

Understanding and Leveraging Generational Diversity in the Workplace

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College of the Canyons
June 17, 2014



What We'll Discuss Today

- ✓ Defining a “generation”
- ✓ What makes each generation tick
- ✓ How technology has shaped marketing and fundraising over time
- ✓ Tips for effective marketing to each generation
- ✓ Tips for effective fundraising from each generation



The Silent Generation



Baby Boomer

What is a Generation?



Generation X

cheon - June 17, 2014



Millennials

What *is* a Generation?

A generation is a society-wide peer group, born over approximately a 20-year period, who collectively possess a common persona.

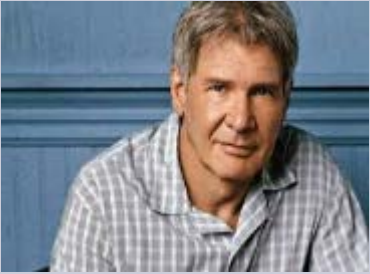





✓ It is shaped by

- History and events
- Technological advances
- Social changes
- Economic conditions
- Popular culture
- Politics
- Global events



The Generations at a Glance

Traditionalists Born 1925-1945	Baby Boomers Born 1946 – 1964	Gen X Born 1965 - 1980	Gen Y “Millennial” Born 1981 – after
 <p data-bbox="123 836 450 875">Ages Today: 69-89</p>	 <p data-bbox="575 836 902 875">Ages Today: 50-68</p>	 <p data-bbox="1016 836 1342 875">Ages Today: 34-49</p>	 <p data-bbox="1481 836 1773 875">Ages Today: <34</p>

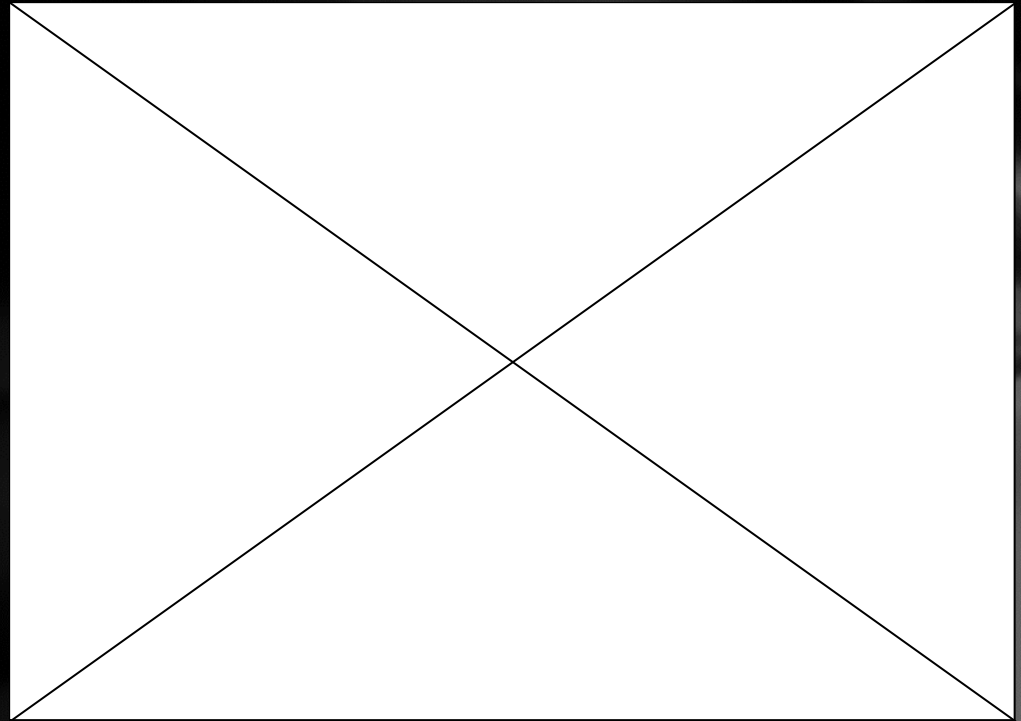
Traditionalist: *Defining Events & Experiences*

- ✓ The Great Depression
- ✓ The New Deal
- ✓ Pearl Harbor
- ✓ World War II
- ✓ Atomic bombs
- ✓ Golden Age of Radio
- ✓ Silver screen, Romanticism
- ✓ Social Security Act passes



Traditionalist—General Traits

- ✓ Value team players
- ✓ Are indirect in communicating
- ✓ Are loyal to the organization
- ✓ Respect authority
- ✓ Are dedicated and willing to sacrifice
- ✓ Value duty before pleasure
- ✓ Respond well to directive leadership
- ✓ Adhere to rules



Video Clip: “So God Made a Farmer”

Also known as the Depression Generation; Silent Generation; Traditionals; Swing Generation



Traditionalist – Hot Buttons

✓ **Lack of humility**

✓ End runs

✓ **Putting yourself first**

✓ ***Small print***

✓ *People who exhibit a sense of entitlement*

✓ **The what's in it for me generation?**

✓ **Excuses**

✓ **Whining**

✓ **People who take short cuts**

Baby Boomers – Defining Events & Experiences

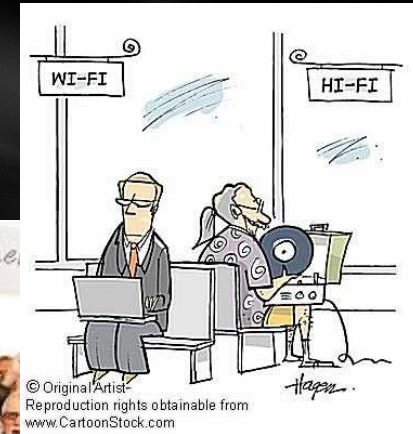
- ✓ Rock & Roll
- ✓ Television
- ✓ Protests/riots (civil rights & women's movements)
- ✓ Vietnam War
- ✓ Hippies
- ✓ Space exploration, i.e., moon landing/Sputnik
- ✓ “The More You Know”
- ✓ Economic prosperity and the expansion of suburbia
- ✓ New definition of “Being 50”
- ✓ The “Summer of Love”



- ✓ Cold War/Fear of Russia
- ✓ Racial divides/Civil rights movement
- ✓ Sexual revolution
- ✓ Yuppies

Baby Boomers – General Traits

- ✓ Like order and structure so time isn't wasted
- ✓ Prize the innovative spirit
- ✓ Respect position but question authority
- ✓ Disapprove absolutes
- ✓ Are optimistic
- ✓ Are loyal to the team, but highly competitive
- ✓ Are uncomfortable with direct conflict
- ✓ Strive for personal growth
- ✓ Are sensitive to feedback
- ✓ Value health & wellness
- ✓ Still think they are 21 (the world has moved, but they have not!)



Also known as Boomers; Me Generation; Love Generation; Woodstock; and Sandwich Generation

Baby Boomers – Hot Buttons



- ✓ If you do not offer to help them
- ✓ If you don't give them the **BIG PICTURE** – the context
- ✓ If you discuss “retirement”
 - ✓ *If you make excuses*
 - ✓ If you imply they aren't different or unique
- ✓ If you tell them they can't!
 - ✓ *If you don't value order*

Gen X – Defining Events & Experiences

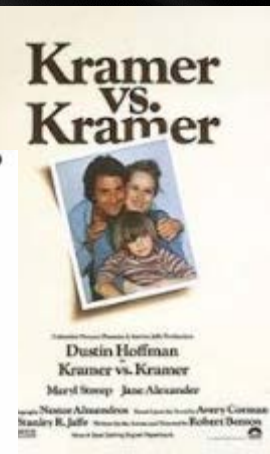
- ✓ Terrorized by crack war/gangs/violence
- ✓ Impacted by down-sized parents & stay-at-home dads
- ✓ Divorce: They are the disappointed children
- ✓ Driven to independence
- ✓ On-hand for the information explosion
- ✓ Impacted by early memories of the energy crisis & Watergate watershed



Crack Hits Midtown With 'Bang'



Drug Battle In Clinton, Building By Building



"I want my two dollars!"
~the paperboy, "Better Off Dead"

Gen X – Defining Events & Experience, cont'd

- ✓ Three-Mile Island
- ✓ Challenger Disaster
- ✓ Single-parent homes
- ✓ Latch-key kids
- ✓ MTV
- ✓ AIDS
- ✓ Personal Computers
- ✓ Punk rock, rap and grunge
- ✓ Valley Girls (like totally, ya know?)



