

Making the Business Case Campus & Young Adult Engagement

Campus & Young Adult Engagement

Goals:

- Help young adults advance the common good now
- Help young adults grow as leaders
- Develop an authentic, lasting relationship between young people and the United Way movement




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Millennial/Gen Y Landscape



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Millennial/Gen Y Landscape

Who is the Millennial generation?

- Largest generation (83 million) by 2010
 - Baby Boomers (80 million)
- Born between 1981 and 2000
- Generally tech-savvy, connected, confident, entrepreneurial, and global-, civic-, and community-minded

"...Boomers have given them the confidence to be optimistic about their ability to make things happen, and Xers have given them just enough skepticism to be cautious.... If you want to remember just one key word to describe Millennials, it's realistic."

— Lynne C. Lancaster and David Stillman from "When Generations Collide."

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Millennial/Gen Y Landscape

The business case for United Way

- Community leaders TODAY
- Community leaders TOMORROW
- Looming talent gap among nonprofit staff
- Companies and partners are paying attention
- Energy, creativity, new perspective, and fun




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Millennial/Gen Y Landscape

- Community Impact
 - Generate time, talent, and resources for impact agenda; help youth achieve their potential
- Branding and Marketing
 - Expanded presence for United Way and partners on campuses and with a new market
- Resource Development
 - Short and long-term opportunities to engage students, campus, and community supporters
- Talent Management
 - Connection to United Way and partners as place for internships and employment



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United Way on Campus



Why start on campus:

- A significant population of young adults in the USA
 - “Go where they are”
- Existing infrastructure and tradition
- United Way community value-add
- Campuses as excellent partners generally

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United Way on Campus



Population on campuses:

- In 2005 there were over 29 million 18-24 year olds.
- There were about 14 million undergraduate students in 2005.



US Census Bureau, www.census.gov, 2007.

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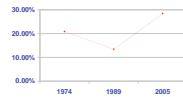
United Way on Campus



Students are successful volunteers and fundraisers:

- In 2005, they volunteered approximately 132 million hours¹
- They raised millions of dollars in 2006-2007
 - Penn State Dance Marathon raised over \$5 million
 - FSU Relay for Life raised over \$135,000
- Existing resources on campus support their efforts
 - infrastructure, advising, funding, etc.
- United Way can add community expertise and an impact perspective to their work

Teenage Volunteerism³



¹ Corporation for National and Community Service, "College Students Helping America," 2006.

² Independent Sector, Value of Volunteer Time, independentsector.org, 2007.

³ Rensigall, D. & Neeb, R. (2006, December). Volunteer Growth in America: A Review of Trends since 1974. Corporation for National & Community Service.

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United Way on Campus



Positive effects on young adults:

- On-campus volunteerism helps develop leadership, work skills, connection to community, pro-social attitudes, and more.¹
- Students who volunteer are more likely to give to charities and continue volunteering later in life.²

Increasing the effect:

- Offer opportunities to reduce the activation gap between young adults' desire to be involved and their actual involvement levels.

¹ Astin, Sax, and Avalos, "Long-term effects of volunteerism during the undergraduate years," 1999.

² Independent Sector, Giving and Volunteering in the United States, www.independentsector.org, 2007.

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United Way on Campus



In general, young adults

- Communicate in new and fast-paced ways
- Have more opportunities to volunteer and give
- Are less aware of United Way
- Are connecting with other major nonprofits through campus programs
 - American Red Cross: 110 chapters
 - American Cancer Society: 350+ chapters

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Millennial/Gen Y Landscape



"...I've already started campaigning to be a part of next year's ASB, so obviously I was very impressed with the entire program. To be perfectly honest I loved everything about it. ASB was a life changing experience, and I've had a hard time getting it out of my mind..."

-Deloitte Professional



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Millennial/Gen Y Landscape



"...I like the idea of making a positive impact on the community around us and increasing a sense of self-worth. Drake says we should graduate with strength in responsible global citizenship and meaningful personal lives, and giving to the Des Moines areas through SIA is a great way to do so."

