

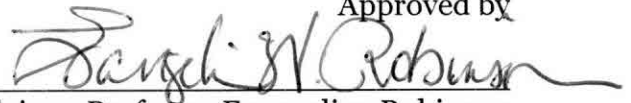
MILLENNIAL SPECIFIC TECHNIQUES FOR NONPROFIT  
MARKETING COMMUNICATIONS:  
A MESSAGING STUDY FOR WORLD RELIEF

by Taylor M. Davenport

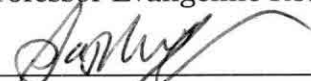
A thesis submitted to the faculty of The University of Mississippi in partial  
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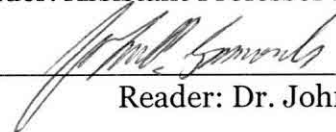
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To all who work tirelessly to serve the vulnerable as The Lord commands.

“Learn to do good; seek justice, correct oppression; bring justice to the fatherless,  
plead the widow’s cause.”

-Isaiah 1:17

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And finally, I give thanks to God for his faithfulness that endures forever.



## ABSTRACT

### MILLENNIAL SPECIFIC TECHNIQUES FOR NONPROFIT MARKETING COMMUNICATIONS: A MESSAGING STUDY FOR WORLD RELIEF (Under the direction of Professor Evangeline Robinson)

Nonprofit organizations are quickly catching up to for profit companies in their marketing communications endeavors. World Relief, a faith-based nonprofit organization that strives to empower the vulnerable, is one of those organizations. While they have made huge strides in recent years, they are missing the mark when it comes to reaching millennials. This thesis sought to research effective millennial specific messaging techniques and implement an integrated marketing communications (IMC) campaign using the findings. This thesis compiles research on millennials from the Pew Research Center and other sources as a background for primary research. A survey and focus group were conducted at The University of Mississippi to gain insights on how millennials want nonprofits to communicate with them. The research showed messaging that focuses on *the problem* at hand resonates with millennials most.

Additionally, millennials are most willing to support nonprofit programs that benefit children and those affected by natural disasters. When supporting a nonprofit, millennials are most likely to volunteer, rather than donate or advocate. Somewhat surprisingly, millennials' willingness to support a nonprofit is not affected by the organization's association with the Christian church. This

thesis includes an IMC campaign that was created with the intent to raise awareness of refugee resettlement among millennials. Website, social media, e-mail, broadcast, and print collateral were created for World Relief in alignment with the recommendations from research.

## *Preface*

While working as the Marketing & Communications Intern in Baltimore, MD in the summer of 2014, I absolutely fell in love with World Relief. I loved praying and studying scripture with co-workers. I loved learning about economics, policies, and cultures of the world. I loved coming into work everyday knowing I was supporting those serving the vulnerable as Jesus commands.

Toward the end of the summer, I had the opportunity to work the intern “Day of Service” at the World Relief Anne Arundel office just a few miles from Baltimore. I had no clue what I was getting myself into. I was assigned to drive a refugee named Ahmed to the store to purchase groceries in order to prepare a dish for the World Relief Anne Arundel open house the next day. Through this normally mundane task of grocery shopping, I learned so much about Ahmed and his family. First, he told me I was the first woman to ever drive him in a car. He and his family had arrived just days earlier from Afghanistan and were staying with a host family temporarily. He told me about his education in Afghanistan and his desire to learn more and find a job in the United States as soon as possible. We shared stories of cultures and traditions. That day, I fell in love with serving the stranger. I read Exodus 22:21 & Ephesians 2:19-20 differently now. World Relief continues to inspire me through their love of the oppressed.

I would not have wanted to write my thesis in collaboration with any other organization.

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## CHAPTER I: INTRODUCTION TO THE PROBLEM

### **The Industry**

The US advertising industry is the largest one in the world, according to AdvertisingAge.<sup>1</sup> While only having 4.4 percent of the world's population, the United States accounted for 33 percent of worldwide ad spending, or \$186.9 billion in 2013 alone.<sup>2</sup> Additionally, the US ad industry employs 1.5 million people.<sup>3</sup> The top five most advertised brands of 2012 were AT&T, Verizon, Chevrolet, McDonald's, and Geico, respectively.<sup>4</sup>

While mega brands obviously rank at the top of the advertising list, nonprofits are making great strides in the marketing communications arena. According to Content Marketing Institute's *2015 Nonprofit Content Marketing* report, 69 percent of nonprofit marketers said they are creating more content compared to the previous year.<sup>5</sup> Additionally, 37 percent said they expected their marketing budget to increase over the next 12 months.<sup>6</sup> Over 60 percent of

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<sup>1</sup> AdvertisingAge. *Marketing Fact Pack: Annual Guide to Marketers, Media, and Agencies*. Neustar. 2014 ed. Crain Communications, 2013. Digital.

<sup>2</sup> AdvertisingAge, 15.

<sup>3</sup> AdvertisingAge, 1.

<sup>4</sup> AdvertisingAge, 7.

<sup>5</sup> Content Marketing Institute, Blackbaud, and Fusion Spark Media, Inc. *Nonprofit Content Marketing: Benchmarks, Budgets, and Trends- North America*. 2015. Digital.

<sup>6</sup> Content Marketing Institute, 23

nonprofit marketers are currently working on becoming better storytellers and creating more engaging visual content.<sup>7</sup>

## **World Relief**

World Relief is a well established nonprofit organization headquartered in Baltimore, MD with offices all over the United States and world. Their 2013 revenue was about \$60 million.<sup>8</sup> Their US offices are centers for their Refugee Resettlement, Anti-Trafficking, and Immigration Legal Services programs, while their international efforts in Haiti, Africa, and Asia focus on programs such as Disaster Response, Maternal & Child Health, and Agricultural Development. World Relief's mission is "empowering the local Church to serve the most vulnerable."<sup>9</sup>

World Relief, like many other nonprofits, has recently started utilizing the power of the US marketing and advertising industry. They are raising the bar to compete with for profit companies for American dollars. Brittany Guy, World Relief Marketing Manager, shared insights regarding the organization's recent marketing communications advancements in an interview. First, Guy reported that the World Relief marketing team has grown from 4 to 11 employees in the last year, allowing them to do much more and showing that the administration

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<sup>7</sup> Content Marketing Institute, 25

<sup>8</sup> World Relief, comp. *Stand for the Vulnerable: World Relief 2013 Annual Report*. Rep. 2013 ed. Baltimore, MD: World Relief, 2014. Print.

<sup>9</sup> Guy, Brittany. "World Relief Marketing & Communications Strategy." E-mail interview. Jan. 2015.

values their department.<sup>10</sup> Guy also shared several recent strides World Relief has taken:

We're starting to segment our database, ensuring the right people get the information that is relevant and pertinent to them ... This past year we launched several campaigns, including Lent, #GivingTuesday, and Catalog of Hope, on a larger scale than previous years. We've also started the process of building out our speaker's bureau as a way to get speaking engagements for various staff members, as well as build our brand ... Our social media presence has grown significantly and we've been more strategic about the content that we share.<sup>11</sup>

Furthermore, Guy described World Relief's strategy as such:

Our marketing and communications strategy operates on an integrated marketing cadence in order to present relevant, coordinated messages on a consistent basis. Our strategy includes telling the stories of those we serve in a respectful way, allowing donors to see the work we are doing and encouraging them to continue to stand with us.<sup>12</sup>

World Relief's hopeful marketing tone is a fairly new approach for the nonprofit sector, especially regarding international efforts. In contrast, some nonprofit messaging tones have been historically negative, depressing, and even guilt-inducing. World Relief has recently launched a campaign called "Empower

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<sup>10</sup> Guy, Brittany.

<sup>11</sup> Guy, Brittany.

<sup>12</sup> Guy, Brittany.



A Hero,” where they claim the people served and equipped to make a change in their communities are the real heroes, not nonprofit organizations or donors. Guy said, “Instead of focusing on how poor or underprivileged people are as some organizations do, we focus on the positive, how the people we serve have been empowered and have seen God change their lives in tremendous ways.”<sup>13</sup>

Modern successful nonprofits, such as International Justice Mission (IJM) and charity: water have similar positive communication approaches.

International Justice Mission is an organization that exists to stop and prevent violence that affects the four billion people in the world that live “outside the protection of the law.”<sup>14</sup> Even though IJM must communicate with donors about the issues of slavery, sex trafficking, police brutality, and sexual violence, they do so in a way that speaks respectfully of the oppressed.<sup>15</sup> For example, in the article “This Kenyan Father Will Be Home For Christmas” published in December 2014, IJM tells the story of an man convicted for a crime he did not commit. Although they do not leave out details of police misconduct and corrupt justice systems, the article focuses on redemption. It features photos of supportive notes and a joyful reunion of the innocent man with his family.<sup>16</sup> Similarly, charity: water is an organization dedicated to providing sustainable water sources. Their marketing

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<sup>13</sup> Guy, Brittany.

<sup>14</sup> "The Problem: Violence." *International Justice Mission*. Web. <<https://ijm.org/the-problem>>.

<sup>15</sup> "The Problem: Violence."

<sup>16</sup> "This Kenyan Father Will Be Home For Christmas." *International Justice Mission*. 19 Dec. 2014. Web. <<http://news.ijm.org/this-kenyan-father-will-be-home-for-christmas/>>.

endeavors shout “clean water changes absolutely everything,” focusing on the health, educational, and economic benefits of clean water, as opposed to highlighting the disadvantages of lack of clean water.<sup>17</sup>

Although World Relief’s marketing strategy is innovative, their donor base does not quite match up. Guy said, “Our primary market is older, around 65 years old. They prefer to be contacted via direct mail, and will give by writing a check and sending it in the envelope we send them every month.”<sup>18</sup> Additionally, as a 70-year-old organization, World Relief can be seen as an “older” brand.

## **The Problem**

World Relief’s problem is apparent: they do not have a standing with young people. World Relief is not alone in this obstacle. Millennials, a group that accounts for \$1.3 trillion annual consumer spending, are both extremely desirable and the most difficult target market to reach.<sup>19</sup> In an *Online Media Daily* article covering the *Next Generation Strategies for Advertising to Millennials* report, Laurie Sullivan writes that for both television and digital advertising, millennials have a lower share of choice (SOC) measurement, which identifies “the ad's ability to influence brand preferences and purchases,” than all

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<sup>17</sup> "Charity: Water." *Charity: Water*. Web. <<http://www.charitywater.org/>>.

<sup>18</sup> Guy, Brittany.

<sup>19</sup> Searcey, Dionne. "Marketers Are Sizing Up the Millennials." *The New York Times*. The New York Times, 21 Aug. 2014. Web. <[http://www.nytimes.com/2014/08/22/business/marketers-are-sizing-up-the-millennials-as-the-new-consumer-model.html?\\_r=0](http://www.nytimes.com/2014/08/22/business/marketers-are-sizing-up-the-millennials-as-the-new-consumer-model.html?_r=0)>.

other generations.<sup>20</sup> Furthermore, the multi-tasking millennial generation has a lower average immediate recall rate of an ad than any other generation group.<sup>21</sup>

Companies across all categories spend vast amounts of money, time, and energy to learn how to become brands millennials crave. There are thousands of articles, books, conferences, and even whole organizations dedicated to millennial market research. For example, *The New York Times* reports: “The Center for Generational Kinetics in Austin, Tex., was founded [in 2010] and has worked with about 100 clients including Mercedes-Benz, Four Seasons Hotels, General Electric and numerous retailers who want advice on how to appeal to millennial tastes.”<sup>22</sup>

## **The Potential**

World Relief is many steps ahead of other nonprofits when it comes to creating a brand attractive to millennials. They have a fairly established social media presence with around 19,000 Facebook likes, 10,400 Twitter followers, and 1,400 Instagram followers. While these numbers might seem very large, they are not where they could be. In contrast, IJM has about 215,700 Facebook likes, 140,000 Twitter followers, and 14,000 Instagram followers. World Relief also has the right mindset when it comes to communicating with millennials. Guy

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<sup>20</sup> Sullivan, Laurie. "Millennials Remain Difficult To Reach." *Online Media Daily*. MediaPost, 24 Jan. 2012. Web. <<http://www.mediapost.com/publications/article/166427/millennials-remain-difficult-to-reach.html?edition=>>>.

<sup>21</sup> Sullivan, Laurie.

<sup>22</sup> Searcey, Dionne.

acknowledges that millennials are more receptive to “informative and inspiring” content that focuses on the cause rather than the organization.<sup>23</sup>

The main knowledge World Relief is lacking is what specific messaging should be used with millennials regarding the World Relief brand. Guy said:

I think our biggest struggle is making our work relevant to millennials – there is a lot we do, which can be overwhelming and difficult to understand. I think we’re also trying to figure out how to engage millennials with our work – do they want to volunteer more than they want to give money? If they want to give money, how much and to what program area?<sup>24</sup>

With World Relief-exclusive research, the organization could implement the best ways to speak to millennials about their US and international programs, donating, volunteering, and advocating.

## **Purpose**

The purpose of this thesis study is to answer this question: *What marketing communications techniques are most effective for nonprofits, specifically World Relief, to reach millennials?* In regard to messaging, should the problem, solution, benefit statement, or ask segment of the nonprofit marketing piece be primarily located? Should rational or emotional terms be used? What communication medium reaches millennials best in this case?

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<sup>23</sup> Guy, Brittany.

<sup>24</sup> Guy, Brittany.

Which World Relief programs appeal to millennials and which ones are off-putting?

The secondary purpose of this thesis is to implement the study findings by producing a millennial-specific integrated marketing communications (IMC) campaign strategy and materials for World Relief.

## CHAPTER II: FOUNDATION

### **Millennials**

The first step to laying a foundation for this study is to acutely examine millennials. The 2014 Pew Research Center report titled “Millennials in Adulthood: Detached from Institutions, Networked with Friends” provides a solid starting point for studying social trends of Americans ages 18 to 33. (Although a cap point has not been set for the millennial age group which starts with those born in 1981, this thesis and the Pew Research Center report focus only on millennial adults: those 18 and over.)<sup>25</sup> The millennial generation accounts for about 85 million people<sup>26</sup>, or 27 percent of the US adult population.<sup>27</sup>

Pew proclaims this summation of millennials: “The Millennial generation is forging a distinctive path into adulthood ... they are relatively unattached to organized politics and religion, linked by social media, burdened by debt, distrustful of people, in no rush to marry— and optimistic about the future.”<sup>28</sup> Based upon the Pew report and several other resources, there are four general characteristics of millennials to explore further in relation to nonprofit marketing

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<sup>25</sup> Pew Research Center, March, 2014, “Millennials in Adulthood: Detached from Institutions, Networked with Friends”, 4.

<sup>26</sup> "United States Census Bureau." *USA QuickFacts from the US Census Bureau*. US Department of Commerce, 3 Dec. 2014. Web. <<http://quickfacts.census.gov/qfd/states/00000.html>>.

<sup>27</sup> Pew Research Center, 9.

<sup>28</sup> Pew Research Center, 4.

communication research: individualistic, diverse, connected, and hopeful.

### Individualistic

A major theme found across several sources is that millennials do not want to be labeled, whether politically, religiously, or any other way. Half of millennials consider themselves political independents, compared to 39 percent of Generation X— those born from 1965 to 1980.<sup>29</sup> Additionally, fewer millennials say there is a big difference between what the Democratic and Republican parties stand for.<sup>30</sup> Even so, millennials favor the Democratic Party in general. This was evidenced by millennials showing up as strikingly democratic in the last two presidential elections. According to exit polls, the young/old voting gap is the highest it has been since 1972. In 2008, 66 percent of 18-29 year olds voted for Obama over McCain, in comparison to 45 percent of those 65 and older, creating a 21 percent gap in support of the Democratic candidate between the young and old. In contrast, the presidential election of 1996, when the oldest millennials were not yet old enough to vote, proved just a three percent gap between the young and old voting for the Democratic candidate Bill Clinton.<sup>31</sup>

Pew Research Center reports “millennials’ liberalism is apparent in their views on a range of social issues, such as same-sex marriage, interracial marriage, and marijuana legalization ... However, on some other social issues— including

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<sup>29</sup> Pew Research Center, 4, 9.

<sup>30</sup> Pew Research Center, 11.

<sup>31</sup> Pew Research Center, 12.

abortion and gun control—the views of millennials are not much different from those of older adults.”<sup>32</sup> Of significance to World Relief and other nonprofits involved in immigration policy, millennials’ progressiveness is shown through their thoughts on a path to legalization for undocumented immigrants. A majority of millennials, 55 percent, say that immigrants now living in the US illegally should be allowed to stay and apply for citizenship, compared to 46 percent of Gen X and 39 percent of Baby Boomers—those born from 1946 to 1964.<sup>33</sup> The link between millennials’ beliefs on most social issues is promotion of individual rights, whether that means promoting the right to marry, the right to have an abortion, or the right to be a citizen in the nation in which one lives. Millennials’ political independence is at least somewhat evidenced by their low social trust. Only 19 percent of millennials say that most people can be trusted, compared to 31 percent of Generation X and 40 percent of Baby Boomers.<sup>34</sup>

On another individualistic front, 29 percent of millennials are religiously unaffiliated, compared to 21 percent of Generation X and just 16 percent of Baby Boomers.<sup>35</sup> But, 86 percent of millennials say they believe in God, 58 percent with absolute certainty.<sup>36</sup> This contrast explains the rush of young Christians to the nondenominational church. According to a 2012 Hartford Institute for Religion Research study, “nondenominational church attendance is growing

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<sup>32</sup> Pew Research Center, 13.

<sup>33</sup> Pew Research Center, 33.

<sup>34</sup> Pew Research Center, 7,9.

<sup>35</sup> Pew Research Center, 4.

<sup>36</sup> Pew Research Center, 13.



sharply.”<sup>37</sup> Around 12 million Americans worship in independent or nondenominational churches, up from the 2008 estimate of 8 million and just 194,000 in 1990.<sup>38</sup>

Stephen Prothero, religion professor at Boston University, published an opinion article on USA Today.com titled “Millennials Do Faith and Politics Their Way” in which he proclaims even though millennials are far less religiously affiliated than previous generations were at their age, there is no run toward atheism. He writes:

One of the biggest errors made by observers of the rise of religious ‘nones’ is mistaking the religiously unaffiliated for secularists ... Religiously, the independent streak of this unbranded generation fuels the popularity of non-denominational alternatives to the once-venerable Methodist, Baptist and Catholic brands.<sup>39</sup>

Prothero says he envisions a religious and political transformation on the horizon powered by millennials, which will create churches and grassroots political groups that are more racially diverse, high-tech, and comfortable with change.

He writes:

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<sup>37</sup> "Nondenominational Church Attendance Is Growing Sharply." Insights Into Religion. Lilly Endowment, Inc. Web. <<http://religioninsights.org/resources/nondenominational-church-attendance-growing-sharply>>.

<sup>38</sup> Thumma, Scott. "A Report on the 2010 National Profile of U.S. Nondenominational and Independent Churches." Hartford Institute for Religion Research. Web. <<http://www.hartfordinstitute.org/cong/nondenominational-churches-national-profile-2010.html>>.

<sup>39</sup> Prothero, Stephen. "Millennials Do Faith and Politics Their Way." USATODAY.com. 29 Mar. 2010. Web. <[http://usatoday30.usatoday.com/news/opinion/on-religion/2010-03-29-column29\\_ST\\_N.htm?csp=34](http://usatoday30.usatoday.com/news/opinion/on-religion/2010-03-29-column29_ST_N.htm?csp=34)>.

[Millennials] are suspicious ... of large, cookie-cutter organizations that want to corral and 'brand' them. Do they trust people over 30? Absolutely. They just don't want to join their clubs, their political parties or their churches. They don't want a place at the table. They want a chat room of their own.<sup>40</sup>

Likewise, in his article "The Age of Individualism," *New York Times* writer Ross Douthat sums up the individualistic social trend of millennials:

[Their] skepticism of parties, programs and people runs deeper than their allegiance to a particular ideology. Their left-wing commitments are ardent on a few issues but blur into libertarianism and indifferentism on others. The common denominator is *individualism*, not left-wing politics: it explains both the personal optimism and the social mistrust, the passion about causes like gay marriage and the declining interest in collective-action crusades like environmentalism, even the fact that religious affiliation has declined but personal belief is still widespread.<sup>41</sup>

While statistics generalize millennials in many ways, they are individuals at heart.

