

Millennials Matter!

Motivating and Mobilizing a New Generation for Gender Equality in America

RELEASE IN FULL

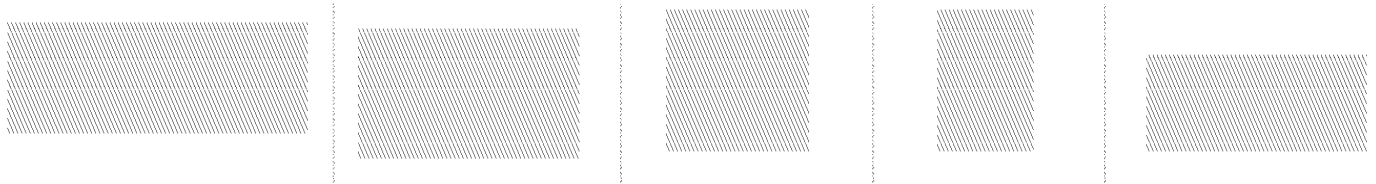
**Our goal is to
inspire and enable
young Americans to
take action.**

Millennials Matter Vision:

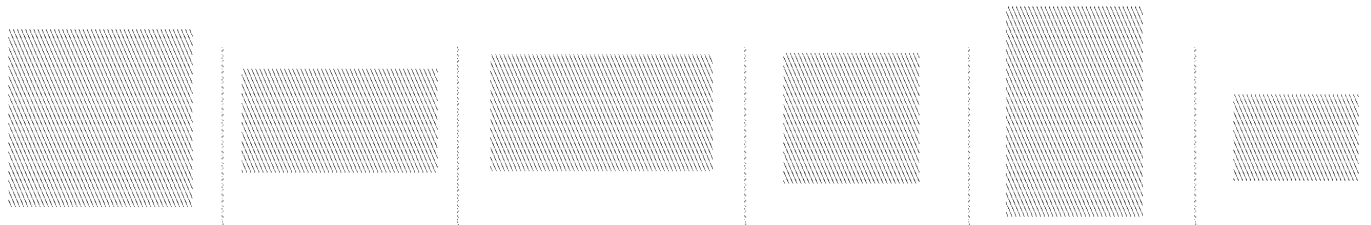
The largest generation in history actively supports causes that improve the lives of women and girls in America—and enable everyone to reach their full potential, regardless of their gender.

A diverse group of established leaders and emerging voices have contributed insights and ideas to shape this initiative.