Gen X – General Traits

They

- ✓ Have a positive attitude (most of the time)
- ✓ But also a tendency to be cynical
- ✓ Are impatient
- ✓ Have goals and stick with them
- ✓ Are multi-taskers
- ✓ Think globally
- ✓ Practice self-reliance and self-sufficiency
- ✓ Were the first latchkey kids
- ✓ Tend to view a job as “Just a job”
- ✓ Are sometimes sarcastic/flip



Gen Xers are skilled multitaskers !

Gen X – Hot Buttons



Don't

- ✓ Fail to ignore them (or do not anticipate their needs)
- ✓ Waste their time, in general, and when meeting face-to-face
- ✓ **Micromanage them!**
- ✓ Misuse your authority
- ✓ Reject change and be inflexible
- ✓ Squash their entrepreneurial nature

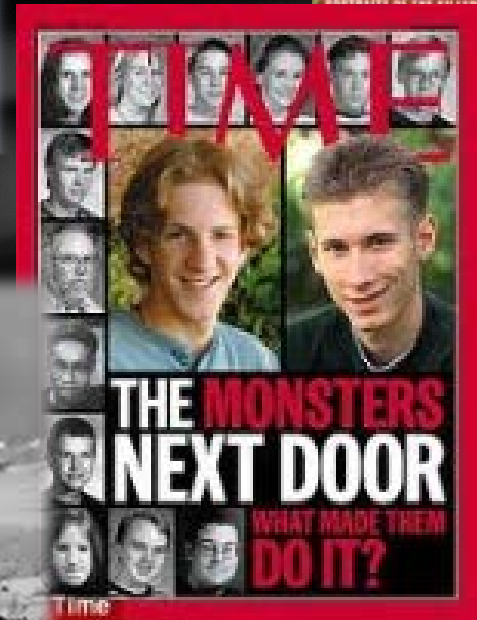
Gen Y/Millennials – Defining Events & Experiences

- ✓ Electronic games & pets
- ✓ Understand multi-layered information
- ✓ Brought up in the era of the “Brand”
- ✓ Unity
- ✓ Death of Princess Di
- ✓ Birth of the future
- ✓ Recycling
- ✓ Everybody is a group
 - Dating
 - Interviewing
 - Awards



Gen Y/Millennials – Defining Events & Experiences, cont'd

- ✓ Columbine/school violence
- ✓ 9/11 and Oklahoma City bombings
- ✓ The Internet, cell phones & instant messaging
- ✓ Clinton/Lewinsky
- ✓ Desert Storm
- ✓ Hip Hop



Gen Y/Millennials – General Traits

- ✓ Possess confidence
- ✓ Are influenced by “group think”
- ✓ Question morality
- ✓ Have street smarts
- ✓ Value diversity
- ✓ Take collective action
- ✓ Believe in the heroic spirit of people
- ✓ Exhibit tenacity
- ✓ Were born technologically savvy
- ✓ Have zero skills for dealing with difficult people
- ✓ Thrive when multitasking
- ✓ Crave flexibility

Gen Y/Millennials – Hot Buttons



Don't

- ✓ Answer quickly ... Or imply they don't know how the world works
 - ✓ *Tell them to "pay their dues"*
 - ✓ Try to dictate **WHEN** they will do something
- ✓ Harp on them about getting a "real job"; they are irritated because they have degrees but can't get a job. The promise is unfulfilled.
 - ✓ **Tell them to watch their debt; they have ballooning student debt but no job!**

The Changing Face of Marketing: Over the Generations

Advertising Both Mirrors Culture and Helps Create It

- ✓ Advertising in the digital age is more ubiquitous than ever.
- ✓ With increasingly interactive and unconventional advertising formats, it is sometimes easy to forget about one of the fundamental classic mediums for delivering advertising: print.
- ✓ In one form or another, print ads have been around since the 15th century.
- ✓ However, it's the last 100 years that have contributed most to what we now think of as the modern print ad.
- ✓ Just as the needs and desires of the consumer changes, the style of the print ad evolves to accommodate these changes.

as printed on DesignCrowd.com <http://blog.designcrowd.com/article/269/the-100-year-evolution-of-print-ads>

Traditionals Started With...

Print advertisements

- ✓ In the 1910s, print ads still resembled the visually crowded and copy-heavy ads of the 19th century.
- ✓ However, we see the seeds of the modern print ad being planted here.
- ✓ Though these ads rely on long body copy, the decade did manage to produce some iconic images such as the 'I Want You' ad for the US Army.



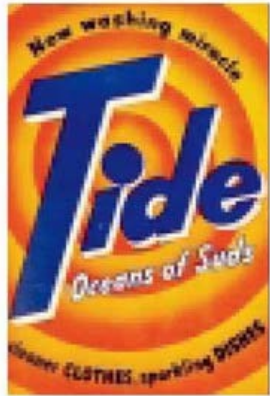
Coca-Cola (1911)

Sunkist (1916)

U.S. Army (1918)



As the Generations Have Changed, So Has Brand Advertising



1946



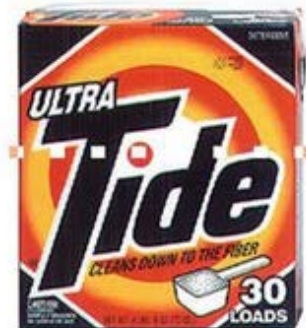
1968



1984



1988



1990



2010



2010



2010



2012

Baby Boomers grew up with a different approach

Listerine 1934



YOU 5,000,000 WOMEN WHO WANT TO GET MARRIED:

How's Your Breath Today?

5,000,000 young women beyond of marriageable age this year... How many of them, we wonder, will make the grade?

One thing is certain they can't expect to attract and hold men if they have halitosis (unpleasant breath). It nullifies every other charm.

Everyone is likely to have halitosis at one time or another. When that time comes, you won't realize it, because halitosis does not announce itself to its victim.

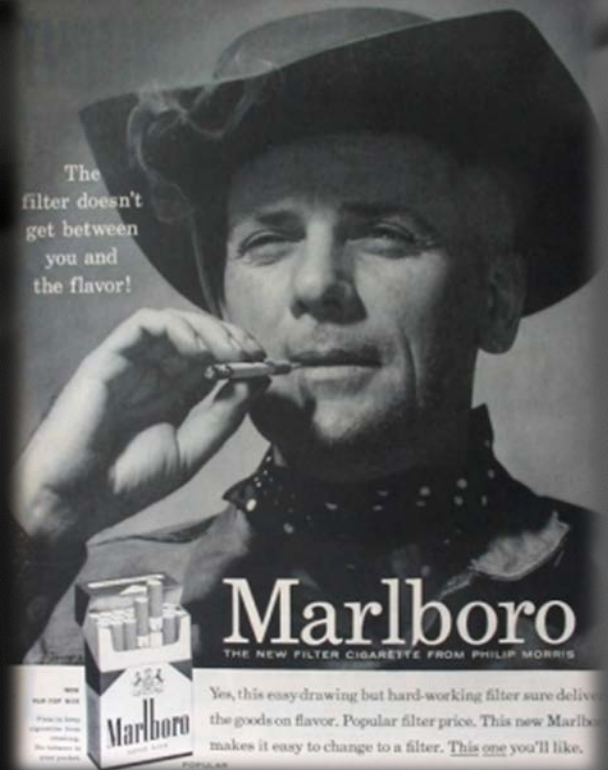
Why risk offending, when Listerine will put you on the safe side?