### Diverse

Just like millennials do not want to be labeled, marketers should be careful when labeling them. The racial makeup of millennials makes them the most

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<sup>40</sup> Prothero.

<sup>41</sup> Douthat, Ross. "The Age of Individualism." *The New York Times*. The New York Times, 15 Mar. 2014. Web. <[http://www.nytimes.com/2014/03/16/opinion/sunday/douthat-the-age-of-individualism.html?hp&rref=opinion&\\_r=5](http://www.nytimes.com/2014/03/16/opinion/sunday/douthat-the-age-of-individualism.html?hp&rref=opinion&_r=5)>.

diverse generation in American history with 43 percent being non-white.<sup>42</sup> Asian and Hispanic immigrants who have moved to the US over the last 50 years now have children aging into adulthood. According to the US Census Bureau, this ethnic makeup of millennials is foreshadowing what is to come. By sometime around 2043, half of the United States will be non-white.<sup>43</sup>

### Connected

As one would assume, millennials are much more technologically connected than older generations. The median number of Facebook friends for millennials is 250, compared to 200 for Gen X and 50 for Older Boomer/Silents – those born 1928 to 1945.<sup>44</sup> Of course, millennials are also drastically more likely to take a “selfie” (the Oxford Dictionary 2013 Word of the Year) than older generations.<sup>45</sup>

Much more surprising than millennials being connected to the web and one another via social media is their connection and concern with corporate social responsibility, or “corporate initiative to assess and take responsibility for the company's effects on the environment and impact on social welfare.”<sup>46</sup>

According to the *2013 Cone Communications Social Impact Study—The Next*

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<sup>42</sup> Pew Research Center, 6.

<sup>43</sup> Pew Research Center, 6.

<sup>44</sup> Pew Research Center, 9, 47.

<sup>45</sup> Pew Research Center, 47.

<sup>46</sup> Investopedia. "Corporate Social Responsibility Definition." Investopedia. 28 Oct. 2007. Web. <<http://www.investopedia.com/terms/c/corp-social-responsibility.asp>>.

*Cause Evolution*, millennials have high expectations for companies to make the world a better place, and they take part in the conversation through social media.<sup>47</sup> About two-thirds of millennials “report using social media to address or engage with companies around social and environmental issues,” compared to 51 percent of the overall population.<sup>48</sup> Additionally, 26 percent of millennials will use social media to critique companies who are not living up to their social responsibilities.<sup>49</sup>

### Hopeful

Pew reports that millennials are struck with economic hardship more so than older generations at a young age. Current millennials have large student loan debts and entered the work force in the wake of The Great Recession (2007-2009). This combination makes for lower levels of wealth and personal income.<sup>50</sup> However, millennials are the most optimistic about their financial futures. Eighty-five percent of them say they either currently have enough money to lead the kind of life they want or are confident they will in the future.<sup>51</sup>

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<sup>47</sup> For Momentum. "Cause Marketing Statistics." For Momentum: Creative Cause Connections, 24 July 2012. Web. <<http://www.formomentum.com/AboutCauseMarketing/CauseMarketingStatistics.aspx>>.

<sup>48</sup> For Momentum.

<sup>49</sup> For Momentum.

<sup>50</sup> Pew Research Center, 8.

<sup>51</sup> Pew Research Center, 10.

## **Enter the Faith Based Nonprofit**

From this secondary research, a brand could easily form a millennial marketing communications strategy. The strategy would include messaging that valued individualism and strayed away from polarizing political topics. It would consider various ethnicities. The campaigns that came from the strategy would probably emphasize the social media content over the traditional media component. The brand would be sure to tie in any corporate social responsibility information where applicable. Finally, the strategy would include messaging that taps into millennial's optimism of their futures. While many insights can be drawn about millennials as general consumers from this research, a little more thought is needed before approaching them as a faith-based nonprofit, such as World Relief. To state the obvious, consuming is different from giving and serving, especially when a religiously affiliated organization is involved.

In her book *Their Highest Vocation: Social Justice and the Millennial Generation*, Helen Fox writes this:

According to polls, today's 'Millennial' college students are the most politically progressive generation in U.S. history. They are deeply concerned about social and economic inequality, [and] they support egalitarian relationships among nations and peoples ... Yet Millennials have been educated to be rule-followers, good test-takers, and high academic achievers who feel uncomfortable expressing opinions that go against the norm ... Treated as special and entitled by doting parents and teachers, Millennial college students have energy, skills, and heart, but

lack historical context, opportunities for critical thinking about complex social problems, and intimate connection to the people they so passionately want to serve.<sup>52</sup>

From this description of millennials, it is clear that communicating with them about nonprofit issues requires a cautious approach.

The *2013 Millennial Impact Report* covers the best way nonprofits can engage millennials. A four-step approach is recommended: “inspiration, monthly giving options, transparency, and peer-to-peer engagement.”<sup>53</sup> The report proclaims that millennials want to give in creative ways or in consistent, small quantities. For example, 64 percent “fundraise for walk/run/cycling events” and 46 percent “prefer asking people to donate to a designated nonprofit in lieu of physical gifts.”<sup>54</sup> A surprising majority (52 percent) of Millennial respondents say they would be interested in monthly giving somewhere between \$1 and \$50.<sup>55</sup> It is much more important to “establish a consistent, continual giving relationship” with a millennial than receive a large, one-time donation.<sup>56</sup> Not surprisingly, most millennials prefer to give via websites (84 percent) as opposed to in person,

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<sup>52</sup> Fox, Helen. Abstract. *Their Highest Vocation: Social Justice and the Millennial Generation*. New York: Peter Lang, 2012. Print.

<sup>53</sup> Eleventy Marketing Group. "7 Statistics Showing How Millennials Prefer To Support Nonprofits." 05 Aug. 2013. Web. <<http://eleventygroup.com/site/2013/08/05/7-statistics-showing-how-millennials-prefer-to-support-nonprofits/>>.

<sup>54</sup> Eleventy Marketing Group.

<sup>55</sup> Achieve, and The Case Foundation. *The 2013 Millennial Impact Report*. 18 July 2013. Digital.

<sup>56</sup> Eleventy Marketing Group.

mail, or phone.<sup>57</sup> Online giving also makes it easier for millennials to connect with friends and family and encourage them to give, as well. Millennial's biggest pet peeve is when they do not know how their gift will make a difference.<sup>58</sup>

Along with giving, millennials are willing to volunteer. In 2012, 73 percent of millennials volunteered at a nonprofit.<sup>59</sup> When they do volunteer, they want to serve alongside other young people. The *2013 Millennial Impact Report* says: "Millennials view volunteer opportunities as a way to socially connect with like-minded peers, which moves them beyond technology (social networking) to in-person action. It's especially helpful when organizations craft marketing messages that highlight the peer involvement—for example, “Join 20 other Ole Miss students this Saturday!”<sup>60</sup> Additionally, the *2012 Millennial Impact Report* says that 58 percent of millennials prefer a short-term volunteer commitment.<sup>61</sup> When an organization asks for too much, such as a commitment to volunteer every Tuesday afternoon for the whole semester, millennials are overwhelmed. Finally, millennials want to give and serve at events. According to the *2012 Millennial Impact Report*, “cool events” is the thing that millennials would be most likely to share via social media about a nonprofit at 74 percent, followed by

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<sup>57</sup> Eleventy Marketing Group.

<sup>58</sup> Achieve, and Johnson Grossnickle Associates. *The Millennial Impact Report 2012*. Web. <<http://cdn.trustedpartner.com/docs/library/AchieveMCON2013/TheMillennialImpactReport2012.pdf>>.

<sup>59</sup> Achieve, and The Case Foundation, 22.

<sup>60</sup> Achieve, and The Case Foundation.

<sup>61</sup> Achieve, and Johnson Grossnickle Associates, 17.

statistics at 69 percent.<sup>62</sup> Young people want to be at cool places and do cool things so that they can share them on Instagram and Twitter.

So, it is known that millennials are actually interested in giving and serving. But do they want to support faith-based nonprofits? If so, because of what causes? The research on millennials' opinion of faith-based vs. non-faith-based nonprofits is sparse. But, it is known what causes millennials who are already on board with faith-based nonprofits want to support. In her interesting *Christian Post* opinion article, Chelsen Vicari, Evangelical Program Director for the Institute on Religion and Democracy, says Christian millennials mostly want to stick up for the “marginalized” as we think of the word in the United States —“making the poor, women, and the Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) community top priorities.”<sup>63</sup> This makes sense due to millennials' left/libertarian leaning political views. But, Vicari says that is not a good thing. She uses the example of the Boko Haram kidnapping that got so much attention through the hashtag #BringBackOurGirls. While it was a great thing to bring light to the injustice, Vicari says millennials only hopped on board because the hot topic of human trafficking was involved. Vicari writes, “Let's face it, if media outlets were calling the Boko Haram travesty what it is, a matter of severe Christian persecution by Islamists terrorists, then many of us Millennial would shy away from voicing our outcry, all for fear of being called

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<sup>62</sup> Achieve, and Johnson Grossnickle Associates, 7.

<sup>63</sup> Vicari, Chelsen. "To My Fellow Millennials: Christian Persecution Is a Social Justice Issue." CP Opinion. *Christian Post*, 8 May 2014. Web. <<http://www.christianpost.com/news/to-my-fellow-millennials-christian-persecution-is-a-social-justice-issue-119401/>>.



Islamophobic.”<sup>64</sup> Vicari urges young Christians to be bold enough to speak out against the persecution, including “being harassed, kidnapped, arrested, beaten, beheaded, and burned alive for their faith,” of their brothers and sisters in Christ around the world, even if it is not the popular social justice issue among their peers.<sup>65</sup> Whether or not Christian millennials should be scolded for their lack of boldness, it is important to note (with World Relief programs in mind) that they are willing to speak up against social justice issues concerning the poor, women, and children, but are hesitant to support more sensitive issues.

It is also helpful to examine how other nonprofits currently engage millennials. Previously mentioned International Justice Mission (IJM) has a college campus program with about 140 chapters.<sup>66</sup> By participating in a college chapter, millennials have the opportunity to be educated about slavery that still exists today, stay updated on IJM’s casework around the world, and join in a fundraising and awareness event called Stand For Freedom. According to the IJM website, “In 2013, 500 schools and communities signed up to Stand For Freedom across 36 states and four countries, raising over \$130,000 and collecting more than 37,000 signatures asking President Obama to make ending slavery a priority.”<sup>67</sup> IJM is utilizing the power of the “peer-to-peer engagement” technique encouraged by the *2013 Millennial Impact Report*.

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<sup>64</sup> Vicari, Chelsen.

<sup>65</sup> Vicari, Chelsen.

<sup>66</sup> "For College Students." *International Justice Mission*. Web.

<sup>67</sup> "For College Students." <<https://www.ijm.org/get-involved/college-students>>.

Similarly, The American Cancer Society hosts Relay For Life events specifically for college campuses.<sup>68</sup> These events equip students who have been personally affected by cancer to lead their peers in fundraising efforts. Students' time at the event provides fun photos to share on social media. In fact, #relayforlife has over 350,000 posts on Instagram.

### **The Need for an Exclusive Messaging Study**

Based solely on secondary research, a new millennial marketing strategy for World Relief would feature all previously mentioned strategies drawn from the Pew Research study in addition to a social media centered campaign encouraging small monthly gifts. It would promote cool, social-oriented events, such as folk concerts or kayak races, as ways to fundraise for World Relief. The campaign would feature the ways World Relief empowers women and children. If implemented now, these strategies might make a difference. But, millennials are a delicate group to work with. Therefore, there is a need for a World Relief exclusive messaging study in order to develop the best millennial strategy possible. Since millennials are more passionate about causes than organizations, it is extremely important to know which specific World Relief programs appeal to millennials and why.<sup>69</sup> In addition, it is necessary to discover which aspects of a marketing piece (problem, solution, benefit statement, ask) and what

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<sup>68</sup> "Get Involved." *College Relay*. Web. <<http://college.relayforlife.org/getinvolved/college-relay>>.

<sup>69</sup> Achieve, and The Case Foundation, 5.

communication connotation (rational or emotional) resonate with millennials when communicating specifically about World Relief programs.

### **Hypothesis**

Based on secondary research of the World Relief brand, the millennial generation, and current nonprofit marketing techniques, the researcher predicts that millennials will respond best to online marketing pieces where the benefit statement is prominent, rational, and includes poor women and children as beneficiaries.

## CHAPTER III: METHOD AND METHODOLOGY

### **Survey**

A total of 205 millennials were surveyed in a controlled classroom setting at The University of Mississippi in October 2014.<sup>70</sup> The survey was created on qualtrics.com through an account provided by the School of Business Administration. A survey pre-test was conducted on September 29, 2014, in Dr. Hugh Sloan's retail marketing class in Conner Hall. Fifty-four students took the survey draft and provided feedback on a form that instructed them to write any questions, comments, concerns, or confusing aspects for each survey question if applicable. The feedback provided insights to change several aspects of the survey before starting the official research process. Some changes included decreasing the number of ranking choices to be less overwhelming, including a "no opinion" choice on applicable questions, including question numbers on each page, and bolding important parts of the survey questions.

The official 15-question survey started with demographic questions to determine the age, gender, and education status of the respondent. The demographic questions were followed by questions about World Relief programs and beneficiaries. These questions were included to gauge millennials' overall feelings about supporting certain programs and people groups. Next, respondents were shown four sets of four marketing pieces featuring the

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<sup>70</sup> See Appendix A for Qualtrics survey

problem, solution, benefit statement, and ask messaging strategies and asked to rank the marketing pieces' likeliness to prompt them to support World Relief. This was done to measure the effectiveness of each type of messaging. Each set of pieces featured a different photo and scenario from South Sudan, Syria, Indonesia, and the United States, respectively. The marketing pieces were displayed randomly to eliminate any order bias. Next, respondents were shown three sets of words and phrases and asked to rank their likeliness to prompt them to support World Relief monetarily, by volunteering, and by advocating. The phrases were also shown in a random order to eliminate order bias. The final survey questions concerned nonprofits in general. The millennials were asked which communication medium they prefer, which way they prefer being involved in nonprofit efforts, and their opinion on supporting nonprofits that are associated with the Christian church.

Of the 205 students surveyed, 91 percent of respondents were undergraduate students, while 9 percent were graduate students. This gap is reflective of the ratio of undergraduate to graduate students in the respondent pool of students at the University of Mississippi: 89.4 percent undergraduate to 10.6 percent graduate, according to Office of Institutional Research, Effectiveness, and Planning at The University of Mississippi.<sup>71</sup>

Undergraduate respondents were recruited through the School of Business Administration's Sona System, which provides human subject management and

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<sup>71</sup> University of Mississippi. "Fall 2014-2015 Enrollment." *Office of Institutional Research, Effectiveness, and Planning*. Web. <<http://irep.olemiss.edu/institutional-research/quick-facts/fall-2014-2015-enrollment/>>.

acts as an extra-credit opportunity for students. The undergraduate surveys were administered in a computer lab in Weir Hall on select days from October 13 to October 22, 2014. The survey was conducted in person rather than online in order to avoid falsified answers from students completing the survey as fast as possible to receive extra credit. Participants committed to a 30-minute session by signing up for the study on their student Sona account. Before each session, the researcher pulled up the Qualtrics survey webpage on each computer. Next, students entered the room (Weir Hall 107) and were asked their name in order to take attendance. Students were seated at every other computer when possible to avoid any peer bias. When all confirmed students were counted present, the lab door was shut and students were told to begin the survey. The respondents were dismissed after all had completed the survey. Participants were credited for their participation on the Sona System immediately after their completion of the survey and an e-mail was sent notifying them of the extra credit. After each survey session, the web browser history on each computer was cleared to prevent any tampering by those using the computer lab later in the day.

Graduate respondents were recruited through the Meek School of Journalism and New Media. The researcher attended two separate graduate-level classes on October 15 and 30, 2014, under the instruction of Dr. James Lumpp and Dr. Robert Magee, respectively. Students were provided the URL to access the survey on their personal laptops or tablets. The purpose of veering from the prominent lab-based research procedure was to reach older millennials.

## **Focus Group**

A focus group of nine millennials was conducted on November 11, 2014 from 6:30-7:30 p.m. in Farley Hall at The University of Mississippi. The researcher recruited focus group participants by sending e-mails to randomly selected students using the University of Mississippi online directory. When an extremely poor response rate was realized, the researcher also sent recruiting e-mails to the following University of Mississippi organizations: Landscape Services, Office of Admissions, Calling Center, Turner Center, Pi Beta Phi, Phi Mu, Delta Gamma, Chi Omega, Kappa Alpha Theta, Alpha Omicron Pi, Alpha Delta Pi, Kappa Delta, Tri Delta, Pi Kappa Phi, Sigma Nu, Sigma Pi, Delta Psi, Phi Delta Theta, Kappa Alpha, College Democrats, College Republicans, and the Black Student Union. In addition to e-mails, the researcher recruited through flyers placed around campus at the Meek School of Journalism and New Media, the Sally McDonnell Barksdale Honors College, the School of Pharmacy, and the Student Union.<sup>72</sup> Dinner was provided as an incentive to participate.

A reminder was sent to all 11 confirmed participants, nine of whom attended. The participants ranged in age from 19 to 23 and represented seven different US states. The conversation lasted around 50 minutes and was recorded for note-taking purposes.<sup>73</sup>

The researcher started the conversation with an introduction to get participants familiar with one another and to collect demographic information.

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<sup>72</sup> See Appendix B for focus group recruitment materials

<sup>73</sup> See Appendix C for focus group transcript

Next, the researcher asked general questions about the participants' perceptions of nonprofits to center the topic. Next, the conversation became more specific by discussing World Relief programs to understand how participants felt about supporting certain causes. The focus group featured the same four sets of marketing pieces as the survey in order to gain insights about why the millennials were drawn in or pushed away by the problem, solution, benefit statement, and ask parts of the marketing piece. The focus group participants were also shown the words and phrases just as the survey respondents were in order to gain insights into why particular words resonate with millennials. Finally, the focus group discussion shifted to the Christian church in connection with nonprofits to sense how the millennials felt about faith-based nonprofits.

### **IRB Procedures**

International Review Board (IRB) consent procedures were followed for all research methods.<sup>74</sup> The submitted IRB Exemption Application was accepted by the University of Mississippi Division of Research Integrity and Compliance because the research did not include biological testing, restricted subjects, or elements of deception.

### **Limitations**

Due to the academic nature of the research and a non-existent budget, there were several limitations on the research. First, the survey respondent pool

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<sup>74</sup> See Appendix D for IRB exemption application



was limited to students at the University of Mississippi taking classes in the School of Business Administration and Meek School of Journalism and New Media. Therefore, almost all millennials surveyed were 18-22 years old, with 15 respondents being in the 23-27 range and only one respondent being in the 28-33 range. Ideally, the survey respondents would have been recruited through a random selection from a respondent pool of all millennials living in the United States, including all education statuses and geographical locations. In addition, 68% of the survey respondents were female. While the gender of the respondent may or may not influence perceptions of nonprofit messaging, the gender imbalance is somewhat reflective of the respondent pool. Women outnumber men at The University of Mississippi at 55% of the total undergraduate population.<sup>75</sup>

The focus group was met with similar limitations. Due to a lack of budget, participants were not able to be provided a monetary incentive for their time as is standard for focus groups. Because recruiting through random selection was unsuccessful, the researcher resorted to advertising the focus group through flyers and e-mails to campus organizations, which mainly reached more involved students. Recruiting millennials through random selection as mentioned for the survey would have also been ideal for the focus group.

