

# HOW WE ENGAGE MILLENNIALS

While positive, solution and possibility focused people are found among all social groups, there is a remarkable predisposition to this approach among Millennials. This group is larger than the Baby Boomers, with over 90 million Millennials in North America alone. Here are some characteristics of Millennials and how they are reflected in our program

## Millennials

- 1 They want to be part of an organization that makes a difference and allows its people to be involved in making that difference
- 2 They grew up on games on different platforms. As a result they have a strong affinity for anything that's "gamified."
- 3 Incredibly comfortable with technology, especially mobile technology.
- 4 They hunger for feedback

## Program

- 1 The program builds your team by actively involving them in providing hundreds of thousands of meals/year to people in need. This becomes a continual conversation about the ongoing impact of the organization
- 2 This program has at its core a challenge between different teams to have the biggest impact, along with prizes
- 3 The challenge is run through mobile services and apps. Indeed, one of the benefits is an app that gives them access to thousands of dollars of discounts
- 4 In the challenge, they have immediate online access to standings and results. After the challenge, they will receive quarterly updates on how many meals their efforts are providing