Simply rinse the mouth with it. Every morning and every night, and between times before meeting others. Listerine instantly kills fermentation, the principal cause of 90% of mouth odors; then attacks the odors themselves. The breath becomes sweet and agreeable.

USE LISTERINE BEFORE ALL SOCIAL ENGAGEMENTS

The 1950s brought a new look to the ad layout and many of these new layouts are still in use today.

They begin to push most copy towards the bottom, though there is generally a better balance between imagery and copy in this decade.



The filter doesn't get between you and the flavor!

Marlboro
THE NEW FILTER CIGARETTE FROM PHILIP MORRIS

Yes, this easy-drawing but hard-working filter sure delivers the goods on flavor. Popular filter price. This new Marlboro makes it easy to change to a filter. This one you'll like.

When Baby Boomers were children, catchy slogans were introduced...some are still in use today!

Clairol 1957

Does she... or doesn't she?

CREME MISS CLAIROL

MISS CLAIROL HAIR COLOR BATH

MORE WOMEN USE MISS CLAIROL THAN ANY OTHER HAIR COLORING

That wonderfully radiant, outdoorsy look is more than just the reflection of a little clean air and sunshine. It's the silky sheen of her hair. Its clear sparkling color that looks so fresh and natural in blazing sunlight as it does by the light of the moon. And that's the beautiful difference with Miss Clairol! In every light, finished tones is soft, ladylike... gray is completely covered. And all it takes is minutes!

That's why most hairdressers recommend Miss Clairol—use it every time to put lasting young color back into fading hair... and to hide gray. With results so sure, why deny yourself the joy of knowing you're a younger-looking, more attractive woman! Try Miss Clairol yourself. Today. In wonderful new Creme Formula or Regular.

YOUR EYES ARE NEVER BIGGER THAN YOUR PURSE

When part of you whispers, "I want that suit" ... and part of you answers, "It's too expensive" ... that's frustration. It can happen ... but never at Orbach's!

We know you want beautiful high fashion. But we know it's not size without beautiful low prices, too. So we give you both ... with incredibly low prices on thousands of sparkling fresh fashions ... from a square of silk to a whole-dressish wrap of a top design original.

Come in to see. What you see will make your eyes grow bigger and bigger ... with amazement. But they'll never be too big for the elegance of Orbach's!

at *Orbach's*

"A BUSINESS IN MILLIONS ... A PROFIT IN PENNIES"

NEW YORK: 34TH ST. OPPOSITE EMPIRE STATE BLDG. • NEWARK: MARKET & HALSEY STS.
NEW YORK STORE HOURS 10:15 TO 6: MON. AND THURS. 11:30

NEW GOLDEN NECTAR KOOL-AID!

CAN'T WAIT TO TASTE IT!

Delightfully different cool-off drink with just a touch of tang! Stir up a frosty pitcherful for your family today!

5 great flavors now!
5⁺ package makes two quarts

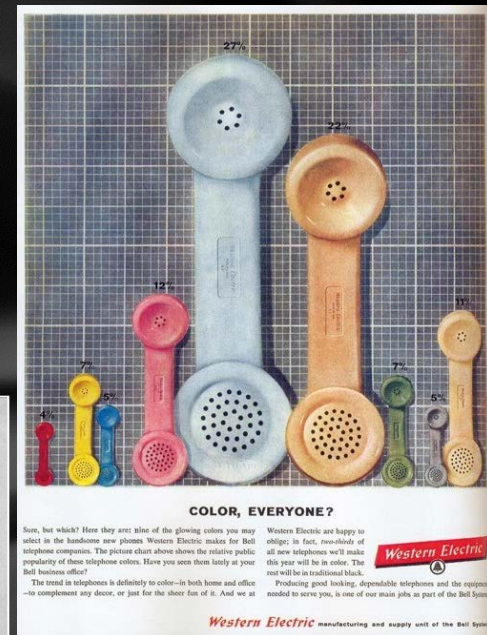
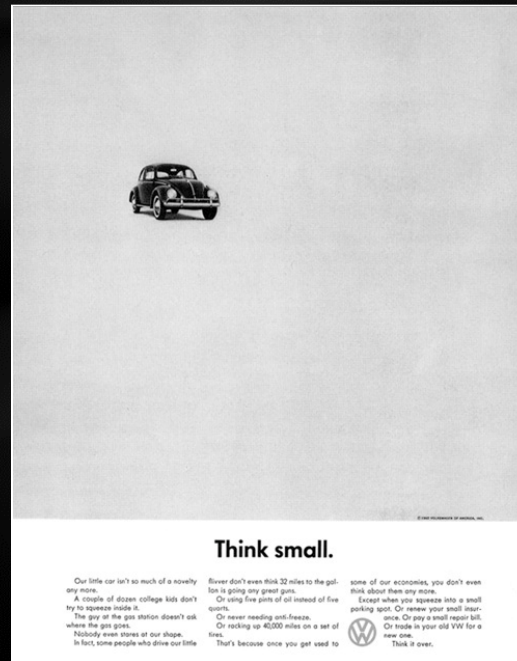
Kool-Aid is a registered trademark of General Foods Corporation. © 1957, General Foods Corp.

Orbachs 1954

Kool Aid 1957

The Sexual Revolution Wasn't the Only Thing that Started in the 60s!

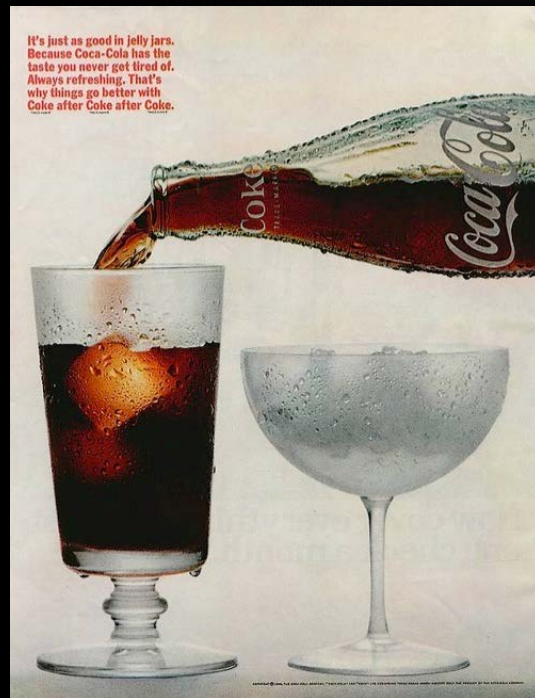
- ✓ Advertisements such as Volkswagen's "Think Small" ad were the first of what would later be called the '**Creative Revolution**' of the 1960s and 1970s.
- ✓ These ads rely more on big ideas than in previous decades, and we begin to see the more modern style of a balance of headline and body copy.
- ✓ Think Don Draper!
 - (Millennial-era reference to a Baby Boomer era fictional character!)



Western Electric
1960

Volkswagen 1960

The **Baby Boomers** were teens and young adults; **Gen Xers** were kids when ads started to use bright photographic images paired with a large headline and body copy.



Coca-Cola 1970

Can you compete with your daughter's "Little Girl Look"?