Finally, a limitation of the primary research in general was the testing of attitudes towards programs, people groups, and marketing pieces, as opposed to

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<sup>75</sup> College Portrait. "Undergraduate Snapshot." *The University of Mississippi College Portrait*. Fall 2013. Web. <<http://www.collegeportraits.org/MS/OleMiss/characteristics>>.

actual behavior. In other words, the actions of donating, volunteering, and advocating were not measured after millennials had viewed the marketing pieces. However, Dr. Robert G. Magee explains this further in his textbook *Persuasion: A Social Science Approach*:

An attitude is not 'instinctive' but is *learned* through socialization and experience. Further, an attitude involves a tendency or inclination to act ... Generally speaking, [affective, behavioral, and cognitive] responses are tied to attitudes, and for decades, scientists have focused on attitudes as the primary outcome of persuasion efforts.<sup>76</sup>

For this academic and low-cost study, attitudes will be said to directly influence behaviors.

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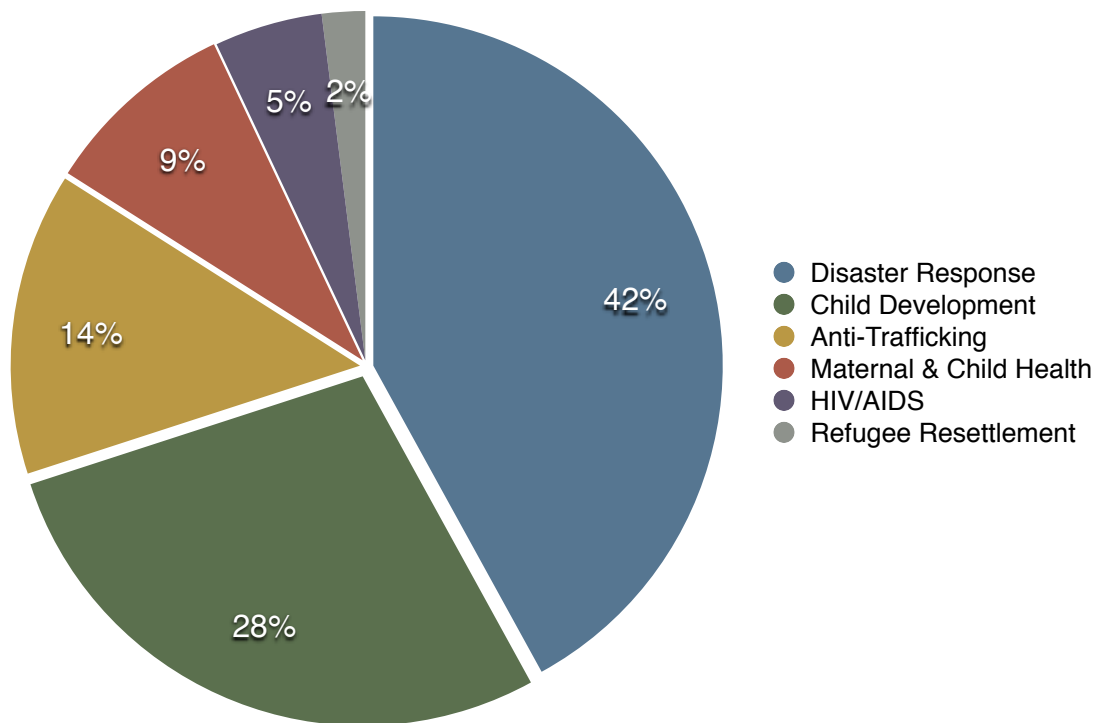
<sup>76</sup> Magee, Robert G. *Persuasion: A Social Science Approach*. Bridgepoint Education, 2014. App. Chapter 2.2.

## CHAPTER IV: RESULTS, INSIGHTS, & RECOMMENDATIONS

### Survey Results

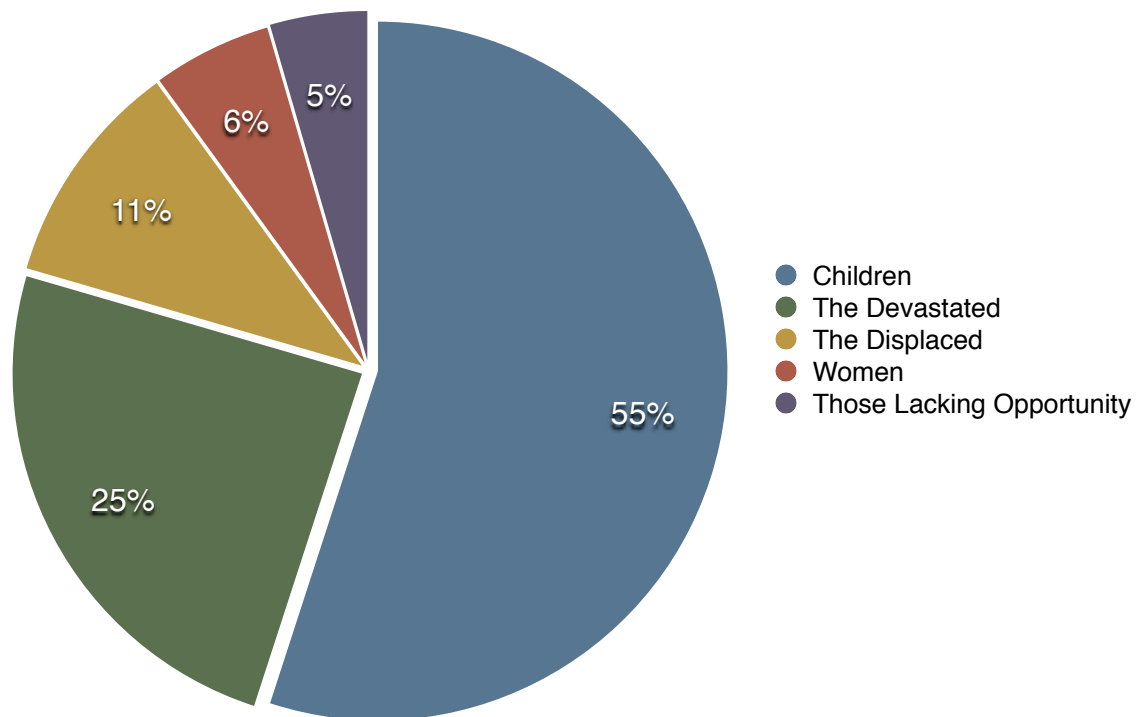
After demographic information was collected, millennials were first asked to rank their willingness to support six specific World Relief programs with 1 being most willing and 6 being least willing to support. On average, millennials ranked *Disaster Response* first followed very closely by *Child Development*. *Anti-Trafficking* and *Maternal & Child Health* ranked about one mean point below the leaders. *HIV/AIDS* ranked about one mean point below that, and *Refugee Resettlement* was ranked last. See Figure 1 for a breakdown of the percentage of survey respondents that ranked each program as number one.

**Figure 1: Program Most Likely to Support**



Next, when asked to rank their willingness to support five specific people groups, millennials overwhelmingly ranked *Children* first. *The Devastated*, *The Displaced*, and *Women* followed, respectively. *Those Lacking Opportunity* was ranked last— more than one mean point below the fourth ranked people group. See Figure 2 for a visual representation of the percentage of survey respondents that ranked each people group as their number one choice.

**Figure 2: People Group Most Likely to Support**



For the main survey component, millennials were asked to rank a set of four marketing pieces in the order that the pieces were most likely to prompt them to support World Relief. This scenario was presented as a survey question four separate times with photos and relevant messaging from South Sudan, Syria, Indonesia, and the US. Design was consistent across all marketing pieces, along

with the key factor that each set had the following types of messaging: (1) problem, (2) solution, (3) benefit statement, (4) ask.<sup>77</sup>

While the order of ranking the bottom three marketing pieces differed for each set, millennials ranked *the problem* first, as the most likely to prompt them to support World Relief, across all four sets. On average, on a scale of 1 to 4 with 1 being the most likely to prompt, *the problem* was ranked a 1.79. *The ask* and *the benefit statement* followed behind with an average ranking of 2.62 and 2.66, respectively. *The solution* was ranked last overall at an average of 2.94.<sup>78</sup>

Next, millennials were asked to rank words according to their likeliness to prompt them to act if used in a World Relief marketing piece. The word “*support*” was ranked as most likely to prompt to provide monetary funds to World Relief over the words “*donate*” and “*give*”. Millennials ranked the phrase “*join us*” as most likely to prompt them to volunteer at World Relief over the phrases “*serve the vulnerable*” and “*volunteer.*” Respondents ranked the phrase “*stand with us*” as most likely to prompt them to advocate/raise awareness for World Relief over the phrases “*join us*” and “*spread the word.*”

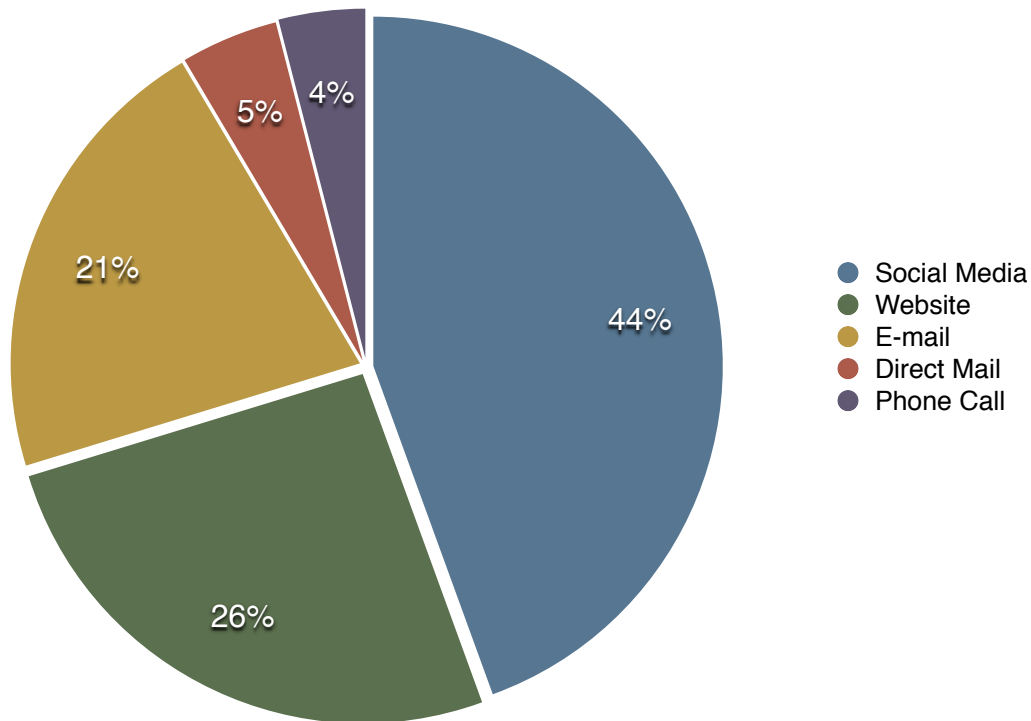
According to the survey, millennials prefer to be primarily communicated with via *social media*, followed by *website*. *E-mail* ranked third. Not surprisingly, *direct mail* and *phone call* were ranked extremely low. See Figure 3 for a pie chart of the percentage of respondents who ranked each communication vehicle as their first choice.

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<sup>77</sup> See Plates 1-4

<sup>78</sup> See Appendix E for full survey report

**Figure 3: Most Preferred Communication Medium**

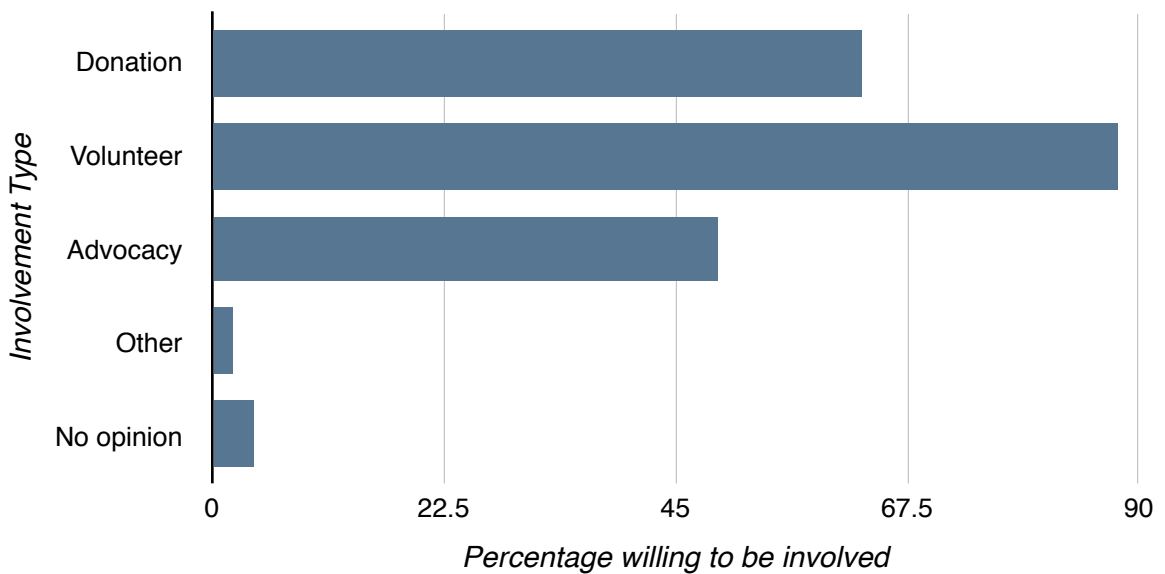


When asked in what ways they preferred to be involved in nonprofit efforts, 88 percent of millennials said they want to be involved by *volunteering*, followed by 63 percent by *giving a monetary donation* and 49 percent by *advocacy/raising awareness for a cause*. See Figure 4 for a graphic representation of this data. The “Other” option included the responses, “donating items for care packages,” “missionary,” “meet awesome people,” and “donate my ability.”

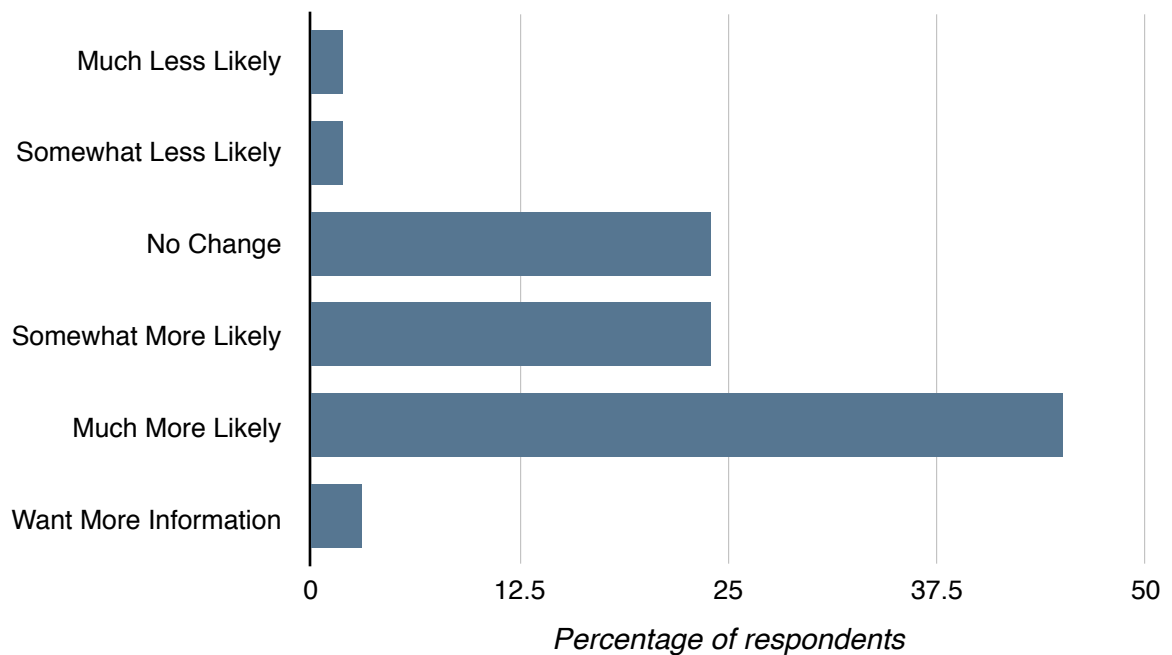
Next, 69 percent of millennials said they were “*much more likely*” or “*somewhat more likely*” to support a non-profit organization when it is associated with the Christian church. Meanwhile, 24 percent reported *no change*, while only 4 percent said they were “*somewhat less likely*” or “*much less*”

likely” to support. See Figure 5 for a bar chart reporting millennials’ willingness to support a nonprofit when it is associated with the Christian church.

**Figure 4: Involvement Preference in Nonprofit Efforts**



**Figure 5: Change in Willingness to Support Nonprofit When It is Associated with the Christian Church**



## Focus Group Results

When asked to name the first non-profits that came to mind, millennials answered with local non-profits they had a personal connection with in their hometowns.<sup>79</sup> When asked to name bigger, international non-profits, many of the participants struggled to be sure of their answers. Next, the millennials were asked if they had ever donated to a non-profit. One participant asked, “Are you talking more of like a physical donation or a donation of time?” This is significant because it shows that millennials think of the word “donation” in a variety of ways.

While discussing advocating for non-profits, the concept of changing a Facebook profile picture was addressed. The reactions were mostly negative. One participant said, “Yeah, it’s pretty passive. It doesn’t require much effort.” Another said, “some causes that people try to raise awareness for become so mainstream that it’s sometimes a thoughtless jumping on the bandwagon sort of thing to put up as your profile picture.” And yet another commented on the damaging effect of advocating via social media: “I feel like it can attract negative attention, too, because people know that you really don’t have a solid understanding of the cause and if you did you could probably find a more effective way to advocate for it.”

Several millennials said they did not like the way non-profits “trigger empathy and pity.” An example of this style was said to be “the dog commercial,” referencing the ASPCA commercial featuring the Sarah McLachlan song *In the*

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<sup>79</sup> See Appendix C for full focus group transcript



*Arms of an Angel*. One participant said, “Instead of just trying to get us to understand what the cause is, it’s like ‘do it because we’re out here in need.’ And they never just give us a reason as to why. I’ve found that to be true. Non-profit organizations it’s like I want . . . ‘give me your money’ . . . but we don’t know the cause.” Two participants stated their opinion that negative ideas of non-profits come from the fact that most people aren’t aware of the overhead costs that are needed to keep a organization running.

Next, the participants were presented with a list of World Relief programs.<sup>80</sup> The programs that millennials initially noticed were *Micro-finance*, *Child Development*, and *Disaster Response*, all programs that the participants had supported before. Several participants commented on how much they liked the idea of *Micro-finance*: “I lean more towards the people that are trying to be entrepreneurs in countries where entrepreneurship isn’t encouraged. I think that they have enough trouble as it is trying to make a living for their family in society.” When asked if there were any programs that they did not understand, one participant responded with *Immigrant Legal Services*.

When asked which program participants would be least likely to support, one participant from Texas responded this way:

I think coming from a place where immigration has such a negative connotation and it holds so much weight, that’s something that I would be more hesitant to donate my time towards just because I’ve seen both sides of it. How it can not only benefit but also hinder an economy as well.

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<sup>80</sup> See Appendix F

Participants also said they were hesitant to support *Anti-Trafficking* and *Refugee Resettlement*.

Next, the millennials were presented with four marketing pieces at a time in the same fashion as the survey respondents.<sup>81</sup> For consistency purposes, number 1 was *the problem*, 2 *the solution*, 3 *the benefit statement*, and 4 *the ask* throughout the focus group. When the Indonesia marketing pieces were presented, millennials said that number 1, *the problem*, stood out for the reasons that the messaging included a large number (10 million) and it was simple and to the point. Number 4, *the ask*, also jumped out at them because it was a bold call to action. Millennials said the phrases “child mortality” and “preventable causes” stood out to them, along with the list of preventable causes in *the benefit statement*. There were mixed feelings on the phrase “stand with us” in *the ask*. One participant voiced that “stand with us” was overbearing. She said, “it’s a lot of commitment with number 4 . . . to do something or to go out and do something now.” Another participant felt the opposite, that *the ask* was a positively simple “this is where we are, stand with us.”