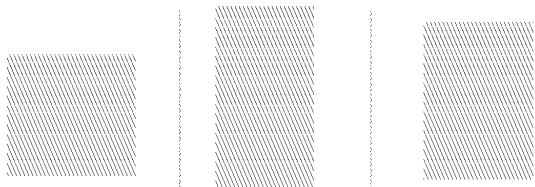
FOUNDATIONS



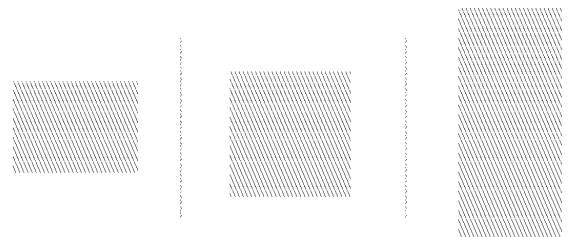
ACTIVISTS



MEDIA



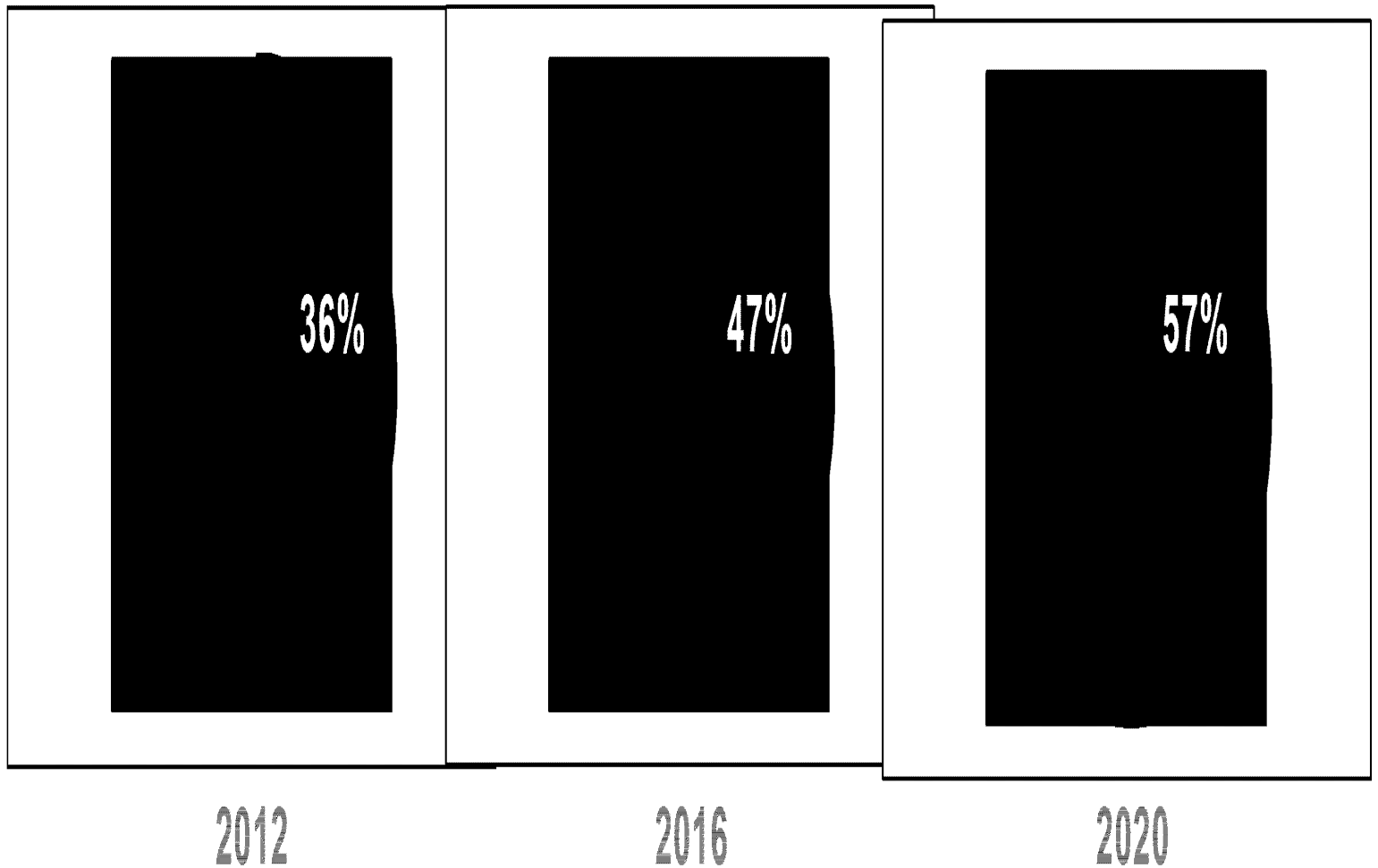
OTHER



Why do Millennials matter?

They have a major voice in politics and policy.

Percentage of Millennials in the national electorate:



** Benenson Strategy Group projection of likely voters*

Their social values and life experience suggest they support equality.

They're the most diverse generation ever.

They come from diverse family structures.

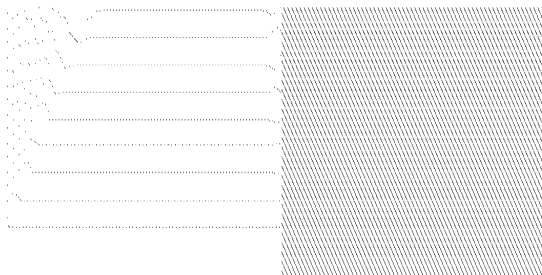
They are attaining high education levels.

They support social values and causes.

But many don't perceive a problem with gender equality in the U.S.

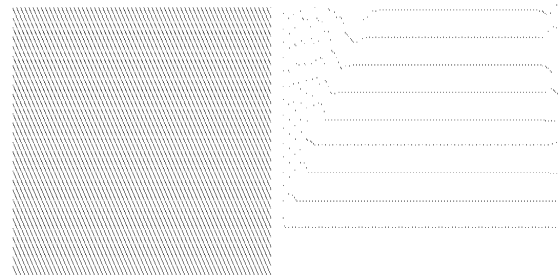
45%

see **NO** advantage to being
a man or woman in the U.S.



