

## Millennials Support Other Causes Before Alma Mater

### *Achieve 2014 Millennial Alumni Study Reveals Next Gen's Giving Attitudes and Why They May Not Be Tomorrow's Biggest Boosters*

INDIANAPOLIS (Sept. 1) – Interactions with a university's faculty and staff, from the pre-admission "sell" to post-graduation services, play a significant role in whether a Millennial student becomes a donor to or volunteer for that university, according to the nationwide 2014 Millennial Alumni Study released today by [Achieve](#).

The [Millennial Alumni Study](#) shares data from national empirical research conducted with Millennials – those born after 1979 – to measure this generation's attitudes toward their university after graduation, the utility of their degree, and volunteering for and giving to their alma mater.

"Our purpose in researching Millennial alumni wasn't to compare their actions to those of previous generations. We wanted to learn their actions and attitudes, directly from them, because they are the future benefactors of our universities," said Derrick Feldmann, Achieve president and lead researcher. "As our other Millennial research confirms, this generation is already changing the norms for society."

#### Report highlights:

- Of the Millennial alumni surveyed, 47% had made a financial donation to their alma mater.
- 75% of Millennial alumni would donate to a different organization before they would donate to their alma mater.
- Of those who had donated, 69% said they did so because they enjoyed their college experience and wanted to give back.
- 43% of alumni who got help from alumni services had donated money to the university since graduation, and 46% had volunteered. However, only 30% of Millennials overall had found their alma mater's alumni services office helpful.
- Approximately 77% of Millennial alumni said they were able to secure a job soon after graduation. Of those who did, 59% said the job was in the field of their major.
- 29% of Millennial alumni said they did not follow their alma mater on any social networks; if they did follow, 55% did so through Facebook.
- 73% of those surveyed said they did not know how their gift was or would be used by the university.

This study involved 3,660 Millennial alumni from more than 20 four-year colleges and universities in the United States. Achieve publishes the annual Millennial Impact Study.

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#### For Immediate Release

**Achieve** leads the research effort to understand how individuals within organizations are changing cultures, resources, relationships, and movements that engage all kinds of causes and people so others can be inspired to do the same. Achieve presents MCON, an annual national conference on cause engagement, and is a creative marketing agency helping nonprofits increase giving and engagement through campaigns. [achieveguidance.com](http://achieveguidance.com) [MCONideas.tumblr.com](http://MCONideas.tumblr.com) | [@achieve\\_consult](https://twitter.com/achieve_consult)