

## Inviting Gen Y to LIVE UNITED Getting Started with Campus & Young Adult Engagement

### Summary

Engaging young adults on college and university campuses is an important step for United Way. Generation Y, those born between roughly 1980 and 2000 and also known as the Millennial generation, is a powerful cohort whose influence will only increase with time. By 2010, Gen Y will outnumber the Baby Boom generation. On campus, Generation Y 18-24 year olds are accomplished volunteers, advocates, and fundraisers. Yet, they and their host colleges and universities strive for greater connection to the community and more impact-focused activity. Working together, United Way, young adults, and college campuses can advance the common good now, help students grow as leaders, and build lasting relationships between Generation Y and United Way for the future.

### Goals

- Work with students to Advance the Common Good now by Giving, Advocating, and Volunteering
- Help students grow as leaders
- Develop authentic relationships with Generation Y

### Supporting United Way core work

- **Community impact** – generate time, talent, and resources for impact work
- **Marketing** – generate earned and new media with a communication-savvy generation
- **Investor relations** – deepen relationships with colleges and universities; create new opportunities for donors interested in reaching Gen Y; work with students as fundraisers and donors themselves; develop future donors
- **Talent** – a new wave of interns and volunteers, potential staff people, and future committee and board members

### Getting Started

We are glad you are interested in learning more about campus engagement. Here are a few concrete ways to start...

- 1) **Give us your business card. Check your email.** – we will send attendees to our break-out session a follow up email with additional materials next week.
- 2) **Sign up for our Campus Engagement listserv** – email [jessica.weaver@uwa.unitedway.org](mailto:jessica.weaver@uwa.unitedway.org) to sign up.
- 3) **Campus Engagement Webcast (webinar) June 4<sup>th</sup>** – put this introductory how-to webinar on the calendar for you and your staff, scheduled for 2-3:30 PM eastern time.
- 4) **Designate a staff person for campus engagement** – don't have time to track the listserv or attend the webcast? Ask a staff person to investigate whether the strategies match your organization's needs.
- 5) **Reach out to students with which you already are connected** – consider the relationships you already have!
- 6) **Hire a student intern** – a student intern from the college or university you would like to connect with is an effective and inexpensive way to help staff campus engagement and connect with campus.
- 7) **Participate in the fall on-campus Day of Action** – United Ways and students are organizing a campus Day of Action in the fall of 2008. Join in! Contact us to learn more.
- 8) **Send an Alternative Spring Break Team Leader** – serving as a Team Leader at ASB is an excellent professional development opportunity for your staff and creates authentic ties with student participants.