13%

see a **greater** advantage
to being a woman



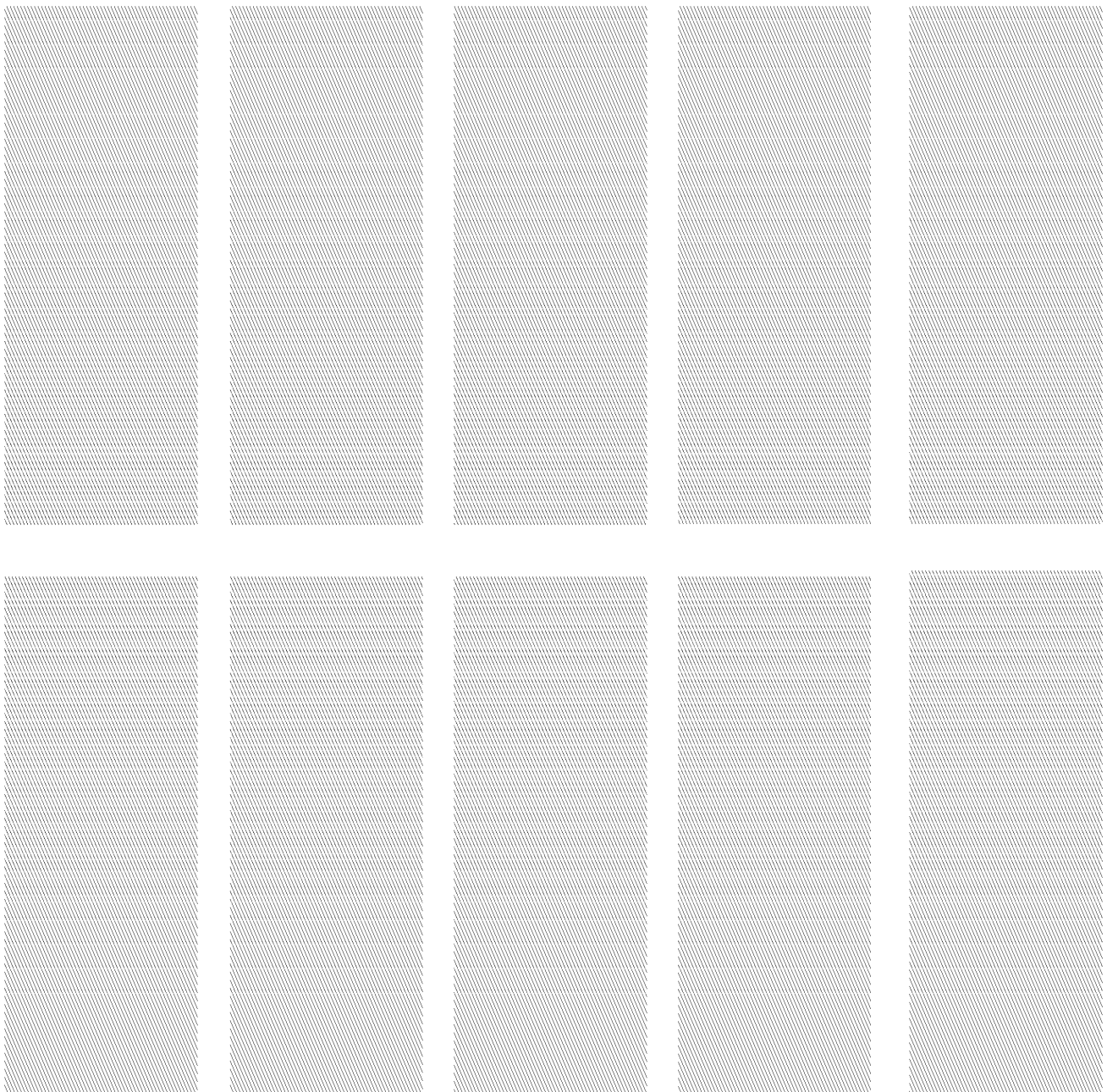
** CBS News Poll*

It's no surprise: Gender equality gets a small share of attention in national social media conversation.

Our content analysis of social media conversation found that gender equality got less attention in 2012 than many other issues (even marijuana legalization).

Politicians and pundits are driving the debate about women.

Six of the top 10 most visible messengers on women's issues in 2012 were male politicians and pundits, as determined by our news media content analysis.