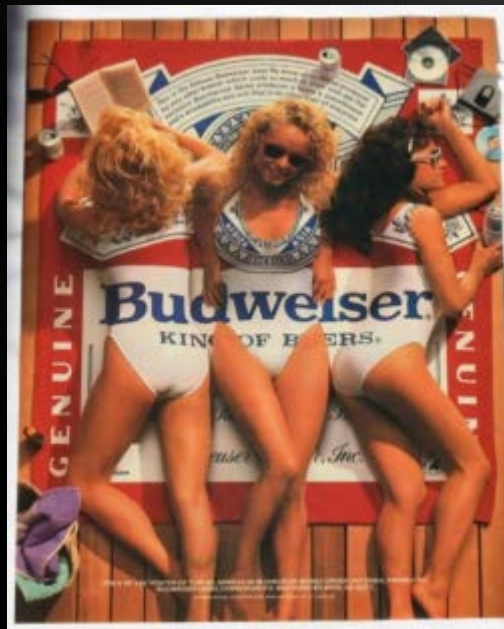
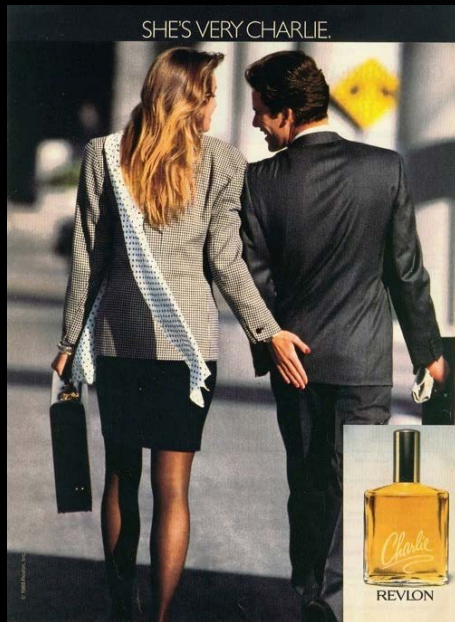
Mrs. Willis Peterson can.
She keeps her complexion young-looking with pure, mild Ivory.

That purity and mildness, so good for daughter Mimi, is important to help grown-up skin look young... more important than perfumes, creams, deodorants, those extra ingredients in other soaps. More doctors recommend Ivory. 99 1/2% pure. It floats.
The big girl's soap for complexions with that little girl look.

Ivory (1969)

While Gen Xers Were Growing Up...

- ✓ The ads of the 1980s were much more simplistic than any had been so far.
- ✓ The 1980s saw even less copy than ever and a focus on the female as the primary consumer.



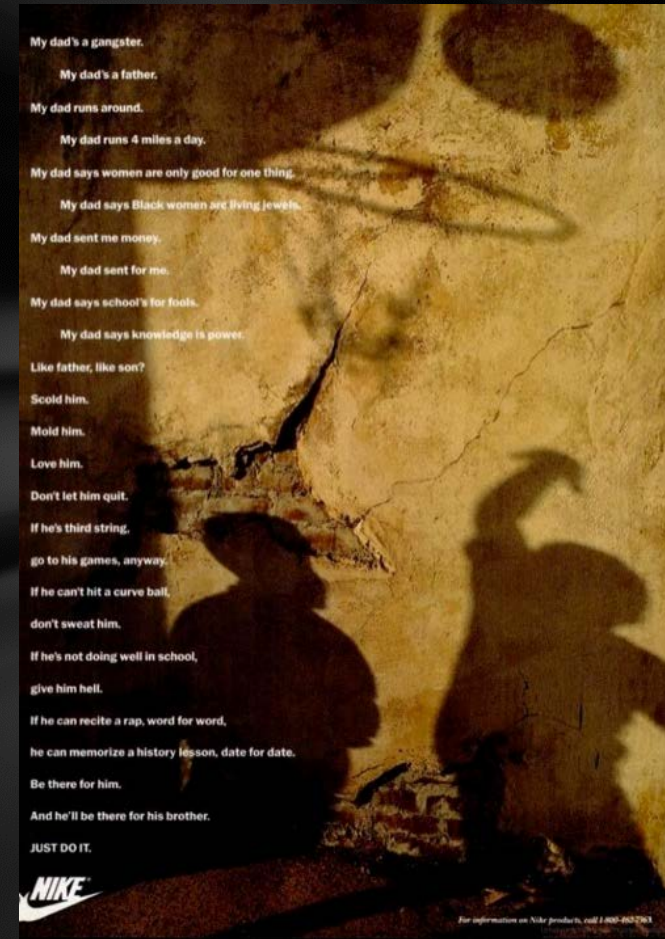
Absolut 1981
Revlon 1988 - far left
Budweiser 1983

1990s: Gen Yers/Millennials

- ✓ The stylistic simplicity of the 1980s carried through into the 90s.
- ✓ This decade featured some of the most creative and most recognizable ads of our time, including Nike's 'Just Do It' and the California Milk Processor Board's 'Got Milk?' campaign.



Pepsi (1990)

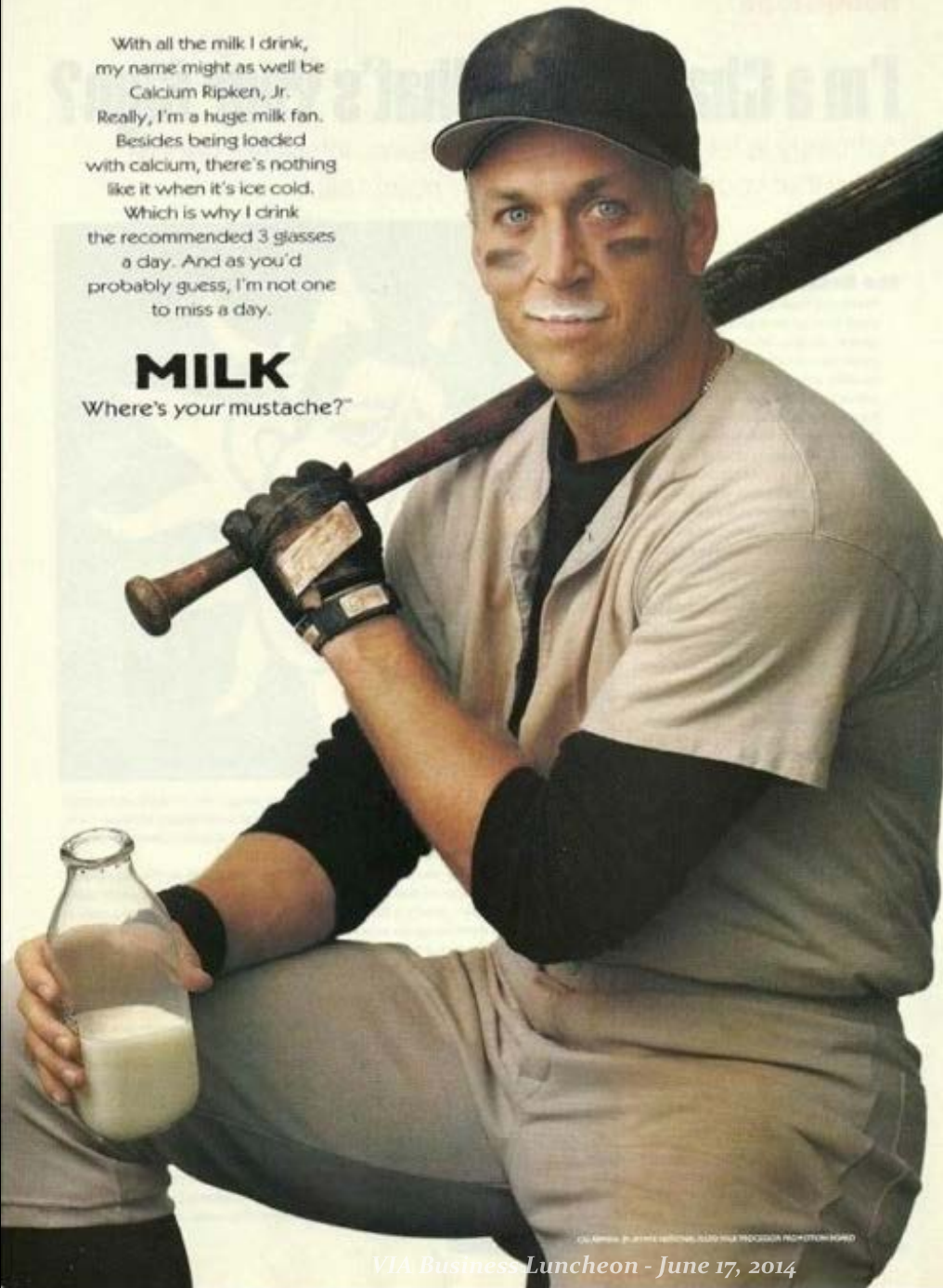


Nike (1993)

With all the milk I drink,
my name might as well be
Calcium Ripken, Jr.
Really, I'm a huge milk fan.
Besides being loaded
with calcium, there's nothing
like it when it's ice cold.
Which is why I drink
the recommended 3 glasses
a day. And as you'd
probably guess, I'm not one
to miss a day.