When presented with the South Sudan marketing pieces, millennials all agreed that number 4, *the ask*, stood out the most. One participant gave an insightful reason to why *the ask* worked more efficiently for the South Sudan marketing piece: “I think number 4 is the best one out of all of these because “stand with us” looks like it applies to the actual photo because they’re standing and she looks like she probably just had to walk a really long ways [sic].” The

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<sup>81</sup> See Plates 1-4 for South Sudan, Syria, Indonesia, and US marketing pieces

same participant also commented on number 2, *the solution*, which featured the same photo: “The headline ‘we’re responding to the famine in South Sudan’ it just doesn’t . . . I feel like it looks like the person is saying that and it doesn’t match up.” Just like in the first scenario, a participant mentioned the number statistic (in this case 3.7 million) as a phrase that resonated with her.

Next, when the Syria marketing pieces were presented, *the problem* was said to jump out first. Again, the fact that “stand with us” did not correspond to the person in the photo was mentioned: “Because he looks so downcast on number 4, it kind of makes me think it should say ‘stand for us’ instead of ‘with us.’” The phrases “civil war,” “treat,” “war,” and “torture” stood out to the millennials.

When presented with the US marketing pieces, the millennials agreed that *the ask*, “stand with us”, was effective again because of the corresponding photo of the family standing. One participant mentioned that she liked the personalization of the name “Armel” included in the marketing piece.

Overall, the millennials said that the South Sudan photo was their favorite because of the brightness, followed by the US photo. One participant said, “the image of them standing in that empty airport is kind of powerful like you need.”

Millennials favored the word “support” for being asked to donate monetarily and “join us” for being asked to volunteer because of their optional connotations. One participant said, “I like how collective ‘join us’ is. It’s not just like ‘we want you.’ It’s like ‘We’re here, too. Join us.’ It doesn’t feel as forced.”

Several participants had conflicting comments on the connotation of the

phrase “serve the vulnerable.” The first said, “I like [‘serve the vulnerable’] because, I don’t know, just growing up and going to church or whatever, like Jesus was called to serve and He calls us to serve others.” Others said, “I think that if the middle one, [‘serve the vulnerable’], just said ‘serve’, I would like it better ... It’s not that I don’t like it. It’s like it’s too long or something ... It’s too pushy for me ... It’s kind of like a guilt trip. It’s overpowering.” Millennials liked the phrase “stand with us” for being asked to advocate, but said it was better for an all-encompassing ask instead of just for advocating.

The focus group participants laughed at the thought of getting direct mail. Similarly, there were many negative feelings toward phone calls. The words “intimidating” and “invasive” were used. One participant said this about phone calls from non-profits: “Being in college . . . a lot of times they try to target college kids and be like, ‘oh, we only need five or ten dollars, whatever you can give.’ And it’s like I literally don’t have anything right now. And it’s just frustrating.” The participants agreed that web and e-mail was the way they prefer to communicate with non-profits. Quick and convenient links to the organization website were suggested.

Many participants voiced how they thought social media (Twitter, Instagram, and Facebook) is a very effective way for non-profits to communicate both through promoted ads and posts from friends. One participant said, “I feel like social media too is more personal because it’s more peer-oriented where it’s like people who you choose to follow could be posting about things that spark your interest instead of a webpage, which I feel like is necessary to gain

information, but not so much to trigger my initial interest. I'd be a lot more likely to follow up on something that Chelsea mentioned than a distant professor that studied at the University of Ohio as a specialist. You know what I mean? ... Someone that I feel more relatable to.”

When asked if they usually assumed that non-profits are supported by the Christian church, at least five millennials responded with “no.” At least three participants said the church association of a non-profit would have no effect on their decision to support it or not. One participant said, “If *my* church was supporting I feel like I would be more likely to, but not if it was just a religious organization.” Another added, “I think it mostly just depends on what the organization is for rather than if it’s backed by some church or not.”

## **Insights & Recommendations**

The following 10 points are insights paired with specific recommendations for World Relief based on primary research.

### *1. Disaster Response & Children*

#### Insight

According to the survey, millennials are willing to support causes assisting *Disaster Response* and *Children*. In the survey question asking respondents to rank World Relief programs in the order of their willingness to support them, *Disaster Response* ranked first followed extremely closely by *Child Development*. In the same fashion, in the survey question asking respondents to rank people

groups in the order of their willingness to support them, *Children* ranked first followed by *The Devastated*. In both instances, millennials showed that they are compassionate toward children and those who have suffered a natural disaster.

### Recommendation

World Relief should target millennials by asking them to support endeavors involving children and the devastated. For the most affective appeal, messaging about a disaster response should include how children are being affected and aided.

## *2. US Programs Education*

### Insight

The researcher believes that not only should World Relief target millennials with causes they are willing to support, but also attempt to change attitudes toward programs with the potential for millennial support. When survey respondents were asked to rank six specific World Relief programs in the order of their willingness to support the program, *Refugee Resettlement* was ranked last. Similarly, focus group participants voiced that they either did not understand or would be hesitant to support all three US programs: *Anti-Trafficking*, *Immigration Legal Services*, and *Refugee Resettlement*.

Meanwhile, during the focus group, millennials spoke foremost and most passionately about local non-profits they had a personal connection with in their hometowns. Additionally, the survey report shows that 88 percent of millennials

want to be involved in non-profit efforts by volunteering, as opposed to 63 percent by giving a monetary donation and 49 percent by advocating.

### Recommendation

This juxtaposition shows that millennials should be educated on what goes into World Relief US programs, specifically *Refugee Resettlement* as the most wide-spread US program. Through this awareness strategy, millennials should also be encouraged to volunteer at World Relief offices in their hometowns.

### *3. Opportunity Education*

#### Insight

When surveyed and asked to rank their willingness to support five specific people groups, millennials ranked *those lacking opportunity* very last— more than one mean point below the fourth ranked people group.

On the other hand, focus group participants were eager about supporting those willing to work hard. One participant said, “I lean more towards the people that are trying to be entrepreneurs in countries where entrepreneurship isn’t encouraged. I think that they have enough trouble as it is trying to make a living for their family in society.”

#### Recommendation

Millennials should be made aware of programs that empower those lacking opportunity like *Agricultural Development* and *Micro-finance*, for example. But, “those lacking opportunity” should be described in a different way.

The researcher suggests using words like “entrepreneur,” “farmer,” or “cultivator.”

#### *4. The Problem*

##### Insight

When asked to rank the order of marketing pieces with different messaging, millennials ranked *the problem* first, as the most likely to prompt them to support World Relief, across all four sets. Additionally, focus group participants expressed that they were attracted to *the problem* several times.

Focus group participants voiced that the phrases “child mortality,” “preventable causes,” “civil war,” and “torture” stood out to them. As one millennial said about the list of health issues in an Indonesia marketing piece, these stand-out words all share the theme that “in the United States, [they] are almost irrelevant.”

##### Recommendation

The problem should be the primary piece of information communicated to millennials. Additionally, the messaging should include words that seem out of place in the United States while still maintaining a tone of hope and empowerment.



## *5. Statistics*

### Insight

Numbers were shown to resonate with focus group participants. The phrases “3.7 million are going hungry,” “treat 6.5 million,” and “10 million children” stood out to them.

### Recommendation

World Relief should use numbers, figures, and percentages when communicating with millennials if applicable.

## *6. Christian Affiliation*

### Insight

According to the survey, 93 percent of millennials are either more likely to support non-profits when they are associated with the Christian church or are neutral to the factor. The focus group research proved the same. One participant said, “I think it mostly just depends on what the organization is for rather than if it’s backed by some church or not.”

### Recommendation

While the secondary research indicates that millennials don’t want to declare a religious affiliation themselves, World Relief should not shy away from their evangelical foundation when marketing to millennials. It definitely will not have a negative effect, and might even be a factor that millennials trust. While a critique of this recommendation could be that the University of Mississippi is in the “Bible belt,” almost half of students (43.2 percent of undergraduate and 48.1

percent of graduate) are categorized out-of-state and five out of nine focus group participants claimed hometowns in non-deep South states.<sup>82</sup>

## *7. The Ask*

### Insight

The survey showed that millennials prefer the phrases “support” when being asked to provide monetary funds, “join us” when being asked to volunteer, and “stand with us” when being asked to advocate. Focus group participants agreed that the words “support” and “join us” were the most attractive because of their optional connotations. One participant said, “I like how collective ‘join us’ is. It’s not just like ‘we want you’. It’s like ‘We’re here, too. Join us.’ It doesn’t feel as forced.”

### Recommendation

When asking millennials to give, volunteer, or advocate, World Relief should use verbs that have a softer, voluntary connotation such as “support,” “join us,” “sponsor,” and “stand with us.”

## *8. Web Communications*

### Insight

As expected, the survey showed that millennials would like to be primarily communicated with via social media, followed by website. Focus group

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<sup>82</sup> University of Mississippi.

participants agreed. Millennials reacted very negatively to direct mail and phone call.

### Recommendation

World Relief should use pull strategies when marketing to millennials. Communication works best for millennials not when they are approached, but when they seek information due to interest. The researcher suggests a buzz-worthy social media campaign.

## *9. Rational Terms*

### Insight

As shown in the focus group, one of millennials' biggest critiques of nonprofits is extreme emotional appeals. The ASPCA dog commercial was given multiple times as the primary example of an annoying nonprofit advertisement. One participant said, "I feel like sometimes the way that [nonprofits] market themselves is more to trigger empathy and pity from you . . . They try to trigger more of an emotional cause that is pity related rather than actual[ly getting you to relate to the cause.]" Yet another said:

Instead of just trying to get us to understand what the cause is, it's like 'do it because we're out here in need.' And they never just give us a reason as to why. I've found that to be true. Non-profit organizations it's like I want ... 'give me your money' ... but we don't know the cause.

In addition, the survey results proved that millennials are most likely to support World Relief when the primary component of the messaging is *the problem*, or the most straight-forward (non-emotional) type of messaging.

#### Recommendation

Although World Relief already centers their messaging on hope and empowerment rather than pity, the organization should be especially intentional when communicating with millennials as the message should have appeals based in the rational (facts, figures, lists, etc.) as opposed to the emotional.

#### *10. Messaging Focus*

##### Insight

Focus group participants repeatedly expressed concern and misunderstanding about the pronoun “us” in the phrase “stand with us.” Millennials focus on the beautiful, bold photos of a marketing piece and assume the pronouns in the messaging are referring to the people in those photos, not the organization.

##### Recommendation

The messaging focus should be on the empowered, not on World Relief.

## CHAPTER V: IMPLEMENTATION

This chapter is included in order to show that the researcher can effectively strategize and create an IMC campaign using insights and recommendations from market research. While a variety of campaigns could be implemented using the recommendations established in Chapter IV, the researcher chose to focus on the second recommendation— “US Programs Education.”

### **Refugee Resettlement Awareness**

While the World Relief programs located in the United States include Anti-Trafficking, Immigration Legal Services, and Refugee Resettlement, the most geographically wide-spread and volunteer-oriented program is Refugee Resettlement. Since the recommendation was to engage millennials through volunteering as expected to be effective through research, the campaign will focus solely on Refugee Resettlement.

But, the campaign cannot simply encourage millennials to volunteer with refugees at World Relief offices. The survey research shows that millennials are least likely to support Refugee Resettlement out of six World Relief programs. In fact, Refugee Resettlement was ranked first by only three out of 202 respondents and last or second to last by 138 respondents. Based on this data, it seems as though Refugee Resettlement should be the last thing to promote to millennials.

But, secondary research and the primary focus group research show that millennials are passionate about social justice, especially when they can see it first hand in a local volunteer setting. In the marketing communications field, this realization that is the basis for a campaign strategy is called the “sweet spot”— the point where consumer desires meet what the organization can offer.

Therefore, the primary goal of this World Relief millennial IMC campaign will be to raise awareness of refugee resettlement among millennials. The secondary goal will be to encourage them to support World Relief’s refugee resettlement program mainly through volunteering, but also donating and advocating.

### **The Message**

In Robyn Blakeman’s textbook *Advertising Campaign Design*, she defines an advertising campaign:

An advertising campaign can be defined as a family of ads that shares a visual/verbal identity and promotes a single idea to a defined target audience. Multiple targeted media vehicles are used to reach the intended audience with a specific message about a particular product, service, or company.<sup>83</sup>

So, a consistent message across all media channels relaying one idea is the essence of an IMC campaign.

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<sup>83</sup> Blakeman, Robyn. *Advertising Campaign Design: Just the Essentials*. Armonk, NY: M.E. Sharpe, 2011. 6. Print.

All campaign messages, regardless of format, will include the following elements to communicate the single idea of World Relief's refugee resettlement program: (1) education of a refugee's journey in problem format, (2) a rational (as opposed to emotional) appeal, and (3) a volunteer or other involvement opportunity. In addition, the messages will include numbers and stories/photos of children when applicable. As a disclaimer, none of the following materials are endorsed by World Relief, as they were created for hypothetical purposes only.<sup>84</sup>

### Website

The World Relief website will be the hub for all messaging related to the millennial refugee resettlement campaign.<sup>85</sup> There will be a specific web page for the campaign, [www.worldrelief.org/refugee](http://www.worldrelief.org/refugee), to which all social media, e-mail, broadcast, and print collateral point. The webpage will be easy to read and to the point. It will proclaim the problem: "There's a refugee epidemic in our world." The dominant element of the webpage will be a short video explaining a refugee's journey to the United States. Ways to get involved will be clearly communicated through "Volunteer," "Sponsor," and "Join us" above-the-fold buttons. The involvement words were chosen based on their optional connotations. Three below-the-fold sections will be present to further outline ways millennials can get involved in the refugee resettlement movement. Photos will be included on the secondary pages to give more life to the campaign.

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<sup>84</sup> See Appendix I for creative brief

<sup>85</sup> See Plate 5 for webpage designs

## Social Media

Social media, in the form of World Relief Facebook, Twitter, and Instagram, will be the most consistent component of the campaign, as posts will be made daily through the length of the campaign.<sup>86</sup> Posts will include facts about a refugee's journey and volunteer opportunities. All social media posts will include photos and the hashtag #refugeeresettlement will be used consistently. Each of the World Relief US Offices that have their own social media sites will also be provided with materials to engage millennials in their local communities.

## E-mail

An e-mail blast will be sent to all millennial e-mail addresses to which World Relief has access.<sup>87</sup> The primary aspect of the e-mail will be a photo of refugee children arriving in the United States. The headline will be formatted as a problem: "Refugees wait an average of 5 years in camps before resettlement." Lastly, millennials will be urged to visit the webpage to find out how to get involved.

## Broadcast

The YouTube video will be an integral part of the campaign.<sup>88</sup> Not only will it be the dominant feature on the campaign's webpage, but it will

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<sup>86</sup> See Plate 6 for social media post examples

<sup>87</sup> See Plate 7 for e-mail blast design

<sup>88</sup> Go to <http://youtu.be/oHo4LSkIroc> for video



communicate everything World Relief wants millennials to know about refugee resettlement in less than three minutes. A motion graphics video was chosen over a photo or film video for two reasons: (1) World Relief has a limited amount of photos and video of refugees, especially in their displaced stage of life, due to privacy reasons and (2) the motion graphic style keeps the message upbeat and positive. Therefore, millennials will be less likely to believe World Relief is trying to gain pity.

The YouTube video will be blasted through Facebook and Twitter at the launch of the campaign. This will be done in order give millennials who already follow World Relief on social media the ability to share, retweet, and tell their peers through word of mouth about the campaign from day one.

### Print

Millennials will be able to download three letter-size (8.5 x 11”) posters from the “Join us” section of the campaign webpage to hang around their college campuses, in their cubicles, or at their favorite local coffee shops.<sup>89</sup> Each poster will communicate a different aspect of the refugee journey.

The magazine ad will be designed specifically for *RELEVANT Magazine*, but could be placed in other faith-based magazines that reach millennials as well.<sup>90</sup> The magazine will feature a photo of a young girl to grab millennials’

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<sup>89</sup> See Plate 8 for poster designs

<sup>90</sup> See Plate 9 for magazine ad design

attention, an education component of the definition of a refugee, and an ask to visit the website.

## **Style Guide**

The only typeface used is Gotham, World Relief's official typeface. Variations of the typeface (Light, Book, Medium, and Bold) are used to show hierarchy in the marketing piece. The only time Gotham is not used is when the font is part of a design element for the tent and handwriting illustrations in the YouTube video, which use Copperplate Gothic Bold and Whatever It Takes, respectively.

The major colors used are powder blue (C77 M14 Yo K12), red (C15 M100 Y100 Ko), and mocha (C46 M57 Y74 K69), along with true white, black, and gray. The major colors were chosen to convey a bold yet not-too-pushy and visually appealing message through the contrast of the powder blue and red paired with a neutral mocha.

## **Conclusion**

Overall, the researcher transformed insights from secondary and primary research into a tangible IMC campaign that can be used by World Relief to make millennials aware of refugee resettlement and therefore provide refugees with the community they need to become successful US citizens.

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## APPENDIX

## APPENDIX A: QUALTRICS SURVEY QUESTIONS

Thank you for taking this anonymous survey.

Please answer the following 15 questions carefully and truthfully.

\*Note: The marketing pieces that appear in this survey are not endorsed by World Relief, as they are examples for research purposes only.

1. What is your age?

- 18-22
- 23-27
- 28-33
- Other (please specify)

2. What is your gender?

- Female
- Male

3. Indicate your current level of study.

- Undergraduate
- Graduate
- Other (please specify)

4. Click and drag the following World Relief nonprofit programs in order to rank your willingness to support (through a monetary donation, volunteering, advocacy, etc.) with the top (1) being the *most likely* to support and the bottom (6) being the *least likely* to support.

- **Child Development.** Meeting educational, medical, relational, and spiritual needs of children.
- **Disaster Response.** Providing food, water, shelter, and medical attention in emergency situations.
- **Anti-Trafficking.** Supporting victims and raising awareness in communities.
- **Maternal & Child Health.** Teaching mothers in rural communities to overcome malnutrition and child mortality.
- **HIV/AIDS.** Teaching prevention curriculum, caring for AIDS orphans, and visiting the ill.
- **Refugee Resettlement.** Preparing refugees for life in the US through English classes, employment services, etc.

5. Click and drag the following people groups in order to rank your willingness to support World Relief programs which assist them (through a monetary donation, volunteering, advocacy, etc.) with the top (1) being the *most likely* to support and the bottom (5) being the *least likely* to support.

- **Those Lacking Opportunity.** Small business owners needing reestablished economies in post-conflict regions.



- **Children.** Frequently vulnerable, needing lessons about life, identity, health, hygiene and safety.
- **The Devastated.** Individuals and communities suffering in the wake of disaster.
- **The Displaced.** Those forced from their homes due to violence, ethnic disputes, and economic disparities.
- **Women.** The heartbeat of families and communities, in need of empowering.

6. Click and drag the following marketing pieces in order to rank their likeliness to prompt you to support World Relief with the top (1) being the *most likely* to prompt and the bottom (4) being the *least likely* to prompt.<sup>1</sup>

7. Click and drag the following marketing pieces in order to rank their likeliness to prompt you to support World Relief with the top (1) being the *most likely* to prompt and the bottom (4) being the *least likely* to prompt.<sup>2</sup>

8. Click and drag the following marketing pieces in order to rank their likeliness to prompt you to support World Relief with the top (1) being the *most likely* to prompt and the bottom (4) being the *least likely* to prompt.<sup>3</sup>

9. Click and drag the following marketing pieces in order to rank their likeliness to prompt you to support World Relief with the top (1) being the *most likely* to prompt and the bottom (4) being the *least likely* to prompt.<sup>4</sup>

10. Click and drag the following phrases in order to rank their likeliness to prompt you to **provide monetary funds** to World Relief with the top (1) being the *most likely* to prompt and the bottom (3) being the *least likely* to prompt.

