Project Introduction

“We struggle to connect with Millennials.”
Project Background

- Primary research
- Secondary research
- Synthesis
- Practical suggestions
Guiding Theory

Millennials’ perception of MwC

AGREEMENT

MwC’s perception of Millennials

AGREEMENT PERCEIVED

MwC’s estimation of the perceptions of Millennials

AGREEMENT

Millennials’ estimation of the perceptions of MwC

ACCUACY

AGREEMENT PERCEIVED
Ministry with Community
Ministry with Community

The Service Desk

"We care for them, to hear about them, we give them the chance on every contact to have the support and the guidance of caring people. It's not the number of people we would like to see in the service that day, but the number of people who have come in during the day," said Fernando Cano, a Ministry with Community staff member.

Ministry with Community rebuilds lives

The Service Desk staff manage a janitorial service firm, which provides the facility with a variety of cleaning services. According to Cano, the staff works to provide the best possible experience for the customers, regardless of their background or circumstances.

November 2020

Ministry with Community

Ministryw/Community

@KrooolMac

MwC is Kalahari's only daytime drop-in shelter helping people in crisis. Our doors are open 365 days/year to anyone, regardless of belief or circumstance.

@KrooolMac
@ministrywithcommunity

on Jul 2012

Ministry with Community

Ministryw/Community

@KrooolMac

Ministry with Community

Ministryw/Community

@KrooolMac

Ministry with Community

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Literature Review

WHO ARE MILLENNIALS?

• Diverse
• Heroic
• Team-oriented
• Social media
• Sporadic
• Demand transparency
• Tech-savvy
• Like stories

CHALLENGES FOR MWC

• High expectations
• Peer Influence
• Volunteer opportunities
• Communication practice
• Frequent communication
• Limited staff capacity
Research Gaps

How do you initiate relationships with Millennials?

What are local Millennial behaviors, beliefs and preferences?
Survey Implementation

- 58 millennial respondents
- Associated with WMU
- Demographics
- Awareness of MwC
- Social issues in Kalamazoo
- Volunteering
**Significant Survey Findings**

<table>
<thead>
<tr>
<th>Response</th>
<th>% Total Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>62.1%</td>
</tr>
<tr>
<td>Yes</td>
<td>27.6%</td>
</tr>
<tr>
<td>Unsure</td>
<td>10.3%</td>
</tr>
</tbody>
</table>

**Q7.** Prior to this survey, had you heard of the organization Ministry with Community?
## Significant Survey Findings

<table>
<thead>
<tr>
<th></th>
<th>% Total Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word-of-mouth</td>
<td>87.5%</td>
</tr>
<tr>
<td>Social media</td>
<td>68.8%</td>
</tr>
<tr>
<td>Volunteering opportunity</td>
<td>50.0%</td>
</tr>
<tr>
<td>Local news</td>
<td>31.3%</td>
</tr>
<tr>
<td>Organizational website</td>
<td>25.0%</td>
</tr>
<tr>
<td>Other</td>
<td>25.0%</td>
</tr>
</tbody>
</table>

*The percent total of respondents is greater than 100% because respondents could select multiple answers.

### Q8.
Prior to this survey, where had you heard of Ministry with Community? (Check ALL that apply)
## Significant Survey Findings

<table>
<thead>
<tr>
<th>Significant issue</th>
<th>Significant issue</th>
<th>Somewhat an issue</th>
<th>Not at all an issue</th>
<th>I have no opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homelessness</td>
<td>75.4%</td>
<td>22.8%</td>
<td>0.0%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Drug abuse</td>
<td>70.2%</td>
<td>26.3%</td>
<td>1.8%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Crime</td>
<td>61.4%</td>
<td>38.6%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Hunger</td>
<td>50.9%</td>
<td>36.8%</td>
<td>5.3%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Poverty</td>
<td>49.1%</td>
<td>43.9%</td>
<td>3.5%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Graduation rate</td>
<td>35.1%</td>
<td>40.4%</td>
<td>10.5%</td>
<td>14.0%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>31.6%</td>
<td>54.4%</td>
<td>3.5%</td>
<td>10.5%</td>
</tr>
<tr>
<td>Affordable housing</td>
<td>28.1%</td>
<td>47.4%</td>
<td>15.8%</td>
<td>8.8%</td>
</tr>
<tr>
<td>Infant mortality rate</td>
<td>19.3%</td>
<td>33.3%</td>
<td>15.8%</td>
<td>31.6%</td>
</tr>
</tbody>
</table>

Q4. How great an issue do you consider the following social issues to be in the city of Kalamazoo?
Q12. Where do you find volunteering opportunities? (Check *ALL* that apply)

<table>
<thead>
<tr>
<th>Source</th>
<th>% Total Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word-of-mouth</td>
<td>72.5%</td>
</tr>
<tr>
<td>I volunteer through my college/university</td>
<td>70.6%</td>
</tr>
<tr>
<td>I volunteer through my place of worship</td>
<td>27.5%</td>
</tr>
<tr>
<td>Online volunteer opportunity aggregators</td>
<td>27.5%</td>
</tr>
<tr>
<td>Bulletin boards</td>
<td>15.7%</td>
</tr>
<tr>
<td>Other</td>
<td>11.8%</td>
</tr>
</tbody>
</table>

*The percent total of respondents is greater than 100% because respondents could select multiple answers.*
Q9. What are the first three short words/phrases that come to mind when you hear the organizational name Ministry with Community?
Practical Suggestions: Volunteering

- Increase overall awareness
- Harness peer networks
- Specialized volunteer opportunities
- Publicize opportunities
Practical Suggestions: Social Media

• Regular, original, engaging posts
• Professional quality
• Two-way communication
• Outcomes, not outputs
• Internship
• Partner with KVCC
Practical Suggestions: Naming
Conclusion