MILK

Where's your mustache?™



Late 1990s

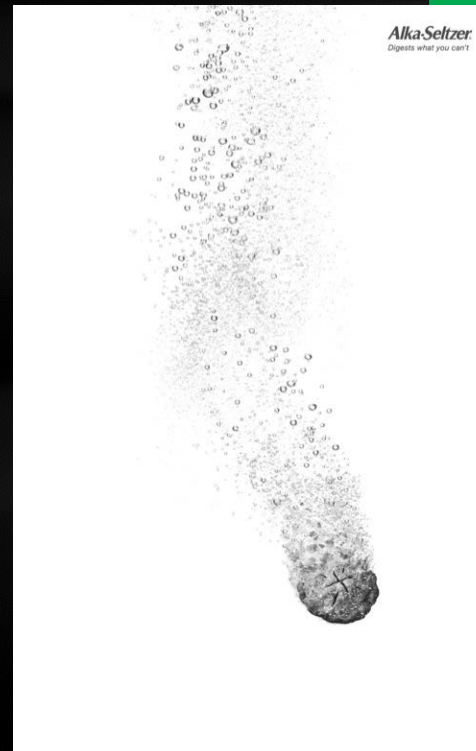
- ✓ Not only does it do a body good, it also “did good” for marketers: Brevity still rules!

California Milk Processor Board (1996)

Gen Yers/Millennials (and Beyond)

2000s

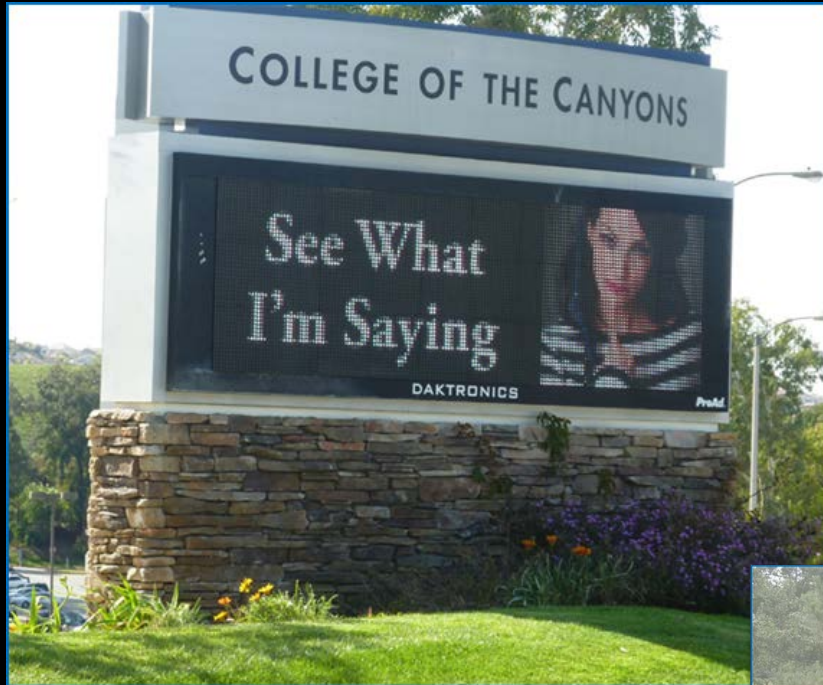
- ✓ In the 21st century, simplicity and minimalism is key.
- ✓ Advertisements these days are often extremely image based with a reliance on digital manipulation.
- ✓ There is commonly an absence of or very little copy, and an employment of neat, simple ideas.



LEGO 2006

Alka-Seltzer 2007

Marketing imagery and tactics have shaped the generations and their perceptions, as well as generational reference points



Paying attention to your target audience(s) is more than key: *It is the difference between your success or your failure.*



Effective Communication:

The Impact of Technology on the Generations

Effective Communication: *The Impact of Technology on the Generations*

The Impact of Technology

- ✓ *Positive Impact of Technology*
- ✓ *Negative Impact of Technology*



Effects of Technology on Communication

- ✓ All forms of technology have both a positive and negative impact, and the impact of technology on the communication process also comes as mixed baggage.
- ✓ Cell phones and the Internet have become basic necessities these days.
 - A majority of us would feel something missing in life, if there were no cell phones or Internet (Agreed?)
- ✓ Technology has bettered the communication process and has done negligible harm
- ✓ The positive points of the technological advancements outnumber the negative points

Technology: What Traditionalists Grew Up With



Desk Set Telephone



The Complex Number Calculator (CNC)



Steinite Crystal Radio

VIA Business Luncheon - June 17, 2014



Crosley Cathedral Radio

Technology: What Baby Boomers Grew Up With



Wall Telephone



Speakerphone Telephone



UNIVAC I Computer



Motorola Transistor Radio



Realtone Comets

Technology: What Gen X Grew Up With



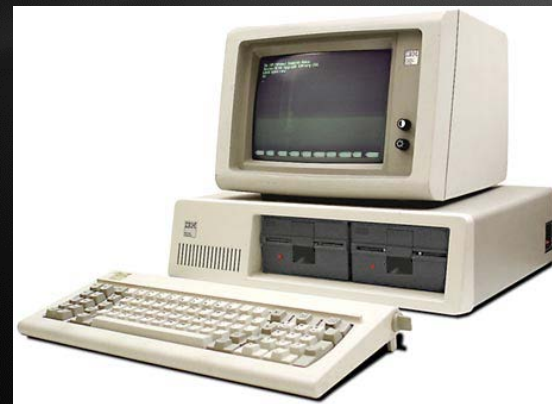
Design Line Telephone



Com Key 416 Telephone



Phillips "Roller Radio" June 17, 2014



IBM Personal Computer

Technology: What Gen Y Grew Up With



Cordless Telephone



Flip Phone



Apple IPOD



Apple iMAC G3



Apple 27 inch iMAC

Technology's Positive Impact

Technology has transformed the once big and far world into a tiny global village. Thanks to technology, we now have the power to communicate with anybody on the other side of the world. Technology has introduced these benefits.

- ✓ No barriers
- ✓ Strengthened relations, i.e., more frequent contact
- ✓ Better access to solutions
- ✓ E-schools to get a CTE or college degree or continue your education



How Texting Changes Communication

- ✓ According to the PEW Foundation
 - ✓ 72% of teenagers text regularly
 - ✓ 1/3 send more than 100 texts per day
- ✓ In many ways, making contact is easier by texting
- ✓ Avoid long unpleasant phone conversations by making a quick "hello" much easier
- ✓ Texting is rapidly changing the ways people communicate by using rapid fire exchanges instead of meaningful conversations



I LOL'D
Did you?

The Pew Charitable Trusts is an independent non-profit, non-governmental organization, founded in 1948

Technology's Positive Impact for Marketers: Leveraging the Text Message

- ✓ Why do marketers use text messaging in the first place?
 - Less obtrusive method of touching consumers
 - Messaging can be delivered 24/7 and picked up by the end-user when they want it (but most of the time it's an immediate response...not many can resist the siren song of the phone vibrating)
- ✓ Text message marketing
 - Boasts a 97% open rate versus traditional email marketing
 - Offers the advertiser more control that an email marketing program does not (i.e., providers such as google do not have the opportunity to hide your message in a "filter")
 - SMS text message marketing continues to grow as technology becomes more comfortable for all age groups
 - People can "talk back" to SMS marketing with an easy text message of STOP if they no longer wish to receive



For a workshop dedicated to social media marketing, please contact the SBDC located here at College of the Canyons. Services are FREE!