- Donate
- Give
- Support

11. Click and drag the following phrases in order to rank the likeliness to prompt you to **volunteer** at World Relief with the top (1) being the *most likely* to prompt and the bottom (3) being the *least likely* to prompt.

- Join us
- Volunteer
- Serve the vulnerable

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<sup>1</sup> See Plate 1 for South Sudan marketing pieces

<sup>2</sup> See Plate 2 for Syria marketing pieces

<sup>3</sup> See Plate 3 for Indonesia marketing pieces

<sup>4</sup> See Plate 4 for US marketing pieces

12. Click and drag the following phrases in order to rank the likeliness to prompt you to **advocate/ raise awareness** for World Relief with the top (1) being the *most likely* to prompt and the bottom (3) being the *least likely* to prompt.

- Join us
- Spread the word
- Stand with us

13. Click and drag the following mediums in order to rate your preference for non-profits to communicate with you with the top (1) being the *most preferred* and the bottom (5) being the *least preferred*.

- Direct Mail (snail mail)
- Website
- Social Media
- Phone Call
- E-mail

14. In what ways do you prefer to be involved in non-profit efforts? (Check all that apply.)

- Giving a monetary donation
- Volunteering
- Advocacy/ raising awareness for a cause
- Other (please specify)
- No opinion

15. What changes to your willingness to support a non-profit organization when it is associated with the Christian church?

- Much less likely to support
- Somewhat less likely to support
- No change
- Somewhat more likely to support
- Much more likely to support
- Would want more information

## APPENDIX B: FOCUS GROUP RECRUITMENT MATERIALS

### Individual E-mail

Mr./Ms. \_\_\_\_\_,

You have been randomly selected to participate in a focus group for a student thesis study. Your thoughts are needed on the topic of non-profit marketing communications.

The focus group will take place on Tuesday night November 11th from 6:30 - 7:30pm in Farley Hall 121 (Resource Center). Dinner will be provided.

If you are willing to participate in this focus group, please reply to this e-mail with "YES" to RSVP. If you are not willing to participate in this focus group, please reply "NO".

If you have any questions about this study, you may contact me at the e-mail or phone number below.

Thank you in advance for your participation,

Taylor Davenport  
Student Researcher, Sally McDonnell Barksdale Honors College

Flyer

# FREE

Newk's<sup>®</sup>  
EATERY

**WANTED: Focus group participation**

Topic:

Non-profit marketing communication

Tuesday, November 11th

6:30-7:30pm

Farley 121

Newk's provided for dinner.

E-mail Taylor Davenport at

[tmdavenp@go.olemiss.edu](mailto:tmdavenp@go.olemiss.edu)

to reserve your spot.

## APPENDIX C: FOCUS GROUP TRANSCRIPT

Location: University of Mississippi, Farley Hall 121

Date: Tuesday, November 11, 2014

Time: 6:30-7:30pm

Number of Participants: 9

Name of Moderator: Taylor Davenport

Length of Recording: 51 minutes 28 seconds

Name of Transcriber: Taylor Davenport

List of Abbreviations:

**M**= Moderator

**KA**= Karsen Adams

**AB**= Alaina Brodsky

**CC**= Chelsea Cullins

**CD**= Collin Devlin

**MKF**= Mary Kristen Ferguson

**MK**= Mitchell Krebs

**GHM**= Grant Huntington Maddrey

**KN**= Kendyl Noon

**JS**= Jeremy Scruggs

... = dead space, side chatter, etc.

— START OF FOCUS GROUP —

**M:** Thank you all for being here. I really appreciate it. I know it's really gloomy and yucky outside, so thanks for coming out. Ok, just a few things to go over before we start. This is being conducted for my honors college senior thesis. This research is going to help me write my thesis in the spring. The reason that you all are here is that you're all millennials, which means you're between 18 and 33 and I'm doing research on how non-profits should communicate with millennials. That's why I want your thoughts and your feedback. And a focus group is a small group discussion, so it's very discussion based. Has anyone been to a focus group before? Nobody? Ok, cool. Well, it can be actually really fun. Maybe I'm just a marketing nerd so I think they're fun, but once you get talking and stuff I think

they can be a good time. So, just a few ground rules to go over: There are no right or wrong answers. I'm not trying to sell you anything, obviously. I want to hear from everyone, however, if you're not comfortable answering a question, you don't have to answer it. One person speaks at a time. And to stay on schedule I might cut you off or move on, but that's just to make sure we don't go over an hour. I am an independent researcher, so what you say doesn't impact me at all. Don't feel like you only have to say good things, because I'm not going to be graded on that. It's not what you say, it's just that I actually did this. You can say whatever you want, I just want you to be honest. This session is being recorded for note taking purposes, so I need you guys to sign a release form [See Appendix A]...It just says I can use your name, likeness, voice, and all of that...I'm going to pass these around too [See Appendix B]. You don't have to sign it or anything, it's just to look over...While y'all are finishing up that, I'm just going to go over this. It's just a statement to make sure everyone knows what's going on. This focus group: you don't get paid for it and you don't have to pay to be in it. Confidentially wise, I can use your name, likeness, and voice for academic research and writing. That's why you signed the release form. At any time you're like "This is freaking me out, I've got to go," you can just tell me. You have the right to withdraw. The marketing pieces you're going to see aren't endorsed by World Relief. They're just examples. This study has been approved by the University of Mississippi's Institutional Review Board and I need everyone to go around the table and say "yes" if you want to participate in this study.

**CC:** Yes.

**KN:** Yes.

**KA:** Yes.

**MK:** Yes.

...

**GHM:** Yes.

**CD:** Yes.

**MKF:** Yes.

**AB:** Yes.

**JS:** Yes.

**M:** ...So, we can actually get started now. So, we're going to do introductions around the table and I want everyone to say their name, their age, their hometown, and their major. So, I'll start. My name is Taylor Davenport. I'm 21. I'm from Severna Park, Maryland. And my major is Integrated Marketing Communications.

**CC:** ...I'm Chelsea. I'm from Montgomery, TX. I'm a Speech Pathology major. I'm 22.

**KN:** ...I'm Kendyl Noon. I'm 21. I'm from Houston, TX and I'm a double major with Broadcast Journalism and Spanish.

**KA:** I'm Karsen Adams. I'm 21 from Dexter, Missouri and I am a Math major.

**MK:** Mitchell Krebs. I'm 19. I'm a Finance major and I'm from Knoxville, Tennessee.

**GHM:** I'm Huntington Maddrey. I'm 21. I'm from Greensboro, North Carolina and I'm a Broadcast Journalism major.

**CD:** I'm Collin Devlin. I'm from Wichita, Kansas. I'm 20 and I'm a double major in Managerial Finance and Banking.

**MKF:** I'm Mary Kristen Ferguson. I'm 22. I'm from Jackson, Mississippi and I'm a Marketing major.

**AB:** My name is Alaina Brodsky. I'm 21. I'm from Reno, Nevada and I'm a Marketing and Corporate Relations major.

**JS:** I'm Jeremy Scruggs. I'm a Social Work major from Holly Springs, Mississippi and I'm 23.

**M:** Ok, we're going to get into the good stuff now. So, what do you think of when you hear the word non-profit?

**MK:** ...Charity...

**M:** Charity, ok...Remember the rules were one person speaks at a time. [laughter]

**KN:** For me, it's a group or organization who donates their time without expecting to receive anything in return.

**KA:** I just think fundraising in general.

**JS:** No financial gain.

**CD:** Organized community service.

**AB:** I think of specific organizations like Habitat for Humanity, Green Peace, and stuff like that.

**M:** That's awesome. That actually leads to my next question. What are the first 3-5 non-profits that come to mind when you hear the word non-profit? Alaina already answered that, but how about the rest of you?

**MKF:** We have a soup kitchen at home called Stewpot that I volunteered with in high school so that's the first one that comes to mind.



**KA:** Kenny Rogers Children's Center is someone that I volunteer with at home. It's like a physical therapy that's free.

**M:** So I'm kind of sensing ones that you work with or that you have personal contact with or ones in your local community.

**CC:** NAM [Northwest Assistance Ministries]. It's a food and clothing place at home.

**M:** Awesome. What about bigger ones that you hear about helping people on TV or whatever? What are the first ones that come to mind for big international nonprofits?

**KA:** Is the Red Cross a non-profit?

**M:** It is. The Red Cross. What else?

**MK:** St. Jude.

**GHM:** Is the Salvation Army a non-profit?

**M:** I think.

**CD:** Habitat for Humanity.

**MKF:** The commercial with the dogs on it. [laughter]

**CD:** In the arms of an angel (singing) [laughter]...

**M:** Ok. So, if you don't feel comfortable answering this, you don't have to, but have you ever donated to a non-profit? Which one? Why or why not?

**KN:** Are you talking more of like a physical donation or a donation of time?

**M:** This one is strictly donating monetarily.

**MKF:** I donate to KEVA. I guess you don't really donate. It's like micro-loans for people in other countries that are starting up a business or buying cows or whatever. I don't know, it makes me feel like I'm doing something.

**M:** Cool. So do you then get the money back for that loan?

**MKF:** Yeah, you do. But then you can re-invest it in other micro-loans.

**M:** Cool.

**AB:** I always donate all my old stuff to the salvation army. I don't know if that counts, but every time we clean out our house we always make a run.

**M:** Yeah, that stuff is of monetary value.

**KA:** I donate all of my car change to the little Santa's with the bells [laughter] every year.

**M:** Yeah, to get it out of your car.

**KA:** They're ringing the bell for starving children. I don't need the 50 dollars of change I have in my car for any reason.

**AB:** My sister and I used to have lemonade stands when we were little and donate it to Red Cross because it was the only charity we knew of. But that was the main one that we thought of.

**M:** Do y'all think that donating monetarily is definitely something that more our parents age do? Once we have a steady income? Do you plan on donating once you get to that stage in life?

**GHM:** I mean, it's definitely easier to donate at that time. You've got more to donate, more you're able to donate.

**KA:** I feel like I'm more likely to donate my time because I don't have money... I'm doing good to pay my bills.

**CD:** I feel like it's more targeted monetarily donations toward the older middle-aged group.

**KN:** I don't think it necessarily depends on a demographic or household income as much as it depends on how you feel about it and how that non-profit targets you or makes you feel related to the cause. It would make you find a way to donate whatever is sufficient for whatever you do make.

**M:** Ok, so moving on from monetary, I know some of you have already talking about volunteering, but what are some other non-profits that you've volunteered for? Or your favorite to volunteer for?

**KA:** 18 for Life... It's a local love offering for cancer victims that a friend of mine started when I was 6 and I've worked at every year.

**M:** So you work with patients?

**KA:** Um, no, it actually started as a golf tournament and every year we have this massive golf tournament. We raise \$10 million I believe. We've raised a lot of money in the past 15 years I think. But we have bowling tournaments and a

mouse race for the Kentucky Derby and a dodgeball tournament and I think that's it that I'm normally home for.

**M:** What are some other places that you volunteer?

**JS:** I volunteered at a program called NYSP. I'm not exactly sure what it stands for. At the time I was in high school and I was just joining for younger children that needed tutoring and just needed somebody to play with after school until their parents came to get them...It was a non-profit organization.

**M:** Okay, has anyone ever advocated for a non-profit? Like taken the initiative to spread the word about a certain cause and in what way?

**KN:** Well, kind of my girl scout troupe did. [laughter]

**M:** You weren't a millennial then, or maybe you were...

**KN:** No. (laughter) For Toys For Tots we got our community to go in and to rent out Reliant Stadium which is huge and fill it with all these boxes where you get to go in and make bikes for kids and then on Christmas Eve you get to go and deliver them to the kids. So, we did that for our project and got people to go build bikes and deliver them.

**M:** Does anyone ever change their profile picture or cover photo to some cause? [head nods] So, would y'all call that advocating or is that a step below really being gung-ho about a cause?

**MKF:** Yeah, it's pretty passive. It doesn't require much effort. But it is being seen, so I would consider it advocating, but you could do more, I guess is what I'm trying to say.

**CD:** I think it depends on the reason behind changing because if it's required for a fraternity or sorority, it's not really advocating, it's because you don't want to get a fine. [laughter]

**GHM:** Well, there's that and there's also some causes that people try to raise awareness for become so mainstream that it's sometimes a thoughtless jumping on the bandwagon sort of thing thing to put up as your profile picture. I know I had a profile picture to Stop Kony in 2012 [laughter] and I didn't do anything other than change my profile picture for that, so.

**M:** I still don't really know what that is.

**KA:** He was like kidnapping children and making them murder people. It was a pretty big deal, but it's still happening. It's been happening for years.

**AB:** I feel like it can attract negative attention, too because people know that you really don't have a solid understanding of the cause and if you did you could probably find a more effective way to advocate for it.

**KA:** It is helpful, though. I mean, there are a lot of things that I see...if 50 sorority girls have a new profile picture of this thing, "oh, what is that?". So, it will help you notice things, but it's just not the most effective way.

**M:** Ok, so this is the last general question I have about non-profits. Does anyone have a problem with non-profits or a negative connection towards them? Or knows someone that does?

**KN:** I feel like sometimes the way that they market themselves is more to trigger empathy and pity from you instead of trying to...they make you feel obligated to make up and like donate whatever to make a difference instead of making you

feel like it's your decision and make you want to. They try to trigger more of an emotional cause that is pity related rather than actual relatability.

**KA:** I hate the dog commercial. (laughter) I change the channel every time. I hate it.

**JS:** Just to add on to what she was saying, it's kind of like one of the things like she said an emotional trigger. Instead of just trying to get us to understand what the cause is, it's like "do it because we're out here in need". And they never just give us a reason as to why. I've found that to be true. Non-profit organizations it's like I want..."give me your money"...but we don't know the cause.

**GHM:** I think that a lot of people's negative attitudes for non-profit come from a basic lack of understanding of what non-profit necessarily means. They kind of tend to think like, "oh, well they're not supposed to be making *any* money", or something along those lines. When that's not necessarily the case.

**M:** So, can you elaborate on that?

**GHM:** Ok, a couple years ago I worked for a company called To Write Love On Her Arms if any of you know what that is. It's a non-profit that works with mainly young adults who are struggling with depression or drug abuse...During that time, there's a whole big thing that people were getting all outraged. Because of a lot of their profit, not profit, but a lot of their money comes in from their t-shirt sales and other promotional item sales. There's this whole thing about them making all this money and only this much is going to actual awareness and hotlines and...help. And they forget that people still have salaries that need to be paid.

**CD:** Yeah, off of what Huntington said, I think some people get a negative connotation when they see only a percent of my donation is going to help these people and they don't understand the operational cost of the organization.

**M:** Ok, so the next thing, I'm going to pass around this list. So, specifically, I am working with World Relief on my thesis and I actually interned for them this summer. They are a non-profit that has both international and US programs and this is a list of their programs...I'll give y'all a few seconds to look over this list. But are there any program titles that right off the bat resonate with you or that you know you're passionate about?

**CD:** Micro-financing.

**M:** I know, Mary Kristen, you talked about that, too.

**MKF:** Yeah, I was going to say the same thing. I mean, with KEVA you can pick who you want to donate to. And I mostly donate to women that are supporting their children and stuff like that. I enjoy it.

**M:** Collin, why did you say you were passionate about that?

**CD:** I lean more towards the people that are trying to be entrepreneurs in countries where entrepreneurship isn't encouraged. I think that they have enough trouble as it is trying to make a living for their family in society. They deserve a little help. I mean, it's the least I can do.

**MK:** They can help themselves. Not to sound horrible, but like they're gonna take the initiative. They're not trying harder than other people, but I think the micro-finance is cool. I haven't heard of it a whole lot before today. But it's just like if someone is trying to support themselves, and that's goal for them, they're motivated.

**M:** Are there any other ones that jump out at you?

**KA:** I'm really big about the Child Development and the Disaster Response. Those are the two that I work with the most. I work with 18 for Life but I also work with \_\_\_\_ a lot. It's like a...they have free therapy whether it be speech, occupational, music, dance, all this stuff and they've never charged a patient. It really helps my community a lot. I live in a really rural area and people don't have the money to travel to get that kind of help. So, I'm really big into that.

**M:** Ok, are there any on this list that you don't really understand? Or you don't get what...if you supported this program what your money would actually be going to?

**KA:** What's Immigrant Legal Services?

**M:** Yeah, good, so you don't understand what that is. Basically, when immigrants come to the United States and they're trying to become citizens, it's very hard to do that in the first place especially when you don't speak English. So, Immigrant Legal Services are legal clinics that help with that...On this list, are there any programs you would not support? You can be honest.

**MKF:** You mean like if we had the money to donate to all of these, is there one that we wouldn't donate to? Or if we're like...I don't understand the question.

**CD:** Yeah, like, are we opposed to the concept or given a list of these things the most likely we would donate?

**M:** Let's start with are there any you're opposed to in general?... If not, which one are you least likely to support? So, say you had a list and you had to rank them, which one would be last? ... You're not *actually* depriving children of anything, it's ok. [laughter]

**KN:** I think coming from a place where Immigration has such a negative connotation and it holds so much weight, that's something that I would be more



hesitant to donate my time towards just because I've seen both sides of it. How it can not only benefit but also hinder an economy as well.

**AB:** I feel like I'm not as educated about Trafficking as I should be, so I wouldn't be as inclined to donate to that. That would be at the bottom of my list.

**CD:** I feel like Trafficking and Refugee Resettlement are kind of removed from American society for the most part. So it would be harder for more people to be more willing to donate unless they had friends, family, or some connection to those programs.

**MKF:** I agree.

**M:** Would you rather support programs in the United States or international ones?

**AB:** International ones.

**CC:** [head nod] Same.

**MKF:** I don't know. I think it would depend on the program.

**M:** Ok, so the next part, this is kind of getting into the good stuff. I'm going to display four marketing pieces at a time and then you guys will tell me first which one stands out to you.<sup>5</sup> So, we'll do that first. And then if y'all could use the numbers when you talk about them so that I know which one in the recording you're talking about...Ok, so which one of these marketing pieces resonates with you? Can y'all read them back here?

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<sup>5</sup> See Plates 1-4 for marketing pieces used

**MKF:** I just can't see the third one. [shuffling]

**AB:** Number 1 [Indonesia problem] is the one that jumps out to me the most just because 10 million is a really big number so I automatically read what was under it.

**KA:** I saw number 4 [Indonesia ask] and it stood out to me just being there's only one thing bolded and it's all in caps.

**KN:** Number 4 [Indonesia ask]

**CC:** Me too. [Indonesia ask]

**MK:** I agree that number 1 [Indonesia problem] just kind of stands out because 10 million is bolded or stands out and it's kind of just a quick fact.

**MKF:** I think number 2 [Indonesia solution] the words that are bolded are more powerful but I like number 1 [Indonesia problem] better. It's more simple and easier to remember.

**AB:** Also, for number 1 [Indonesia problem], 10 million is the first word so you don't have to read through the whole paragraph to see what the bolded word means. So, that makes sense.

**CD:** I like number 3 [Indonesia benefit statement] because it actually addresses what kind of issues they're facing instead of just giving a number because I feel like numbers can sometimes get overlooked.

**GHM:** Number 1 [Indonesia problem] and 4 [Indonesia ask] are really strong for different reasons. I mean, 10 million is a huge number that slaps you in the face,

but then number 4 [Indonesia ask] is like calling you to do something, a call to action almost.

**CC:** And I think number 1 [Indonesia problem] stands out because people are looking to see how people are affected by it, you know?

**M:** Going past initial reaction and actually reading the messaging on each piece, are there any words that you can pinpoint that make you want to support the program? We've already talked about 10 million, but other than that, are there any other specific words or phrases that really resonate with you?

**CD:** "Child mortality" [Indonesia solution] really stands out. I mean, obviously it's bolded, but just I mean that kind of evokes a lot from anyone who has lost a child or knows someone that has as well.

**MKF:** I think "preventable causes" [Indonesia problem] is what stands out most to me.

**M:** Hmm, because it doesn't have to be happening.

**MKF:** Right, it doesn't have to be this way.

**AB:** And the same thing for number 3 [Indonesia benefit statement], like all of the health issues, I feel like in the United States those are almost irrelevant just because that doesn't really happen that much here.

