

A FORCE FOR IMPACT: *Millennials in the Nonprofit Sector*



Millennials are the largest generation in the American workforce representing **1 in 3 workers** and expected to rise to **3 in 4** by 2025.



WHAT MAKES A MILLENNIAL?

AS A GENERATION, MILLENNIALS ARE:



DIVERSE. Millennials are the most racially diverse generation in U.S. history. They are diverse in other ways as well, including the type of household in which they grew up.



DIGITAL. Millennials drive adoption of new digital platforms, such as mobile technology and social media.



VALUE-BASED. Millennials value quality of life, including staying close to family and friends; free time for experiences and recreation; and making a positive social impact.



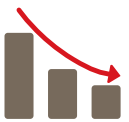
EDUCATED. More Millennials have a college degree than any preceding generation, including more lower-income and underrepresented minority students.

DEBT-LADEN. The number of people carrying student loans is higher than ever before, and the amount of debt per borrower has increased.



SHAPED BY THE RECESSION.

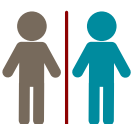
Millennials who entered the job market during and after the Great Recession have been impacted economically, professionally, and culturally.



FILLED WITH OPTIMISM AND HIGH EXPECTATIONS. Millennials tend to be more optimistic than other generations, and they also have high expectations for themselves.



SINGLE FOR LONGER. Millennials are delaying marriage and families longer than past generations.



FACTORS INFLUENCING CAREER DECISIONS & WORK LIVES

- PURPOSE IS PARAMOUNT
- JOB SWITCHING IS ACCEPTED
- PAY STILL MATTERS
- FEEDBACK SHOULD BE ONGOING, NOT OCCASIONAL
- CAREER PATHS ARE NONLINEAR AND SELF-DIRECTED



- SECTOR LINES ARE BLURRED
- LEARNING IS A CONTINUOUS JOURNEY
- INNOVATION INFLUENCES EMPLOYER REPUTATION
- CAREER PROGRESS IS IMPORTANT
- FLEXIBILITY IS EXPECTED

HOW CAN NONPROFITS RECRUIT, RETAIN & ADVANCE MILLENNIALS?



Build a culture of transparency and trust



Develop strong people managers in your organization



Prioritize competitive compensation



Make diversity and inclusion a priority



Encourage ongoing feedback



Prepare employees for their next opportunity



Identify projects that offer cross-functional work and leadership experience



Intentionally invest in professional development



Create opportunities for cross-generational engagement



Support flexible work practices

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Full report available at: www.proinspire.org/thought-leadership/millennials-2015/

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