Technology's Negative Impact

The most prominent negative effect of technology?: The charm of the good old world is missing.

Letters, and lengthy face-to-face conversations have vaporized, only to be replaced by texting or chatting. This phenomenon has had an:

- ✓ Impact on interpersonal communication
- ✓ Effect on nonverbal communication
- ✓ Impact on creating a “close and yet so far” sense of being



Technology has also had a negative impact in that it has:

- ✓ *Reduced social interactions*
- ✓ *Led to many addictions*
- ✓ *Given rise to malicious motives in some*

STRANGER DANGER

MOST youngsters are convinced they know how to stay safe online – despite showing less caution than ever over who they are communicating with on social networking sites.

According to the Ofcom survey, 83 per cent of eight- to 11-year-olds and 93 per cent of 12- to 15-year-olds say they are confident that they can protect themselves on the internet.

However, the poll also found they are more likely to use social networking sites to communicate with strangers than they were in 2011. Among those aged eight to 11, a quarter now chat online to people not directly known to them, up from 12 per cent last year. For the 12 to 15 age group, the figure was 24 per cent in 2011, rising to 34 per cent today.

Those aged eight to 11 typically have 92 social networking 'friends', while for those in their early teens the average rises to 286.



How the Generations Have Come Together!



Tablet



Smartphone

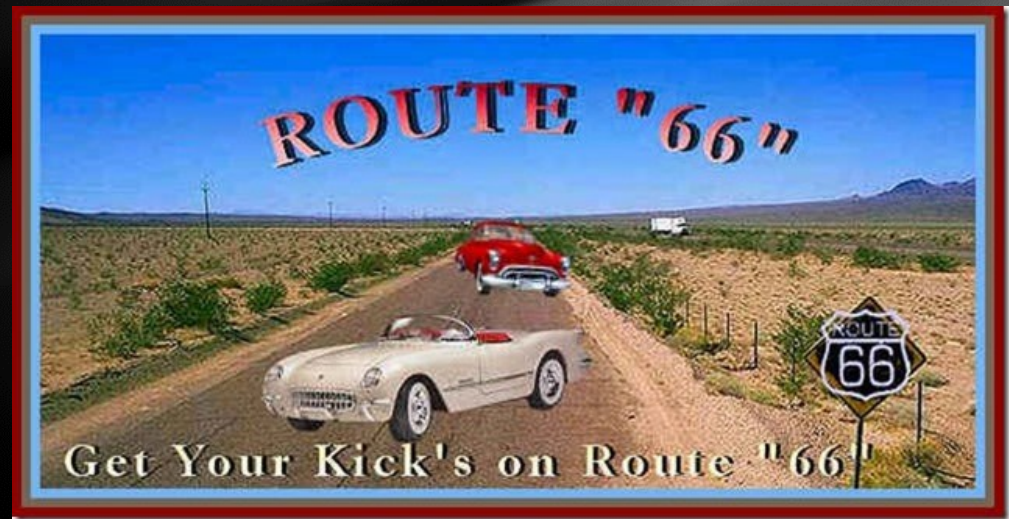


**Taking All Of This Into
Consideration...**

***How (and Why) Do You Market To
Each Generation?***

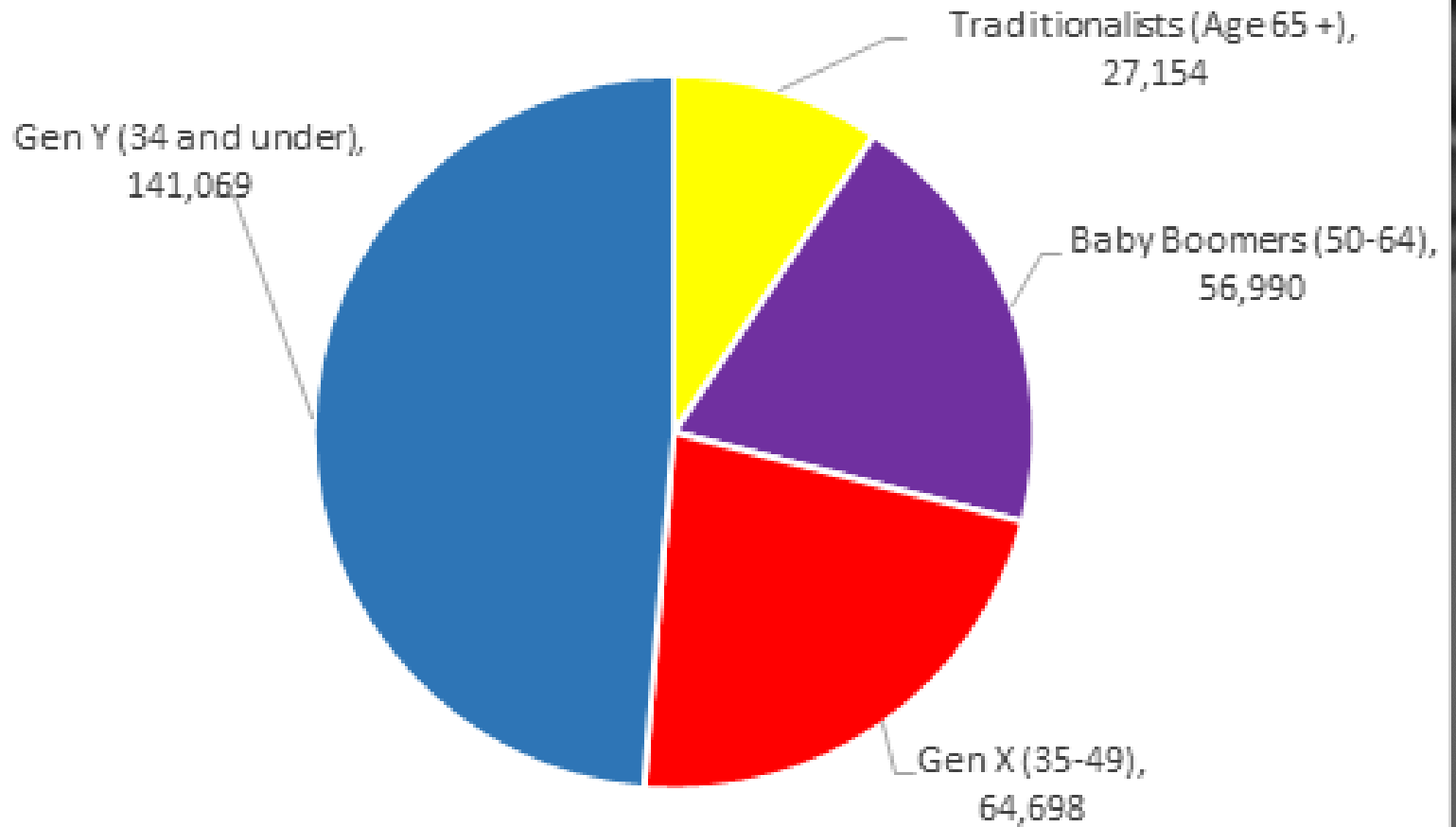
Why Market Differently to Each Generation?