**M:** Are there any words that push you away from supporting the cause of Maternal & Child Health?

**MKF:** I don't think it would necessarily push me away, but like number 4 [Indonesia ask] like he said is very a call to action. And if I was you know you

were passing around a bucket of like “donate money” or whatever and I saw number 1 [Indonesia problem], I would be more, I don’t know, I wouldn’t feel as bad just giving a couple of dollars. But it’s a lot of commitment with number 4 [Indonesia ask]...to do something or to go out and do something now.

**KN:** I almost feel the opposite effect. I feel like number 4 [Indonesia ask] it’s just simple. It’s just saying stand with us, help us. Whereas I feel like the other ones are very detail oriented in which facts they decided to highlight which triggers different emotions than having just a mother and child saying this is where we are, stand with us.

**KA:** Not that it would stop me from helping, because I like what it says, but number 2 [Indonesia solution] doesn’t really tell me anything. Number 4 [Indonesia ask] doesn’t either, but it gives me a website that’s like go look at this if you want to know what we’re doing. But number 2 [Indonesia solution] is just like we’re responding to child mortality. I’m like that’s cool. Why? How? What is that? For some reason, that doesn’t trigger the response that the other ones do for me.

**CD:** I almost feel that number 1 [Indonesia problem] and 3 [Indonesia benefit statement] could be kind of combined just because the preventable causes and then it lists the things that...need to be done to prevent them.

**M:** So are y’all on the same page that when you see “preventable causes” maybe if this was a larger marketing piece to have more explanation of what those preventable causes are? [head nods]

**MK:** For number 4 [Indonesia ask] to me it’s more a like a punch or a motto, and if it was a slideshow and you went through all the facts or what it says on the first three then you would finish the presentation with that. But if I saw it alone,

obviously it says support everything, but it just is misleading or off-putting because if I saw it alone I wouldn't necessarily...I don't know...

**M:** You think it's a good ending. Ok, we will go onto the next one. Y'all kind of know the drill now...So, tell me which one stand out to you first.

**CD:** Based off of the last one? Or are we approaching this as a whole new ad?

**M:** A whole new ad. Whole new marketing piece. Which one stands out to you?

**AB:** I think number 4 [South Sudan ask] is the best one out of all of these because "stand with us" looks like it applies to the actual photo because they're standing and she looks like she's probably just had to walk a really long ways.

**M:** So you perceive that as stand with that woman and her child?

**AB:** Yeah, it goes with the photo.

**MK:** I agree. Number 4. [South Sudan ask]

**CC:** Me too.

**GHM:** Definitely.

**M:** Ok. What words resonate with you guys from 1 through 3?

**KA:** The "3.7 million". The number statistics.

**M:** Alright, are there any words that are off-putting?

**AB:** Number 2 [South Sudan solution] the headline “we’re responding to the famine in South Sudan” it just doesn’t...I feel like it looks like the person is saying that and it doesn’t match up.

**M:** So, if we take the logic from number 4 [South Sudan ask], it doesn’t really work.

**AB:** Yeah, for some reason, just on this photo, it looks like whatever the caption is is directly related to the woman and her child, more so than the first set.

**MKF:** I guess because the first one the words were in black and not on the photo.

**M:** Ok, we have two more...So, on these which one jumps out at you first?

**KN:** Number 1 [Syria problem].

**CD:** I think number 2 [Syria solution] jumps out the least because there aren't any bolded words. If you were looking through a magazine, you would very easily overlook it. You might just think it’s a picture of this woman.

**KA:** This is the only one that number 2 [Syria solution] doesn’t bother me because of that, though. It’s almost like she’s subdued and the words are subdued. So, to me...

**KN:** It’s a guy.

**KA:** Oh! Sorry, I didn't even see his mustache. I just...I’m half blind...but he’s subdued and the words are subdued so that doesn’t bother me as much on number 2 [Syria solution] as it did on the other ones.

**MKF:** Because he looks so downcast on number 4 [Syria ask], it kind of makes me think it should say “stand for us” instead of “with us”.

**M:** Are there any words in the copy that resonate with you on these?

**CD:** The “civil war” on the first one [Syria problem]. It kind of falls into what the issue is more of and leads into if people want to get more involved or find out more information they have something to base it off of.

**GHM:** On number 3 [Syria benefit statement]. The word “treat” and followed by the 6.5 million makes it seem like your donation or whatever is a lot more prevalent or important. I know on the first one [Indonesia benefit statement] that one it said “nurture” and the second one had another one I can’t remember what it was. But the word “treat” like “directly treat”- I feel like that’s much more effective and powerful.

**CD:** I think number 3 also [Syria benefit statement] with “war” and “torture” makes it more of a visual scene. Like you can visualize oh, this is what the issue is.

**M:** Ok, last one...so, which one pops out to you on this?

**MK:** Four. [US ask]

**GHM:** “Stand with us” is effective again. [US ask]

**AB:** Especially because it says “stand with us- in refugee resettlement efforts” but it’s all in the same paragraph. [US ask] It’s not “stand with us” and then in smaller font...

**M:** Ok, so an actual specific of what you want us to stand with.

**MKF:** I think it's cool that it says "Stand with Armel's family" or whatever. [US benefit statement]...you can see refugees like him and his family. And his little kid is so cute.

**M:** So, you like the name?

**MKF:** Yeah, that is has his name. It kind of like personalizes it.

**AB:** On number 1 [US problem], saying there are 10 million refugees in the world and then not saying anything else, that doesn't have any effect on me. I'm just like oh okay.

**M:** Yeah, what are you guys doing about it? Ok.

**CD:** I kind of don't like on number 2 [US solution] the first few words of the message are kind of lost due to the darkness of the picture.

**M:** Yeah, I can see that.

**KA:** Is he holding a shopping bag?

**M:** Mhmm. They have just gotten off the plane and that's all they have and they are now living in the United States and not going back to their nation.

**KA:** I probably wouldn't have known that...

**M:** Yeah, pretty powerful stuff. Ok, so kind of sum up those 4 different marketing pieces I'll put up one from each so y'all can look. Tell me about the colors and the photos. Which photo do you guys like best? You can ignore the messaging, ignore the words. But if you were being asked to donate, volunteer, or advocate for World Relief, which photo would incline you to do so?



**CC:** (Points to first one.) [South Sudan]

**MKF:** I like the first one [South Sudan] because I don't know if you've read that book A Long Way Home about the child soldiers or whatever, that reminds me of the cover of that book. It's just a really sad and heart-wrenching story so it makes me think of that.

**CD:** I think also on the first photo [South Sudan] the bright colors of the background of the picture and then the words are very contrasting so it's a lot easier to understand the message. It would definitely grab your attention.

**AB:** I feel like the second picture [Syria] with the Syrians, it would be better if you could better see his face. Like, it's a good photo and a good thing for the message but it's too dark to see his face and his expression.

**MK:** I like the picture on the fourth one, the bottom one. [US] But the contrast between the words and the background is horrible. If they did something with like the third one [Indonesia] kind of make half the one side darker or black like that and put the white font it would make it way better.

**GHM:** I don't know. But I think like with that one [US] the image of them standing in that empty airport is kind of powerful like you need.

**KN:** Yeah. (head nod)

**GHM:** Like, if you put a black bar there, then it just looks like them standing in the airport. But something about that emptiness of the airport behind them kind of has that dejected feeling.

**AB:** If you put like a shadow or highlight the words or something, but I think that the placement is good.

**CD:** Maybe just change the color of the font or something.

**MK:** Or just make it bold. Because I mean the “250,000 refugees” isn’t hard to see.

**M:** So, without the words, would this [US] be your favorite photo?

**MK:** Yes m’am.

**M:** Huntington?

**GHM:** Yes, definitely.

**M:** Karsen, what’s your favorite one?

**KA:** Probably the green one. [South Sudan]

**M:** Okay, the next few things are just words...If you were being asked to donate monetarily to World Relief, which word would you like best?

**KA:** Support.

**KN:** Support.

**CD:** I think you would receive the most donations from Support because it makes you feel like you’re doing more to help them out. You feel like Donate is kind of like a mandate.

**KA:** So is Give. Like “give now.” “Ok, fine.”

**CC:** I feel like the first two [Donate and Give] kind of feel like they're like obligations.

**AB:** And Support makes you feel like you're actually doing something. Not just giving your money.

**M:** If you were being asked to volunteer at World Relief, like actually spending your time doing something, which one would you like to see?

**At least 4 participants:** Join us.

**KA:** I think that one [Join us], just like the Support, is more of a suggestion and the other two feel like a command.

**MKF:** I like the second one [Serve the vulnerable] because, I don't know just growing up and going to church or whatever, like Jesus was called to serve and He calls us to serve others.

**CD:** The only thing I don't like about the third one [Join us]. I think it's a powerful message but the only thing I don't like about it is it feels like it's more to get more information than to do service.

**KA:** I think that if the middle one [Serve the vulnerable] just said "serve", I would like it better.

**M:** What problem do you have? Do you not like vulnerable?

**KA:** It's not that I don't like it. It's like it's too long or something.

**KN:** It's too pushy for me. It's too...

**AB:** It's kind of like a guilt trip. It's overpowering.

**KN:** But I like how collective "Join us" is. It's not just like "we want you". It's like "we're here too, join us". It doesn't feel as forced as the first two. Actually, "volunteer" is not a forced verb by any means but I feel like if you're asking me to volunteer or to join you, I'd be more likely to join you knowing that it was more of an option I guess.

**M:** Ok, and then last one. If you were being asked to advocate for World Relief like we talked about at the beginning, which one would you rather see?

**MKF:** Stand with us.

**M:** Do you think that gets across the message of advocate?

**KA:** I kind of like "spread the word" better on that one.

**MKF:** I think it gets across the message of advocate. And it's on the other advertisements and stuff...I just like it.

**KN:** I feel like "spread the word" has become so mainstream that it's almost turning into a cliché like "spread the word, spread the word, spread the word". It's more about how you say it than what it means or what's being said.

**AB:** I like "stand with us" but it's also a little unclear of what you want us to do. I mean it does make sense. But then it's like do you want us to stand with you buy donating? By spreading the word?

**MKF:** It's more all-encompassing. [Stand with us]

**M:** So if we were asking for whatever you want to give, time, money whatever, stand with us would be good. (Head nods.)

**CD:** I think this would also be a good area to use the “join us” because it makes it feel more of like a community.

**M:** Do y’all agree with that? “Join us” for advocating? (head nods)

**GHM:** Ehh, that kind of sounds a little too inclusive like join us, become part of this company.

**M:** Ok, awesome. The last thing that we’re going to talk about, actually two more things. As far as communication goes, how do you guys want to get info about non-profits? Through the web, social media, snail mail, phone call, other?

**CD:** Not snail mail. (laughter)

**KN:** Not phone call.

**CC:** Yeah, not a phone call.

**CD:** I feel like people especially our age getting it in the mail just goes directly in the trash.

**GHM:** Yeah, mail or phone call...

**KA:** I’d love to get mail. Like, if I got something that was specifically for me, sure. But if it’s a flyer, I would glance at it and then garbage. Which is sad.

**MKF:** I feel like a phone call is really intimidating, too. Especially if they're asking you to do something, you kind of want to shy away from it and be like "I don't want to talk to you at all. I don't want to hear anything you have to say."

**AB:** Especially being in college because a lot of times they try to target college kids and be like, "oh, we only need 5 or 10 dollars, whatever you can give." And it's like I literally don't have anything right now. And it's just frustrating.

**KA:** I hang up on phone calls. I don't want to listen to them because then I get sad because I can't donate. And it's invasive to me. I don't like phone calls.

**M:** What about between social media and webpage?

**GHM:** Well the whole thing with those two differences is that a webpage is just there. Your whole study is with millennials and what millennials love is ease and convenience. And being able to have a social media or even e-mails where you can just click through links where you can just quickly get to something and find out information about it and quickly leave if you want to or quickly do whatever you need to do or want to do.

**CD:** I agree with kind of what you said. You could have both. You could have a social media page that links with you webpage and that would reach more people because they would see some information and be like "oh hey that sounds interesting to me" and then go follow up with the webpage.

**KA:** I respond a lot to the promoted Twitter things because they pop up on the top of my timeline anyway. I'm like "oh, that's a cause that I like. I'll click on your link."

**AB:** Especially Instagram is doing that now where you can put promoted ads. I mean, they don't bother me at all.

**MKF:** I think social media would be effective because I started donating to KEVA because one of my friends told me about it. So, its kind of perceived as something your friend is telling you about then maybe it's more of like "oh!".

**M:** Casual?

**MKF:** Yeah.

**KN:** I feel like social media too is more personal because it's more peer-oriented where it's like people who you choose to follow could be posting about things that spark your interest instead of a webpage which I feel like is necessary to gain information but not so much to trigger my initial interest. I'd be a lot more likely to follow up on something that Chelsea mentioned than a distant professor that studied at the University of Ohio as a specialist. You know what I mean? I feel like that was very specific (laughter), but someone that I feel more relatable to.

**MKF:** And I know Twitter does it because Alaina's pops up on my feed all the time and it's like "Alaina follows whatever whatever." It does it every single day. So, I mean.

**AB:** You're welcome. (laughter)

**MK:** I think that a web page...like, if you get something in the mail even though mail is kind of like off the table. Number one, I read somewhere that like a 3% success rate on a mail solicitation is like the best, or you know it's like way above average. And if you ever open those, I'll get them sometimes, there's a pamphlet of what the organization does. And then you get the whole...all the other stuff that's like a fold out of credit card information. I'm not gonna sit down and write down my credit card information if I can do it online. Like you buy stuff online, it's just, it goes back to what Huntington said. It's convenient and it's just easier.

**AB:** I feel like a website is just a necessity. You have to have it. But you're not going to get people to go on the website without something else I guess...

**CD:** Yeah, it's hard to market a website.

**M:** Ok, so this is the last little section. So, when you think of non-profits, do you think of the Christian church? Do you assume that non-profits are supported by the Christian church?

**At least 5 participants:** No.

**M:** Okay, why?

**CD:** I think the only connotation is if somebody has a connection that their church does service organizations. Because the church I grew up in, when they support Habitat for Humanity that's how I found out about them. But it's not necessarily you come across a service organization you wouldn't think immediately "oh, that's a religious organization."

**KA:** Isn't Planned Parenthood a non-profit? I'm pretty sure they are. If a non-profit doesn't pay their people...

**AB:** If an organization does mission trips and stuff like that I usually have the connotation with religion but otherwise not so much.

**GHM:** It has a lot to do with their name, their branding...cross on the logo, the term "salvation" for Salvation Army. That gives off a little bit of a religious connotation. So, it just depends on the organization.

**MKF:** And I think some of those like the Salvation Army and the Red Cross were founded on religious things, but I don't think they're necessarily out there and



spreading the Word, I think they're out there doing things, you know like "this is what we do because we serve God" or whatever.

**CD:** I think a lot of organizations have moved away from religious names and more towards that sense of community like "we're all one people" rather than having something like "salvation" in the name.

**M:** So, would you guys be more or less likely to support a non-profit when it was associated with the church? Or does that have an effect?

**At least 3 participants:** No effect.

**MKF:** If *my* church was supporting I feel like I would be more likely to, but not if it was just a religious organization.

**CD:** I think it mostly just depends on what the organization is for rather than if it's backed by some church or not.

**M:** Ok, I think that's everything. Is there anything else that we haven't talked about that y'all think is important to talk about on this subject?...Ok, thank you guys so much for participating. I really appreciate it. And take as much Newk's home as you want. Seriously, though. Please take some...

— END OF FOCUS GROUP —

APPENDIX D: IRB EXEMPTION APPLICATION



**Screening / Abbreviated IRB Application**

Purpose: Many studies qualify for an abbreviated review, according to the federal regulations and university policy.

- **Part I of this form screens for a brief review.**
- **Part II of this form completes the abbreviated IRB application.**
- **The IRB makes the final determination on whether you must fill out a full application.**

**Always** download the most recent version of this form: <http://www.research.olemiss.edu/irb/protocol/forms>.

Prepare as a Word document. **E-mail the completed form and attachments as Word documents to [irb@olemiss.edu](mailto:irb@olemiss.edu); e-mail the signature page as PDF to [irb@olemiss.edu](mailto:irb@olemiss.edu).**

**NO HARD COPIES – PLEASE!**

**Note:** Some class project studies may qualify for a classroom waiver of IRB Application. See form [here](#).

**PART I— Screening**

**1. Do any of the following apply to your study?**

**Research Methods:**

- Treatment study .....  Yes .....  No
- Exercise .....  Yes .....  No
- X-rays .....  Yes .....  No
- Collection of blood, urine, other bodily fluids, or tissues .....  Yes .....  No
- Use of blood, urine, other bodily fluids, or tissues with identifiers .....  Yes .....  No
- Use of drugs, biological products, or medical devices .....  Yes .....  No

**Targeted Subjects:**

- Pregnant females .....  Yes .....  No
- Prisoners .....  Yes .....  No

**Elements of Deception:**

- The study uses surreptitious videotaping .....  Yes .....  No
- The study gives subjects deceptive feedback, whether positive or negative .....  Yes .....  No
- The study uses a research confederate (i.e., an actor playing the part of subject) .....  Yes .....  No

**If you checked Yes to any of the above, STOP HERE and fill out the FULL IRB APPLICATION FORM.**

- 2. Questionnaire or Survey?** (include questionnaire or survey as an attachment) .....  Yes .....  No  
 If Yes, answer 2a and 2b.  
 If No, proceed to 3.
- a. Anonymous?\*** .....  Yes .....  No
- b. Sensitive Information?\*** .....  Yes .....  No

**If you answered No to 2a AND Yes to 2b, STOP HERE and fill out the FULL IRB APPLICATION FORM.**

**\*Anonymous or Confidential?** Anonymous means (1) the investigator cannot associate a subject with his/her data, and (2) the data cannot identify a subject. *Examples:* Surveys with no names handed to an investigator are not anonymous; surveys placed by the subject in a group data envelope can be anonymous; surveys with no names and with demographic data that can identify a subject (e.g., the only African-American in a class) are not anonymous. By definition, interviews are NOT anonymous.

**\*Sensitive Information?** Sensitive information includes but is not limited to (1) information that risks damage to a subject's reputation; (2) information that involves criminal or civil liability; (3) information that can affect a subject's employability; and (4) information involving a person's financial standing. *Examples:* Surveys that ask about porn use, drug use, religion, use of alcohol while driving, AIDS, cancer, etc. may contain sensitive information.

If using Qualtrics for anonymous surveys, [see guidance here](#).

**3. The ONLY involvement of human subjects will be in the following categories (check all that apply):**

- 1) Educational Research: Research conducted in established or commonly accepted educational settings, involving **normal educational practices**, such as (i) research on regular and special education instructional strategies, or (ii) research on the effectiveness of or the comparison among instructional techniques, curricula, or classroom management methods.
- 2) Surveys, Interviews, Tests: Research involving the use of published, standardized educational tests (cognitive, diagnostic, aptitude, achievement), survey procedures, interview procedures or observation of public behavior, unless: (i) information obtained is recorded in such a manner that human subjects can be identified, directly or through identifiers linked to the subjects; and (ii) any disclosure of the human subjects' responses outside the research could reasonably place the subjects at risk of criminal or civil liability or be damaging to the subjects' financial standing, employability, or reputation. Minors are **NOT** exempt under this category.
- 3) Surveys, Interviews, Tests with Public Officials: Research involving the use of educational tests (cognitive, diagnostic, aptitude, achievement), survey procedures, interview procedures, or observation of public behavior that is not exempt under paragraph (b)(2) of this section, if: (i) the human subjects are elected or appointed public officials or candidates for public office; or (ii) federal statute(s) require(s) without exception that the confidentiality of the personally identifiable information will be maintained throughout the research and thereafter.
- 4) Existing Data: Research involving the collection or study of existing data, documents, records, pathological specimens, or diagnostic specimens, if these sources are publicly available or if the information is recorded by the investigator in such a manner that subjects cannot be identified, directly or through identifiers linked to the subjects.
- 5) Evaluation of Public Service Programs: The study is conducted pursuant to specific federal statutory authority and examines certain federal programs that deliver a public benefit [call IRB for details if you think your study may fit].
- 6) Food Tasting/Evaluation: Taste and food quality evaluation and consumer acceptance studies, (i) if wholesome foods without additives are consumed or (ii) if a food is consumed that contains a food ingredient at or below the level and for a use found to be safe, or agricultural chemical or environmental contaminant at or below the level found to be safe, by the Food and Drug Administration or approved by the Environmental Protection Agency or the Food Safety and Inspection Service of the U.S. Department of Agriculture.