-Brian Lundeen, Jr. Drake University, Chair UW SIA

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Student United Way



United Way student organization

- Student-led organization on college and university campuses, advised by partner UW and campus
- 2007-2008: Ten pilot United Ways and campuses
- Taking those experiences and growing to more communities and campuses



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United Way on Campus

2007-2008 Campus Cohort as a whole



Additional pilot experiences

- Community engagement focus
 - United Way of Greater Toledo
- Fundraising focus
 - United Way of the Big Bend
- ASB host and more
 - United Way for Southeastern Michigan
- Summary information: Online.unitedway.org/yaes

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Student United Way



Centre County UW & Penn State University

- Year-round volunteering and fundraising events
- Trash to Treasure – 66 tons & \$50,000
- Students on UW board of directors as voting members



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Student United Way



UW of Utah County & Brigham Young University

- Inspiring conversation around early childhood education
- Charity Ball - \$21,000+ raised, 500 students
- Student interns key to success



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Student United Way



United Way of Central Iowa & Drake University

- Focus on Give, Advocate, and Volunteer experiences in
- Education, Income, and Health
- Student interns key; intern hired as FT professional staff



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Student United Way



UW of the Big Bend & Florida State University

- Student leaders from across campus on a single board focusing on fundraising and distributing funds
- Huge kick-off events already



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United Way on Campus



A note on other approaches

- Involvement in community volunteer activities
 - United Way of the Bluegrass (Lexington, KY)
- Student involvement in campaign
 - United Way of Monroe County (Bloomington, IN)
- Interns in other capacities
 - Intern guidebook available

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UW Alternative Spring Break



- Intensive week-long service immersion trips for young adults
- Starting in the Gulf Coast, expanded to Detroit-area in 2008
- In 2009 will be in multiple communities



UNITED WAY NATIONAL SPONSORS SUPPORTING STUDENTS IN ACTION



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United Way Alternative Spring Break



ASB Media:

- On MTV's *Amazing Break*
- 213 broadcast stories, 29 print articles, and 20 online features
- \$315,000: Earned media value of UWA's video news release
- 8% increase on UW's website
- 14,000 visitors to the ASB Blog



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DAY OF ACTION

EDUCATION. DAY OF ACTION PROJECT IDEAS

INCOME. DAY OF ACTION PROJECT IDEAS

HEALTH. DAY OF ACTION PROJECT IDEAS

HOME
INTRODUCTION
LIVE UNITED CAMPAIGN
UNITED WAY DAY OF ACTION
ASSESSMENT TOOL
E-DOY OF ACTION
VOLUNTEERING/ADVOCACY IDEAS
NCL COMPANY IDEAS
YOUNG ADULT ENGAGEMENT
LIVE UNITED MARKETING TOOLS
LIVE UNITED PR TOOLS
SUBMIT YOUR IDEA
COUNT US IN!

06.21.08
LONGEST DAY OF THE YEAR
SHINE A LIGHT.
INSPIRE ACTION.
TAKE A STAND.
CREATE IMPACT.
UNITED WAY
NATIONAL
DAY OF ACTION
LIVE UNITED

LIVE UNITED.

United Way Challenge on Facebook Causes
As part of Day of Action and campus engagement

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United Way young adult alumni network



United Way Next
For students, alumni, and all young adults who LIVE UNITED.

eNewsletter

INFLUENCE THE CONDITION OF ALL LIVE UNITED.

ALUMNI HIGHLIGHT
Olivia Bracy is an AmeriCorps member at United Way of the Inland Empire near Los Angeles, CA. Read what Olivia does to LIVE UNITED.

FEATURED
By making a team effort, I created partnerships with local nonprofits and companies to organize community service projects. They recruited a team of passionate individuals dedicated to helping hunger and homelessness.

I WORKED IN VOLUNTEER OPPORTUNITIES TO LIVE UNITED BY
Showing them what the team did with a little dedication.

DO THIS NOW OR NEVER
It was AWOL, so say yes.

Learn more about AmeriCorps [here](#).

QUICK LINKS
ALUMNI CHALLENGE
Guidelines
To The Streets
Get Involved

FILES
LIVE UNITED Blog

Register To Vote

ROCK THE VOTE

UPDATES
REGISTER NOW FOR THE UNITED WAY STUDENT LEADERSHIP RETREAT
Registration is now open for the United Way Student Leadership Retreat. On the list.

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