- ✓ First, you must understand your greater marketplace (SCV Demographics)
- ✓ Next, you must understand your product or service and where it fits in with each generation (and does it fit in with each?)
- ✓ Each generation has different/unique:
 - expectations
 - experiences
 - generational history
 - lifestyles
 - values, and
 - demographics that influence their behaviors

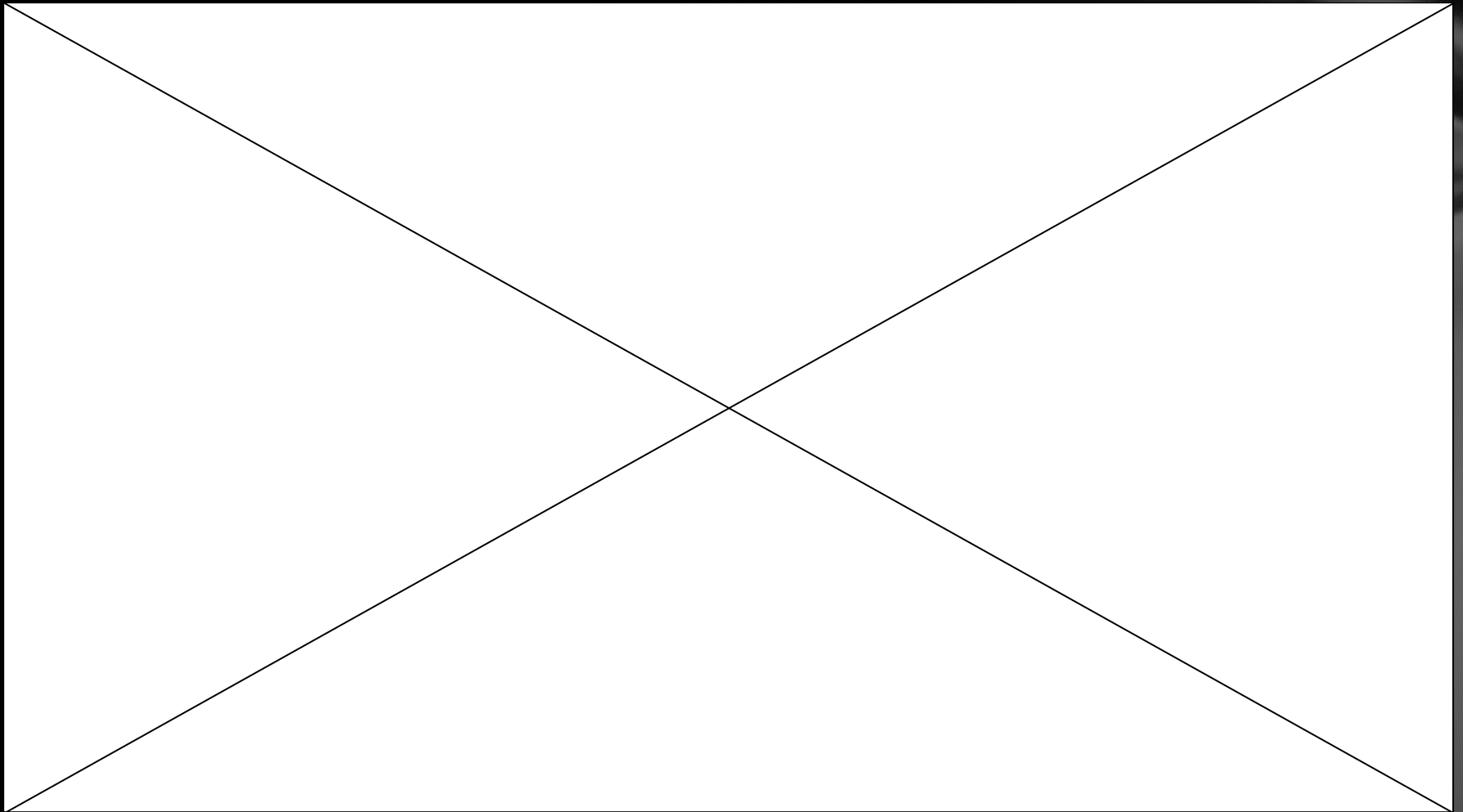


Different things motivate and resonate with each generation.

The SCV by Generation



Toyota Commercial



How to Market Differently to Each Generation

Successful companies create marketing plans

- If you are just starting your company – or restarting – it is imperative to create a marketing plan before you start to sell.
- To create a solid plan, you must first:
 - **Do your homework**
 - ✓ Determine which generation (generations) you will be targeting
 - ✓ Understand what makes them tick
 - ✓ Establish your credibility
 - ✓ Use a clear, tactful tone
 - ✓ Make your presence clear
 - ✓ Gather and present evidence to support your points/position
 - ✓ Tailor your subject matter to the listener
 - ✓ Appeal to the subject's emotion to reach inside the loves, hates, fears and frustrations

THEN

Dense copy, homey feel, multiple images



NOW

Bold colors, clear, concise, sleek

Next you must

- ✓ Understand your audience
 - Different age groups have different emotional needs and interests
 - Keep top of mind that what resonates with a Baby Boomer might go right past a Gen Xer
 - Do you know where your audience consumes their news and entertainment?
 - *Does your audience listen to the radio, watch television, use social media, etc?*



If you want to reach your audience, **you need to understand what they value and where they come from!**

Most importantly, you must

- ✓ Determine how you will get your message to your audience
 - Traditional Advertising
 - Will you pursue Broadcast/TV? Radio? Print?
 - Cable or network? Magazines? Newspapers? Newsletters?
 - New Media
 - Online ads?
 - Banner, tower, landscape or pop-up?
 - Blogs, viral videos, social media, e-coupons, email or SMS text messaging?