Additional UM exempt categories: **Must meet all criteria from [IRB Policy RSP.301.015](#)**

- UM 7) Behavioral Tasks/Games: Studies of adults employing behavioral task performance methods or behavioral games, such as computerized economics, business, and accounting simulations of real-world transactions and innocuous online or in-person surveys that employ experimental manipulations (e.g., exposure to different written or video scenarios)
- UM 8) Surveys with minors: Studies that include minors as subjects and do not collect sensitive information: 1) online surveys, 2) in-person focus groups, and 3) surveys conducted in a group setting

**Study methods beyond those above will likely require a [FULL IRB APPLICATION FORM](#).**

## PART II — Abbreviated Application

**4. Project Title: Millennial Specific Techniques for Non- Profit Marketing Communications: A Messaging Study for World Relief**

**5. Principal Investigator:**  Dr.  Ms.  Mr. **Taylor Davenport**

Department: **Integrated Marketing & Communications** Department Chair's email (for cc of approval): **safiene@olemiss.edu**

Work Phone: **N/A**

Home or Cell Phone: **443-926-2201**

E-Mail Address: **tmdavenp@go.olemiss.edu**

### If Principal Investigator is a student:

**Graduate student:**

- Dissertation  Master's thesis  
 Pathways Project  Other graduate project

**Undergraduate student:**

- Senior thesis:  SMBHC  
 Croft Institute  
 Other  
 Other undergraduate project

**Research Advisor: Evangeline Robinson**

**(required for student researchers)**

Department: **Journalism**  
 E-Mail Address: **ewrobins@olemiss.edu**

Work Phone: **662-915-5447**  
 Home or Cell Phone: **N/A**

6. List ALL personnel involved with this research who will have contact with human subjects or with their identifiable data. All personnel listed here must complete [CITI training OR the Alternative to CITI \(ATC\) training](#) before this application will be processed\*.

NAME	FACULTY OR STAFF	GRADUATE STUDENT	UNDER-GRAD STUDENT	ROLE ON PROJECT	Training completed: CITI or ATC	
PI Taylor Davenport	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Principal Investigator	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Advisor [redacted]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	[redacted]	<input type="checkbox"/>	<input type="checkbox"/>
[redacted]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	[redacted]	<input type="checkbox"/>	<input type="checkbox"/>
[redacted]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	[redacted]	<input type="checkbox"/>	<input type="checkbox"/>

If space is needed to list additional project personnel, submit [Appendix A](#).  
 \*See [Exempt Human Research Policy](#) for training exceptions

7. Funding Source:

Is there funding for this project?  Yes  No

If Yes, is the funding:

Internal:  Source: [redacted]  
 External:  Pending/Agency: [redacted]  
 Awarded/Agency: [redacted]

PI on external funding: [redacted]

**Research Methodology/Procedures**

8. Check all procedures below that apply to your study:

- Pre-existing data or biological samples ⇒ ⇒
- Observation
- Oral history
- Interview ⇒ ⇒ ⇒
- Focus group ⇒ ⇒ ⇒
- Questionnaire or survey ⇒ ⇒ ⇒
- Audio recording or videotaping ⇒ ⇒ ⇒
- The study has misleading or deceptive: ⇒ ⇒  
 (1) study descriptions;  
 (2) procedure explanations; and/or  
 (3) survey instructions/rationales.

Source of data: [redacted]  
 Do data/samples have identifiers?  Yes\*  No  
 \*If recording identifiers, you must fill out the [Full Application Form](#)

Attach interview questions.

Attach topic and questions.

Attach questionnaire or survey.  
 If online, state program to use (e.g., Qualtrics):  
**Qualtrics**

Use and attach a [release form](#) if you plan to disseminate **quoted** comments or taped content. (This covers you and UM legally - Not for IRB purposes)

In the abstract, provide complete details and a rationale for employing misleading/deception information. Include [Appendix D](#) in your attachments.



**11. Appendix Checklist:**

**A. Additional Personnel not listed on first page of application?**

No

Yes – complete [Appendix A](#)

**B. Will the research be conducted in schools or child care facilities?**

No

Yes – complete [Appendix B](#)

**C. Does your research involve deception or omission of elements of consent?**

No

Yes – complete [Appendix D](#)

**D. Will your research be conducted outside of the United States?**

No

Yes – complete [Appendix E](#)

**12. Attachments Checklist:**

**Did you submit:**

**a. survey or questionnaires?**

Yes

Not Applicable

**b. interview questions?**

Yes

Not Applicable

**c. focus group topics?**

Yes

Not Applicable

**d. recruitment email, announcement, or script?**

Yes

Not Applicable

**e. informed consent information letter or script?**

Yes

Not Applicable

**f. permissions for locations outside the University?**

Yes

Not Applicable

**13. If using class points as incentives, are there alternative assignments available for earning points that involve comparable time and effort?**

Yes

Not Applicable

**ASSURANCES — Conflict Of Interest And Fiscal Responsibility**

**Do you or any person responsible for the design, conduct, or reporting of this study have an economic interest in, or act as an officer or a director of any outside entity whose financial interests may reasonably appear to be affected by this research?**

YES

⇒ ⇒

If Yes, please explain any potential conflict of interest.

NO

**Do you or any person responsible for this study have existing financial holdings or relationships with the sponsor of this study?**

YES

⇒ ⇒

If Yes, please explain any potential conflict of interest.

NO

N/A


**SIGNATURES — Principal Investigator and Research Advisor (if applicable) Must Sign Below**

**PRINCIPAL INVESTIGATOR'S ASSURANCE**

I certify that the information provided in the application is complete and correct. As Principal Investigator, I have the ultimate responsibility for the protection of the rights and welfare of the human participants, conduct of the research, and the ethical performance of the project. I will comply with all UM policies and procedures, as well as with all applicable federal, state, and local laws regarding the protection of participants in human research, including, but not limited to the following:

- Informed consent will be obtained from the participants, if applicable and appropriate;
- Any proposed modifications to the research protocol that may affect its designation as an exempt (brief) protocol application will be reported to the IRB for approval prior to being implemented.
- Adverse events and/or unanticipated problems will be reported to the IRB as required.


I certify that I, and all key personnel, have completed the required initial and/or refresher CITI or CITI Alternative courses in the ethical principles and regulatory requirements for the protection of human research participants.

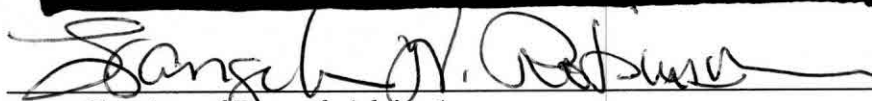
  
Signature of Principal Investigator

9/26/14  
Date

**RESEARCH ADVISOR'S ASSURANCE (REQUIRED FOR STUDENT PROJECTS)**

As the research advisor, I certify that the student investigator is knowledgeable about the regulations and policies governing research with human participants and has sufficient training and experience to conduct this particular research in accordance with the approved protocol.

- I agree to meet with the investigator on a regular basis to monitor research progress;
- Should problems arise during the course of the research, I agree to be available, personally, to supervise the investigator in solving them;
- I will ensure that the investigator will promptly report adverse events and/or unanticipated problems to the IRB as required;
- If I will be unavailable, for example, on sabbatical leave or vacation, I will arrange for an alternate faculty member to assume responsibility during my absence and I will advise the IRB by letter or e-mail of such arrangements; and
- 

  
Signature of Research Advisor\*

9/26/14  
Date

**\*The research advisor must be a UM faculty member. The faculty member is considered the responsible party for the ethical performance and regulatory compliance of the research project.**



This survey will last no longer than 30 minutes.

This survey is intended to research millennial responses to non-profit messaging. There are no costs for participating in this survey. It is not required that you take part in this survey. There are equal extra credit opportunities available to you through SONA. By registering for a survey time slot, you consented to participate in this study and confirmed that you are 18 years of age or older.

### Instructions

1. Make sure you have signed in with the researcher. She will give you credit on the SONA system following your completion of the survey.
- 

\*Wait until all participants have entered the room and the door is shut.

2. Once instructed to do so, read the instructions on your web browser and click the arrow to begin. If you have any questions during the survey, raise your hand and the researcher will come to you.

3. When finished with the survey, sit quietly.

4. When all other participants are finished, the group will be dismissed.

Thank you for your participation!

This study has been reviewed by The University of Mississippi's Institutional Review Board (IRB). The IRB has determined that this study fulfills the human research subject protections obligations required by state and federal law and University policies. If you have any questions, concerns, or reports regarding your rights as a participant of research, please contact the IRB at (662) 915-7482.

To be read to focus group participants before beginning research:

**Cost and Payments**

This focus group will last about 45 minutes to an hour. There are no costs for participating in this study. There are no payments for participating in this study.

**Confidentiality**

By participating in this focus group, you consent to the researcher using your name, likeness, and voice for academic research and writing purposes. [Please sign the release form.]

**Right to Withdraw**

You do not have to take part in this study. If you start the study and decide that you do not want to finish, all you have to do is to tell the researcher. Whether or not you choose to participate or to withdraw will not affect your standing with the University of Mississippi, and it will not cause you to lose any benefits to which you are entitled. The researcher may terminate your participation in the study without regard to your consent and for any reason, such as protecting your safety and protecting the integrity of the research data.

**IRB Approval**

This study has been reviewed by The University of Mississippi's Institutional Review Board (IRB). The IRB has determined that this study fulfills the human research subject protections obligations required by state and federal law and University policies. If you have any questions, concerns, or reports regarding your rights as a participant of research, please contact the IRB at (662) 915-7482.

**Statement of Consent**

If you consent to participate in the study, please indicate so now by saying "yes".

# THE UNIVERSITY OF MISSISSIPPI

## RELEASE

For valuable consideration, I do hereby authorize The University of Mississippi, its assignees, agents, employees, designees, and those acting pursuant to its authority ("UM") to:

- a. Record my participation and appearance on video tape, audio tape, film, photograph or any other medium ("Recordings").
- b. Use my name, likeness, voice and biographical material in connection with these recordings.
- c. Exhibit, copy, reproduce, perform, display or distribute such Recordings (and to create derivative works from them) in whole or in part without restrictions or limitation in any format or medium for any purpose which The University of Mississippi, and those acting pursuant to its authority, deem appropriate.
- d. I release UM from any and all claims and demands arising out of or in connection with the use of such Recordings including any claims for defamation, invasion of privacy, rights of publicity, or copyright.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone No.: \_\_\_\_\_

Signature: \_\_\_\_\_

By initialing here I confirm that I am over 18 years of age: \_\_\_\_\_




\* Focus group conducted by Taylor Davenport in November 2014 as primary research for Sally McDonnell Honors College Senior Thesis titled "Millennial Specific Techniques for Non-Profit Marketing Communications: A Messaging Study for World Relief"

APPENDIX E: FULL SURVEY REPORT

# Final Report

Last Modified: 02/16/2015

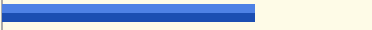

## 1. 1. What is your age?

#	Answer	Bar	Response	%
1	18-22		189	92%
2	23-27		15	7%
3	28-33		1	0%
4	Other (please specify)		0	0%
	Total		205	

### Other (please specify)



Statistic	Value
Min Value	1
Max Value	3
Mean	1.08
Variance	0.09
Standard Deviation	0.29
Total Responses	205

2. 2. What is your gender?

#	Answer	Bar	Response	%
1	Female		140	68%
2	Male		65	32%
	Total		205	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.32
Variance	0.22
Standard Deviation	0.47
Total Responses	205

3. 3. Indicate your current level of study.

#	Answer	Bar	Response	%
1	Undergraduate		186	91%
2	Graduate		19	9%
3	Other (please specify)		0	0%
	Total		205	

Other (please specify)

Statistic	Value
Min Value	1
Max Value	2
Mean	1.09
Variance	0.08
Standard Deviation	0.29
Total Responses	205

4. Click and drag the following World Relief non-profit programs in order to rank your willingness to support (through a monetary donation, volunteering, advocacy, etc.) with the top (1) being the most likely to support and the bottom (6) being the least likely to support.

#	Answer	1	2	3	4	5	6	Total Responses
1	Anti-Trafficking. Supporting victims and raising awareness in communities.	29	35	38	41	38	21	202
2	Child Development. Meeting educational, medical, relational, and spiritual needs of children.	57	70	40	15	11	9	202
3	Disaster Response. Providing food, water, shelter, and medical attention in emergency situations.	85	34	35	22	17	9	202
4	HIV/AIDS. Teaching prevention curriculum, caring for AIDS orphans, and visiting the ill.	9	13	24	47	52	57	202
5	Maternal & Child Health. Teaching mothers in rural communities to overcome malnutrition and child mortality.	19	38	50	43	34	18	202
6	Refugee Resettlement. Preparing refugees for life in the US through English classes, employment services, etc.	3	12	15	34	50	88	202
Total		202	202	202	202	202	202	-

Statistic	Anti-Trafficking. Supporting victims and raising awareness in communities.	Child Development. Meeting educational, medical, relational, and spiritual needs of children.	Disaster Response. Providing food, water, shelter, and medical attention in emergency situations.	HIV/AIDS. Teaching prevention curriculum, caring for AIDS orphans, and visiting the ill.	Maternal & Child Health. Teaching mothers in rural communities to overcome malnutrition and child mortality.	Refugee Resettlement. Preparing refugees for life in the US through English classes, employment services, etc.
Min Value	1	1	1	1	1	1
Max Value	6	6	6	6	6	6
Mean	3.43	2.41	2.40	4.44	3.44	4.88
Variance	2.47	1.82	2.35	1.98	2.07	1.67
Standard Deviation	1.57	1.35	1.53	1.41	1.44	1.29
Total Responses	202	202	202	202	202	202



5. Click and drag the following people groups in order to rank your willingness to support World Relief programs which assist them (through a monetary donation, volunteering, advocacy, etc.) with the top (1) being the most likely to support and the bottom (5) being the least likely to support.

#	Answer	1	2	3	4	5	Total Responses
1	Children. Frequently vulnerable, needing lessons about life, identity, health, hygiene and safety.	110	51	23	13	3	200
2	The Devastated. Individuals and communities suffering in the wake of disaster.	49	63	44	34	10	200
3	The Displaced. Those forced from their homes due to violence, ethnic disputes, and economic disparities.	21	50	60	57	12	200
4	Those Lacking Opportunity. Small business owners needing reestablished economies in post-conflict regions.	9	2	19	25	145	200
5	Women. The heartbeat of families and communities, in need of empowering.	11	34	54	71	30	200
	Total	200	200	200	200	200	-





Statistic	Children. Frequently vulnerable, needing lessons about life, identity, health, hygiene and safety.	The Devastated. Individuals and communities suffering in the wake of disaster.	The Displaced. Those forced from their homes due to violence, ethnic disputes, and economic disparities.	Those Lacking Opportunity. Small business owners needing reestablished economies in post-conflict regions.	Women. The heartbeat of families and communities, in need of empowering.
Min Value	1	1	1	1	1
Max Value	5	5	5	5	5
Mean	1.74	2.47	2.95	4.48	3.38
Variance	1.00	1.39	1.20	1.04	1.21
Standard Deviation	1.00	1.18	1.09	1.02	1.10
Total Responses	200	200	200	200	200

6. Click and drag the following marketing pieces in order to rank their likeliness to prompt you to support World Relief with the top (1) being the most likely to prompt and the bottom (4) being the least likely to prompt.

#	Answer	1	2	3	4	Total Responses
1		130	43	15	11	199
2		9	22	64	104	199
3		20	48	89	42	199
4		40	86	31	42	199
	Total	199	199	199	199	-





Statistic				
Min Value	1	1	1	1
Max Value	4	4	4	4
Mean	1.53	3.32	2.77	2.38
Variance	0.74	0.71	0.80	1.06
Standard Deviation	0.86	0.85	0.90	1.03
Total Responses	199	199	199	199

7. Click and drag the following marketing pieces in order to rank their likeliness to prompt you to support World Relief with the top (1) being the most likely to prompt and the bottom (4) being the least likely to prompt.

#	Answer	1	2	3	4	Total Responses
1		72	79	34	11	196
2		5	22	33	136	196
3		61	50	71	14	196
4		58	45	58	35	196
	Total	196	196	196	196	-





Statistic				
Min Value	1	1	1	1
Max Value	4	4	4	4
Mean	1.92	3.53	2.19	2.36
Variance	0.76	0.63	0.93	1.18
Standard Deviation	0.87	0.79	0.96	1.09
Total Responses	196	196	196	196

8. Click and drag the following marketing pieces in order to rank their likeliness to prompt you to support World Relief with the top (1) being the most likely to prompt and the bottom (4) being the least likely to prompt.

#	Answer	1	2	3	4	Total Responses
1		115	52	19	13	199
2		25	81	65	28	199
3		19	37	73	70	199
4		40	29	42	88	199
	Total	199	199	199	199	-




Statistic				
Min Value	1	1	1	1
Max Value	4	4	4	4
Mean	1.65	2.48	2.97	2.89
Variance	0.82	0.79	0.92	1.39
Standard Deviation	0.90	0.89	0.96	1.18
Total Responses	199	199	199	199

9. Click and drag the following marketing pieces in order to rank their likeliness to prompt you to support World Relief with the top (1) being the most likely to prompt and the bottom (4) being the least likely to prompt.

#	Answer	1	2	3	4	Total Responses
1		84	48	30	31	193
2		41	63	58	31	193
3		43	32	55	63	193
4		25	50	50	68	193
	Total	193	193	193	193	-




Statistic				
Min Value	1	1	1	1
Max Value	4	4	4	4
Mean	2.04	2.41	2.72	2.83
Variance	1.24	0.99	1.31	1.11
Standard Deviation	1.11	1.00	1.14	1.05
Total Responses	193	193	193	193

10. Click and drag the following phrases in order to rank their likeliness to prompt you to provide monetary funds to World Relief with the top (1) being the most likely to prompt and the bottom (3) being the least likely to prompt.

#	Answer	1	2	3	Total Responses
1		34	81	61	176
2		38	50	88	176
3		104	45	27	176
Total		176	176	176	-




Statistic			
Min Value	1	1	1
Max Value	3	3	3
Mean	2.15	2.28	1.56
Variance	0.52	0.64	0.56
Standard Deviation	0.72	0.80	0.75
Total Responses	176	176	176

11. 11. Click and drag the following phrases in order to rank the likeliness to prompt you to volunteer at World Relief with the top (1) being the most likely to prompt and the bottom (3) being the least likely to prompt.

#	Answer	1	2	3	Total Responses
1		102	44	32	178
2		39	39	100	178
3		37	95	46	178
Total		178	178	178	-

Statistic			
Min Value	1	1	1
Max Value	3	3	3
Mean	1.61	2.34	2.05
Variance	0.60	0.67	0.47
Standard Deviation	0.78	0.82	0.68
Total Responses	178	178	178

12. Click and drag the following phrases in order to rank the likeliness to prompt you to advocate/ raise awareness for World Relief with the top (1) being the most likely to prompt and the bottom (3) being the least likely to prompt.

#	Answer	1	2	3	Total Responses
1		93	52	27	172
2		31	61	80	172
3		48	59	65	172
Total		172	172	172	-

Statistic			
Min Value	1	1	1
Max Value	3	3	3
Mean	1.62	2.28	2.10
Variance	0.55	0.57	0.65
Standard Deviation	0.74	0.75	0.81
Total Responses	172	172	172








13. 13. Click and drag the following mediums in order to rate your preference for non-profits to communicate with you with the top (1) being the most preferred and the bottom (5) being the least preferred.

