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Autore	Saratovsky Kari Dunn <1979->
Titolo	Cause for change : the why and how of nonprofit millennial engagement // Kari Dunn Saratovsky, Derrick Feldman ; foreword by Jean Case
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Altri autori (Persone)	FeldmanDerrick <1978->
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Soggetti	Generation Y - Employment Youth - Employment Nonprofit organizations Intergenerational communication Personnel management
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The importance of the next generation and why they matter to you -- Developing your millennial engagement strategy -- Generation connected -- A call to action -- The power of peer influence -- The millennial donor -- Millennials in the workplace -- Millennials as nonprofit leaders.
Sommario/riassunto	A nonprofit leader's guide for engaging millennial's in all aspects of a nonprofit organization Written by Millennial about Millennial's, Cause for Change examines strategies for engaging Millennials as constituents, volunteers, and donors, and focuses on how organizations can realign themselves to better respond to this group of 80 million strong. At the heart of this research-based guide is the Millennial Development Platform, an action-based rubric developed by the authors and included in each chapter to help organizations create the infrastructure for a long-term millennia