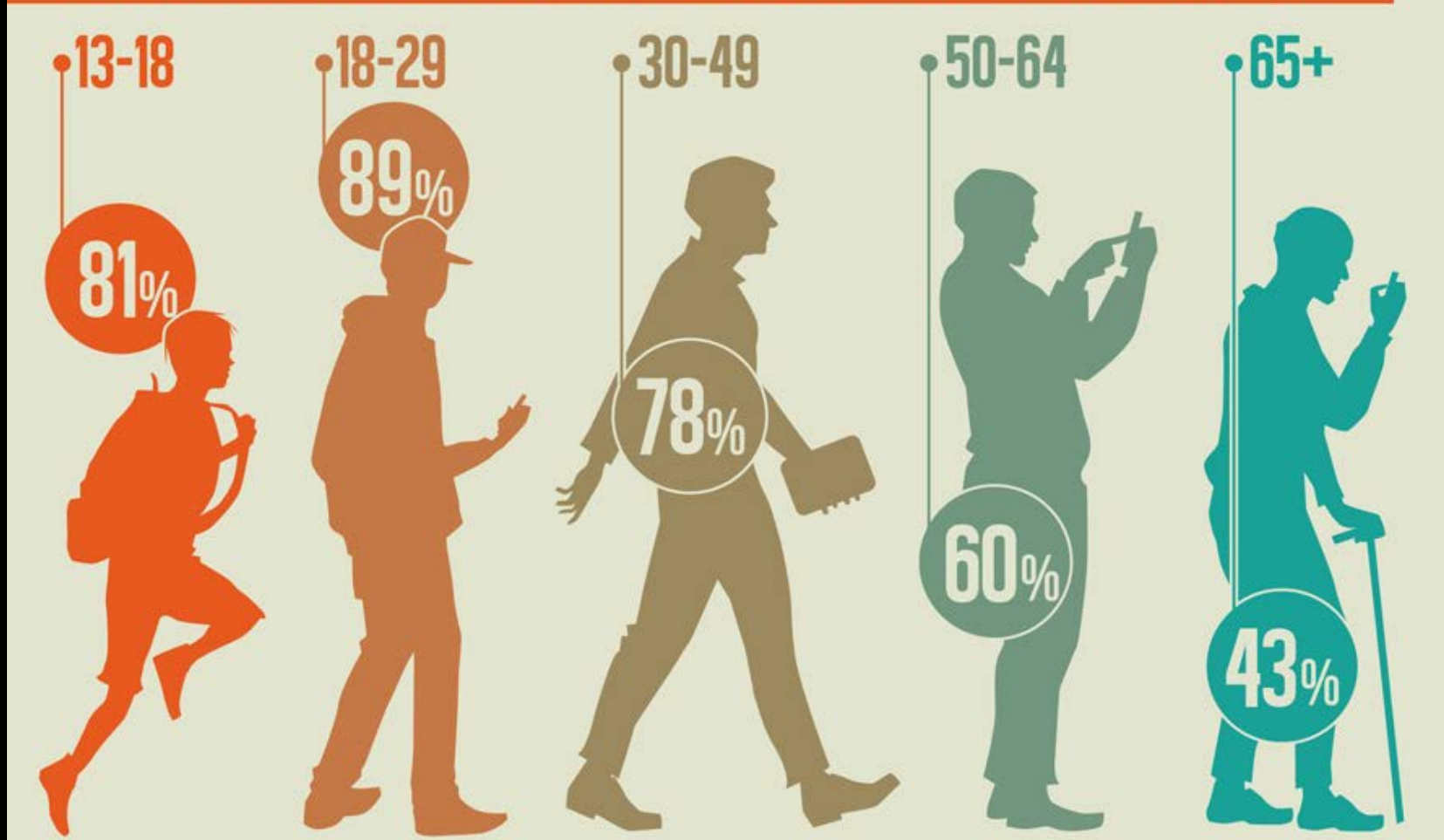


Or, is there something even newer?

Understand Your Audience:

If you want to use social media, make sure you know how your target audience uses it (if they do) and plan accordingly.

AGE BREAKDOWN (OF SOCIAL MEDIA USERS)



How to Market to...Traditionalists

- ✓ Remember that they
 - Are very loyal and have a “penny-saved-is-penny-earned” mentality
 - Control more than 70% of the net worth in U.S. households
 - Are courteous and straightforward approach
 - They love holiday cards and thank-you notes
 - Being polite is important to them
- ✓ They respond to the following messages and mediums:
 - Direct Mail, Print Advertising, TV, Radio
 - Marketing with a personal touch.
 - Tradition sells

How to Market to...Traditionalists

The Bottom Line:

- ✓ They respond well to a brand that has been around – which could be an obstacle for startups.
- ✓ A startup needs to look at the positive attributes of a brand that has longevity, and bring those attributes to the table.

How to Market to...Traditionalists

The Dos and Don'ts

DO

- ✓ Remember they have active lifestyles
- ✓ Earn their trust (person's handshake is their bond)
- ✓ Use relatable celebrities
- ✓ Reference "Made in the USA"
- ✓ Depict recreational vehicles
- ✓ Provide samples
- ✓ Guarantee ease of use
- ✓ Formal written and face-to-face language
- ✓ Use formal greetings and salutations such as Sir or Mr.
- ✓ Use print media or face-to-face
- ✓ Acknowledge service to country

DON'T

- ✓ Stereotype services
- ✓ Depict them as helpless or dependent
- ✓ Depend on mobile marketing and text messaging



How to Market to...Baby Boomers

They are considered “The Most Valuable Generation” and

- ✓ They are responsible for \$230 billion in sales for consumer package goods annually
- ✓ They control 70 percent of the nation’s disposal income
- ✓ That 67 percent said they spend more time on their hobbies and interests when they retire
- ✓ They make up to half of the U.S. population
- ✓ They’re happier now than ever because they think that 50 is the new 20

How to Market to...Baby Boomers

- ✓ Recognize that they follow behind with online marketing strategies
- ✓ They respond to Direct Mail and traditional media
- ✓ They respond to email marketing
- ✓ They connect through hobby-related groups
- ✓ Facebook is dominant and the fastest growing segment in Baby Boomers

How to Market to...Baby Boomers

The Dos and Don'ts

DO

- ✓ Share images appropriate to their lifestyle, not their age
- ✓ Employ traditional marketing
 - Direct mail
 - Television
 - Face-to-face conversations
 - Word-of-mouth communications from trusted advisors and friends
- ✓ Engage this audience through open houses or social gatherings
- ✓ Focus on building value and they will be less price sensitive if they are getting a superior product and good value
- ✓ Given that Internet usage by Boomers is over 70%, use the Internet as a communication vehicle, but make it easy to navigate with large fonts

DON'T

- ✓ Use words or phrases such as
 - *Senior citizen*
 - *Silver Hair*
 - *Aging*
 - *Mature*
 - *Golden Years*
 - *Golden Agers*
 - *Prime of Life*



How to Market to...Gen Xers

Remember that they are

- ✓ Referred to as the “MTV Generation”
- ✓ Approximately 60 million in number
- ✓ Adopters of Mobile Technology
- ✓ Lovers of Independence, Flexibility & Freedom
- ✓ Risk Averse

How to Market to...Gen Xers

- ✓ 86% of Gen X bring in the mail the day it's delivered: important because they DO respond to direct-mail (timely calls to action are a good tactic to consider)
- ✓ They like to read more reviews, and visit more opinion sites.
- ✓ How to reach them:
 - Direct Mail
 - Yelp and opinion websites
 - Search Engine Advertising
 - Individual targeted direct mail (not to the family, but to the individual)

How to Market to...Gen Xers

The Dos and Don'ts

DO

- ✓ Keep in mind that, in general, this generation:
 - ✓ Is a good candidate for a mix of old and new media
 - ✓ Has greater financial restraints, they often shop at value-oriented retailers
 - ✓ Is focused on earning a living, not loyalty
 - ✓ is personified by a good deal
- ✓ Use technology: Xers are tech savvy, and understanding their use of technology in your messaging is critical
- ✓ Emphasize such communication methods as the Internet, e-mail, multi-media, word-of-mouth, social events and peer gatherings.
- ✓ Remember, they do respond to direct mail

DON'T

- ✓ Use grand statements, (they don't believe them; they are the "show me" generation)
- ✓ Forget that they believe actions over words
- ✓ Forget that they love to receive information and provide feedback



How to Market to...Gen Yers

- ✓ Remember that
 - You have to do it their way
 - They control \$200 Billion in buying power
 - They value Social Networking
 - They are not shy about sharing opinions
 - They expect to participate in product development and marketing
 - Are highly influential; swaying parents and peers

They do not respond to direct mail but they DO respond to items such as Groupon

How to Market to...Gen Yers

- ✓ They want a personal connection with your product – take a picture of your featured coffee each day with your iPhone and put it up on your Facebook page for your brand fans to see. *They'll like it.*
- ✓ Small risks on novel products and services might hit big. You have to temporarily suspend your notion of ROI.
 - Technology allows you to do a test every day.
 - Social channels will tell you quickly if your little bet will hit with Millennials.
- ✓ Another good example is PayPal, which has really upped the cool factor of a pretty boring service by regularly having guest Instagrammers take over their Instagram account, posting interesting images that demonstrate what people can accomplish using PayPal.

How to Market to...Gen Yers

The DOs and DON'Ts

DO

Keep in mind that they

- ✓ Value speed when getting information
- ✓ Prefer that you reach them through social media (Twitter, Facebook, Instagram) and all other technology-based “instant” messaging
- ✓ Respond to internet sites, TV and video game advertising
- ✓ Expect their internet experience to be interactive
- ✓ Use humor

DON'T

- ✓ Use in-your-face messaging
 - Use subtle messages and local references to deliver message Gen Yers can relate to
- ✓ Forget to use humor!
- ✓ Be boring, demonstrate creativity in your message



Why is Fundraising Important?

- ✓ **Helps charities and non-profit entities**
 - ✓ Build relationships with community partners
 - ✓ Reach their goals
 - ✓ Serve their constituents
 - ✓ Conduct further research
 - ✓ Create and fund dreams
- ✓ **At COC, fundraising is important because it**
 - ✓ Augments state funding
 - ✓ Allows us to create better facilities for our students
 - ✓ Allows us to offer more programs for students
 - ✓ Improves the student experience
 - ✓ Creates a tighter bond between the College and the Community

**Why is it
important
to YOU?**



QUESTIONS?