



Cause for Change: The Why and How of Nonprofit Millennial Engagement

Kari Dunn Saratovsky, Derrick Feldmann

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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.

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