACTING CHARITABLE GIVING DECISIONS - EMPOWERMENT

■ Very Much ■ Somewhat ■ Not at All



In Action



Ordered through a mass online retailer.

vs.



Beaded by a refugee woman from Sudan, giving these women the chance to hone their craft.



Connection > Communication



Christina @christina 14:20
If people say you can't do what you truly want, do it twice and take a selfie ;)



Jessica @jessica 14:35
Spot on! Stop taking life advice from people who have not lived their own life yet.



Andrew @andrew 14:40
Can't agree more. Nothing worth having comes easy.



Anabella @anabella 13:57
What to do when you feel stuck? Start by clearing your desk. The mind will follow.



Evelyn @evelyn 13:43
[#thoughtoftheday](#) The more truthful and open we are, the more interesting we will be to others.

Type your reply...



BRENE BROWN

“Do not mistake communication tools for connection tools.”

Unique Opportunities



Micro Donations



Interactive Content



Gamification



Advocacy



Subscription Giving



Youth Boards

In Action

DONATE \$25
Free Gift
Receive a free gift when you donate \$25.

DONATE NOW

ADVOCATE
5 points
Urge the U.S. Congress to provide meals to all students at no charge.

SIGN THE PETITION

LET'S BE FRIENDS
10 points
Follow Us on Instagram

FOLLOW US

TAKE OUR SURVEY
20 POINTS
We want to learn more about you!

TAKE SURVEY

Arbor Day Foundation

Trees in the Ground
20 MILLION+ / 24 MILLION

Check out our updated planting locations →

	CLASH FOR NATURE - TEAM TREES Clash of Clans Clash for Nature WINNERS! LET'S GO!	53,400 trees 10/10/2023, 7:29:19 AM
	Mark Rober So stoked to be part of this! #TeamTrees	51,132 trees 9/15/2019, 2:05:00 PM
	SSLs.com On behalf of SSLs.com Customers	50,171 trees 10/26/2019, 4:53:27 AM
	DROP.COM Treecaps from Mech. Keyboards Community	50,170 trees 10/12/2019, 8:22:46 AM
	UAMTEC In memory of fimbrethil.	50,001 trees 11/12/2019, 10:23:28 PM

QUIZ What Wild Animal Are You?

Quokka
Everyone likes you. You're friendly and outgoing, and you love to meet new people. You're so friendly that people sometimes don't know how to handle it when you're in a bad mood, because it happens... [Read More](#)

Subscriptions



Invite emerging leaders to be part of a driven community focused on igniting meaningful change in our world.

- **Exclusive Access to Networking Events:** Elevate your career through high-energy networking and development opportunities.
- **Impact-Driven Volunteering:** Roll up your sleeves and make a real difference alongside like-minded peers.
- **Power Lunches:** Get inspired by dynamic leaders shaping our future.
- **Elite Mentorship:** Connect with trailblazers who can guide your next bold move.

Youth Advisory Boards



A group of young people passionate about international development, youth empowerment and cross-cultural engagement; our ages range from 16-22 and we come from all corners of the U.S.



This dedicated group of young leaders, ages 14–24, works within UNICEF USA and nationwide to voice the concerns and viewpoints of children and young people.



To engage young people ages 13-26. love is respect focuses on engaging with youth so their experiences and needs about healthy relationships and relationship abuse are reflected in our resources, work and services.





Trust + Connection