#	Answer	1	2	3	4	5	Total Responses
1	E-mail	42	47	72	27	10	198
2	Direct Mail (snail mail)	9	20	33	84	52	198
3	Social Media	88	53	35	17	5	198
4	Phone Call	8	10	14	44	122	198
5	Website	51	68	44	26	9	198
	Total	198	198	198	198	198	-

Statistic	E-mail	Direct Mail (snail mail)	Social Media	Phone Call	Website
Min Value	1	1	1	1	1
Max Value	5	5	5	5	5
Mean	2.58	3.76	1.98	4.32	2.36

14. 14. In what ways do you prefer to be involved in non-profit efforts? (Check all that apply.)

#	Answer	Bar	Response	%
1	Giving a monetary donation		129	63%
2	Volunteering		180	88%
3	Advocacy/ raising awareness for a cause		100	49%
4	Other (please specify)		4	2%
5	No opinion		8	4%

Other (please specify)
Donating items for care packages
missionary
meet awesome people
donate my ability what I do for them(similar with volunteering)

Statistic	Value
Min Value	1
Max Value	5
Total Responses	204

**15.** 15. What changes to your willingness to support a non-profit organization when it is associated with the Christian church?

#	Answer	Bar	Response	%
1	Much less likely to support		5	2%
2	Somewhat less likely to support		5	2%
3	No change		48	24%
4	Somewhat more likely to support		48	24%
5	Much more likely to support		91	45%
6	Would want more information		7	3%
	Total		204	

Statistic	Value
Min Value	1
Max Value	6
Mean	4.16
Variance	1.12
Standard Deviation	1.06
Total Responses	204

## APPENDIX F: WORLD RELIEF PROGRAMS LIST

### World Relief Programs

#### **Agricultural development**

Offering sustainable farming solutions by teaching innovative and cost-effective agricultural methods.

#### **Anti-trafficking**

Supporting victims and raising awareness in communities.

#### **Child development**

Meeting educational, medical, relational, and spiritual needs of children.

#### **Disaster response**

Providing food, water, shelter, and medical attention in emergency situations.

#### **HIV/AIDS**

Prevention education, care for people living with HIV, support for orphans, and economic strengthening for families affected by HIV and AIDS.

#### **Immigrant legal services**

Directly serve immigrants in the context of immigration legal clinics

#### **Maternal & child health**

Teaching mothers in rural communities to overcome malnutrition and child mortality.

#### **Micro-finance**

Giving small loans, training and support to hardworking individuals – mostly vulnerable women – ensnared by poverty.

#### **Refugee Resettlement**

Preparing refugees for life in the US through English classes, employment services, etc.

## APPENDIX G: VIDEO SCRIPT

### **Title: The Refugee Epidemic**

Narrated by: Linda Harrison

There's a refugee epidemic in our world. Seriously. An epidemic.

As of 2013, the UN reports that there are 10.3 million refugees in the world.

10.3 million. That's more than the populations of Dallas, Chicago, Boston, Seattle, and LA combined.<sup>1</sup>

But wait, what exactly is a refugee?

A refugee is someone who has been forced to flee their home country and who is unable to return because they are at risk for persecution due to race, nationality, religion, or political opinion.

This violent persecution is currently rampant in the Middle East and Africa due to civil war paired with varying ethnicities and religious beliefs.

Let's look at a family of refugees. After they are forcibly displaced, they take shelter in a tent provided by the UN at a refugee camp.

For them, being displaced is more than just not having a home. It also means living in extreme poverty: that means lack of education, lack of opportunity, and lack of protection from violence and diseases.

---

<sup>1</sup> <http://www.census.gov/quickfacts>

They might have lost one of their immediate family members to civil war or separation in the chaos.

They wait an average of 5 years in a camp until a new country grants permission to enter.

After the long process of medical clearances, security clearances, and cultural orientation, the family is able to travel to the United States on a travel loan they must repay.

(Shift in tone)

Now living as legal US residents, refugees have the freedom to go to school, work, raise a family in a safe area, and seek medical attention. Through government funds, refugees are provided with housing, transit, English classes, and job skills for 90 days.

But in the long run, what refugees need most is a sense of community— for longer than just 90 days.

That's where YOU and I come in.

Refugees depend on volunteers for assistance with simple things like preparing apartments, learning English and cultural norms, grocery shopping, navigating the local school systems, and more.

We're standing at the end of a refugee's long flight to freedom with open arms.

Join us.

## APPENDIX H: RELEASE FORMS

# THE UNIVERSITY OF MISSISSIPPI

## RELEASE

For valuable consideration, I do hereby authorize The University of Mississippi, its assignees, agents, employees, designees, and those acting pursuant to its authority ("UM") to:

- a. Record my participation and appearance on video tape, audio tape, film, photograph or any other medium ("Recordings").
- b. Use my name, likeness, voice and biographical material in connection with these recordings.
- c. Exhibit, copy, reproduce, perform, display or distribute such Recordings (and to create derivative works from them) in whole or in part without restrictions or limitation in any format or medium for any purpose which The University of Mississippi, and those acting pursuant to its authority, deem appropriate.
- d. I release UM from any and all claims and demands arising out of or in connection with the use of such Recordings including any claims for defamation, invasion of privacy, rights of publicity, or copyright.

Name: Karsen Adams  
Address: 16101 Country Ln, Dexter, MO 63841  
Phone No.: 573-820-0943  
Signature: Karsen Adams  
By initialing here I confirm that I am over 18 years of age: KJA

\*Focus group conducted by Taylor Davenport in November 2014 as primary research for Sally McDonnell Honors College Senior Thesis titled "Millennial Specific Techniques for Non-Profit Marketing Communications: A Messaging Study for World Relief"



# THE UNIVERSITY OF MISSISSIPPI

## RELEASE

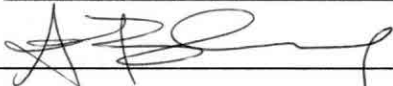
For valuable consideration, I do hereby authorize The University of Mississippi, its assignees, agents, employees, designees, and those acting pursuant to its authority ("UM") to:

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- d. I release UM from any and all claims and demands arising out of or in connection with the use of such Recordings including any claims for defamation, invasion of privacy, rights of publicity, or copyright.

Name: Alaina Brodsky

Address: 2409 Anderson Rd. #29 Oxford, MS

Phone No.: 775-544-2013

Signature: 

By initialing here I confirm that I am over 18 years of age: AB

# THE UNIVERSITY OF MISSISSIPPI

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- d. I release UM from any and all claims and demands arising out of or in connection with the use of such Recordings including any claims for defamation, invasion of privacy, rights of publicity, or copyright.

Name: Chelnea Cullins

Address: 313 Private Rd. 1191 Oxford, MS 38655

Phone No.: 713-826-4828

Signature: Chelnea Cullins

By initialing here I confirm that I am over 18 years of age: CC

\*Focus group conducted by Taylor Davenport in November 2014 as primary research for Sally McDonnell Honors College Senior Thesis titled "Millennial Specific Techniques for Non-Profit Marketing Communications: A Messaging Study for World Relief"

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Name: Collin Devlin

Address: 710 Iron Wood Ln, Oxford, MS 38655

Phone No.: 316-655-2589

Signature: Collin P Devlin

By initialing here I confirm that I am over 18 years of age: CPD

\*Focus group conducted by Taylor Davenport in November 2014 as primary research for Sally McDonnell Honors College Senior Thesis titled "Millennial Specific Techniques for Non-Profit Marketing Communications: A Messaging Study for World Relief"

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Name: Mary Kristen Ferguson

Address: 1536 Market Ave

Phone No.: (601) 672-5125

Signature: Mary K. Ferguson

By initialing here I confirm that I am over 18 years of age MKF

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- d. I release UM from any and all claims and demands arising out of or in connection with the use of such Recordings including any claims for defamation, invasion of privacy, rights of publicity, or copyright.

Name: Mitchell Kress

Address: 304 Bradenton Blvd 147 Private Road 3049 Oxford  
Ms, 3865

Phone No.: 669-804-6015

Signature: [Handwritten Signature]

By initialing here I confirm that I am over 18 years of age: MTR

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Name: Grant Huntington Maddrey

Address: 5134B - 101 Creekmore Blvd. Oxford, MS

Phone No.: 336-337-1414

Signature: 

By initialing here I confirm that I am over 18 years of age: GHM

\*Focus group conducted by Taylor Davenport in November 2014 as primary research for Sally McDonnell Honors College Senior Thesis titled "Millennial Specific Techniques for Non-Profit Marketing Communications: A Messaging Study for World Relief"

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- d. I release UM from any and all claims and demands arising out of or in connection with the use of such Recordings including any claims for defamation, invasion of privacy, rights of publicity, or copyright.

Name: Kendyl Noon

Address: 313 Private Road 1191 Oxford, MS 38655

Phone No.: 713 820 1551

Signature: Kendyl Noon

By initialing here I confirm that I am over 18 years of age: KN

# THE UNIVERSITY OF MISSISSIPPI

## RELEASE

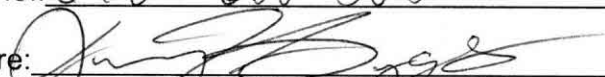
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- d. I release UM from any and all claims and demands arising out of or in connection with the use of such Recordings including any claims for defamation, invasion of privacy, rights of publicity, or copyright.

Name: Jeremy Schragg

Address: 1802 West Jackson Ave Apt 144

Phone No.: 662-238-5834

Signature: 

By initialing here I confirm that I am over 18 years of age: JS

\*Focus group conducted by Taylor Davenport in November 2014 as primary research for Sally McDonnell Honors College Senior Thesis titled "Millennial Specific Techniques for Non-Profit Marketing Communications: A Messaging Study for World Relief"



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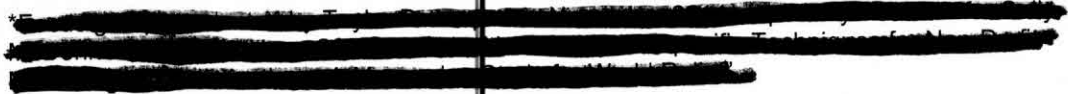
Name: Linda Harrison

Address: 510 Wedgewood Dr. Oxford, MS

Phone No.: 207-286-7626

Signature: Linda Harrison

By initialing here I confirm that I am over 18 years of age: LH



# CREATIVE BRIEF

Appendix I



**Client:**

World Relief

Brittany Guy, [bguy@wr.org](mailto:bguy@wr.org)

**Project Name:**

Refugee Resettlement Awareness

**Prepared By:**

Taylor Davenport

**1. Background/Overview**

World Relief has no millennial donor base. When millennial survey respondents were asked to rank six specific World Relief programs in the order of their willingness to support the program, *Refugee Resettlement* was ranked last. But, secondary research shows that millennials are passionate about social justice. Additionally, during the focus group, millennials spoke foremost and most passionately about local non-profits they had a personal connection with in their hometowns. Additionally, a survey report showed that 88% of millennials want to be involved in non-profit efforts by volunteering.

**2. Target Audience**

Millennials, or those born after 1981

**3. Objectives**

- (1) Millennials will be more educated about refugee resettlement. They will think critically about the problem.
- (2) Millennials will feel compelled to be a part of the solution to the refugee crisis.
- (3) Millennials will volunteer at a local World Relief office.

**4. Focus**

- (1) The definition of a refugee, the journey of a refugee, the needs of a refugee once they arrive in the US
- (2) Ways to get involved

**PLATES 1-4: RESEARCH MARKETING PIECES**

**3.7 million**  
are going hungry and  
**50,000 children**  
are suffering from malnutrition.



Give in response to famine in **South Sudan**.  
[worldrelief.org](http://worldrelief.org)

# We're responding to famine in South Sudan.

Our work on the ground in Unity State is bridging the gap with the supply of essential medicines and food distribution to displaced children and families.

Give in response to famine.  
[worldrelief.org](http://worldrelief.org)



Your gift will work  
directly to supply  
**essential food and medicine**  
to displaced children  
and families in **South Sudan.**

Give in response to famine.  
[worldrelief.org](http://worldrelief.org)






# **STAND** with us.


Give in response to famine in South Sudan  
at [worldrelief.org](http://worldrelief.org)






Since 2011,  
**3 million Syrians**  
have sought refuge in neighboring  
countries due to **civil war**.

Join us in cultivating peace.  
*[worldrelief.org](http://worldrelief.org)*


world relief 





**Since 2011,**  
World Relief has been equipping  
personnel to respond to Syrian  
refugees' psychological trauma.

Join us in cultivating peace.  
*[worldrelief.org](http://worldrelief.org)*



Your gift will work directly to treat  
the **6.5 million** internally displaced  
victims of war and torture in Syria.

Join us in cultivating peace.  
*[worldrelief.org](http://worldrelief.org)*



# **STAND** with us.

Join us in cultivating peace in response  
to civil war in Syria.

*worldrelief.org*



Almost  
**10 million**  
children under  
age **5** die every  
year- mostly from  
preventable  
causes.

Support Maternal & Child  
Health programs.  
[worldrelief.org](http://worldrelief.org)





We're responding to **child mortality** rates through programs that currently empower **3.8 million** people in **9 countries**.

Support Maternal & Child Health programs.  
[worldrelief.org](http://worldrelief.org)



Your gift will nurture women's **Care Groups**, educating mothers on health issues such as:


**sanitation**  
**dehydration**  
**malaria**  
**malnutrition**  
**and immunizations.**

Support Maternal & Child Health programs.  
[worldrelief.org](http://worldrelief.org)



**STAND** with us.

Support Maternal & Child  
Health programs at  
[worldrelief.org](http://worldrelief.org).

world relief 

There are  
**10.5 MILLION**  
refugees in the world.



Stand with us in resettlement efforts.  
[worldrelief.org](http://worldrelief.org)

world relief 



World Relief  
has resettled over  
**250 thousand refugees**  
from more than  
**80 nations.**

Stand with us in resettlement efforts.  
[worldrelief.org](http://worldrelief.org)



world relief 

# Your gift will directly assist refugees like Armel and his family.

It will provide initial resettlement and placement as well as employment, youth, education, and legal services.



Stand with us in resettlement efforts.  
[worldrelief.org](http://worldrelief.org)

world relief 

**STAND** with us in  
refugee resettlement efforts.  
*worldrelief.org*



world relief 

**PLATE 5: WEBPAGE DESIGNS**

# There's a refugee epidemic in our world. You can help.

Learn how in less than three minutes.



**VOLUNTEER**

**SPONSOR**

**JOIN US**

# VOLUNTEER

Join us in empowering refugees.

## Ways to volunteer

- Greet at the airport
- Set up apartments
- Teach English
- Share cultural norms
- Grocery shop
- Babysit
- Navigate public schools
- Teach transportation methods

## Find a World Relief office near you

Enter ZIP code





## SPONSOR

Support refugee resettlement efforts.

### Catalog of Hope

Provide refugees with necessities like:

Cleaning supplies  
Household items  
Blankets  
Backpacks  
Beds

Winter gear  
Bus passes  
Employment and English classes  
Bikes

Click [here](#) to access our Catalog of Hope.

### Give

Your one time or monthly donation will empower refugees to become self-sufficient in the United States.



# JOIN US

## Start the refugee conversation.

### Follow, Share, & Retweet

Find us on Facebook, Twitter, and Instagram.



Share our stuff so your friends can know about the refugee epidemic, too.

### Download

Click [here](#) to download posters that promote refugee resettlement awareness. Hang them around your campus, in your cubicle, or in your favorite coffee shop.





**PLATE 6: SOCIAL MEDIA POST EXAMPLES**



There are 10.3 million refugees in the world. We're standing at the end of their long flight to freedom with open arms. Join us. [www.worldrelief.org/refugees](http://www.worldrelief.org/refugees)



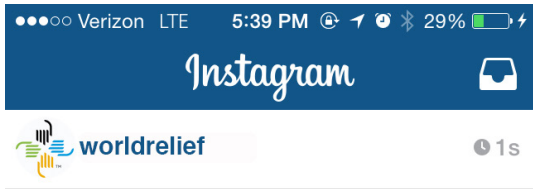
Like · Comment · Share



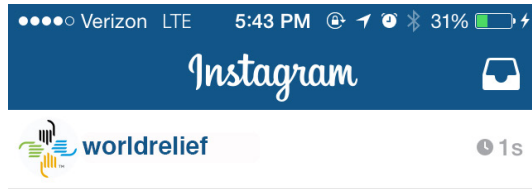
Refugees receive government funds for 90 days after resettlement. The problem? It takes longer than 90 days to learn English. Learn how you can join us in empowering refugees at [worldrelief.org/refugees](http://worldrelief.org/refugees).  
#refugeeresettlement



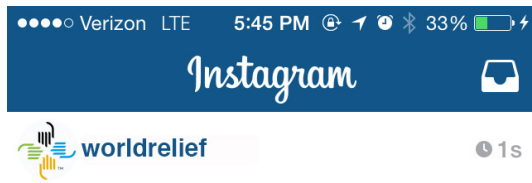
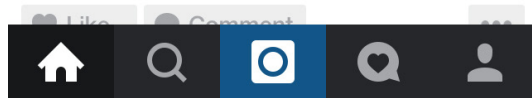
Like · Comment · Share



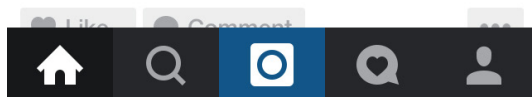
worldrelief Volunteer opportunity #1: Just be a friend. Find out how at [worldrelief.org/refugee](http://worldrelief.org/refugee). #refugeeresettlement



worldrelief Volunteer opportunity #7: Teach medical classes to recently arrived refugees. Find out more at [worldrelief.org/refugee](http://worldrelief.org/refugee). #refugeeresettlement



worldrelief Volunteer opportunity #22: Mentor refugee children after school. Learn how to get involved at [worldrelief.org/refugee](http://worldrelief.org/refugee). #refugeeresettlement





**World Relief**  
@worldrelief

Refugees spend an average of 5 years in camps before resettlement. Visit [worldrelief.org/refugee](http://worldrelief.org/refugee) to learn more.



**World Relief**  
@worldrelief

In a refugee camp, there's no room for opportunity. Now in the US, Armel owns his own business. [#refugeeresettlement](#)



**PLATE 7: E-MAIL BLAST DESIGN**





world relief™



**Refugees wait an average of 5 years in camps before resettlement.**

What they need now is a sense of **community**.

Learn how to be part of that **community** at [www.worldrelief.org/refugee](http://www.worldrelief.org/refugee)

**PLATE 8: POSTER DESIGNS**

# ref·u·gee *(noun)*



*/refyoo 'jé/*

a person who has been forced to flee their home country in order to escape persecution due to race, nationality, religion, or political opinion.



There are **10.3 million** refugees in the world.

**Start the change. Join us.**

Learn how at [www.worldrelief.org/refugee](http://www.worldrelief.org/refugee)





world relief™



## **The problem:**

Refugees receive government funds for just **90 days** after resettlement.

نم رثكأ ذخأي هنإف  
م لعتل اموي ني عست  
ةي زي لجنإلا ةغللا

Translation: It takes more than **90 days** to learn English.

**Join us in empowering refugees.**

Learn how to provide English classes at  
[www.worldrelief.org/refugee](http://www.worldrelief.org/refugee)

# Refugees

wait an average of

**5 years**

in camps before  
resettlement.

What they need  
now is a sense of  
community.

Join us.

[www.worldrelief.org/refugee](http://www.worldrelief.org/refugee)



world relief 

**PLATE 9: MAGAZINE AD DESIGN**





world relief™

**ref•u•gee** (*noun*)

a person who has been forced to flee their home country in order to escape persecution due to race, nationality, religion, or political opinion.

**Join us** in empowering refugees at [worldrelief.org/refugee](https://worldrelief.org/refugee)