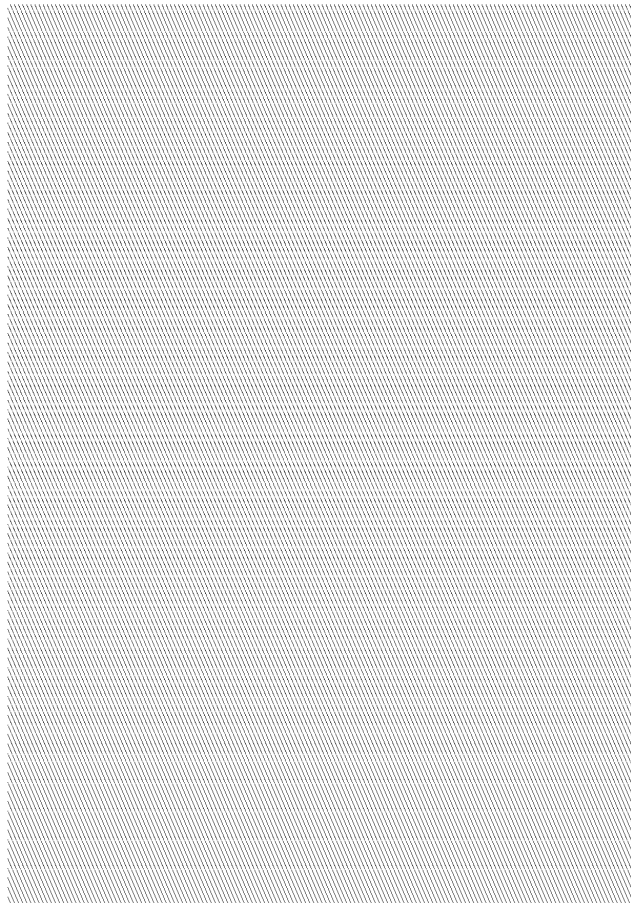
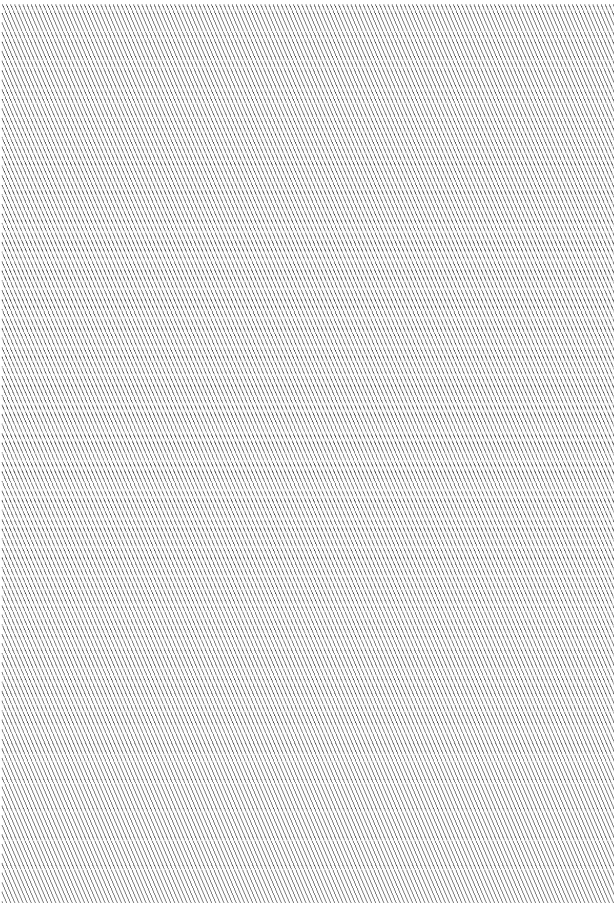


The political debate does not reflect the concerns of many women.

Political debate on gender issues, as reflected in news coverage and commentary, focused almost entirely on reproductive rights and pay equity (left). Grassroots conversation, as reflected in social media, covered a much wider range of issues (right).

KEY WORDS THAT DROVE
EARNED MEDIA DIALOGUE

KEY WORDS THAT DROVE
SOCIAL MEDIA CONVERSATION



Our next step is to conduct groundbreaking research with women and men, which will show how to inspire and engage Millennials.

Ethnographic Interviews

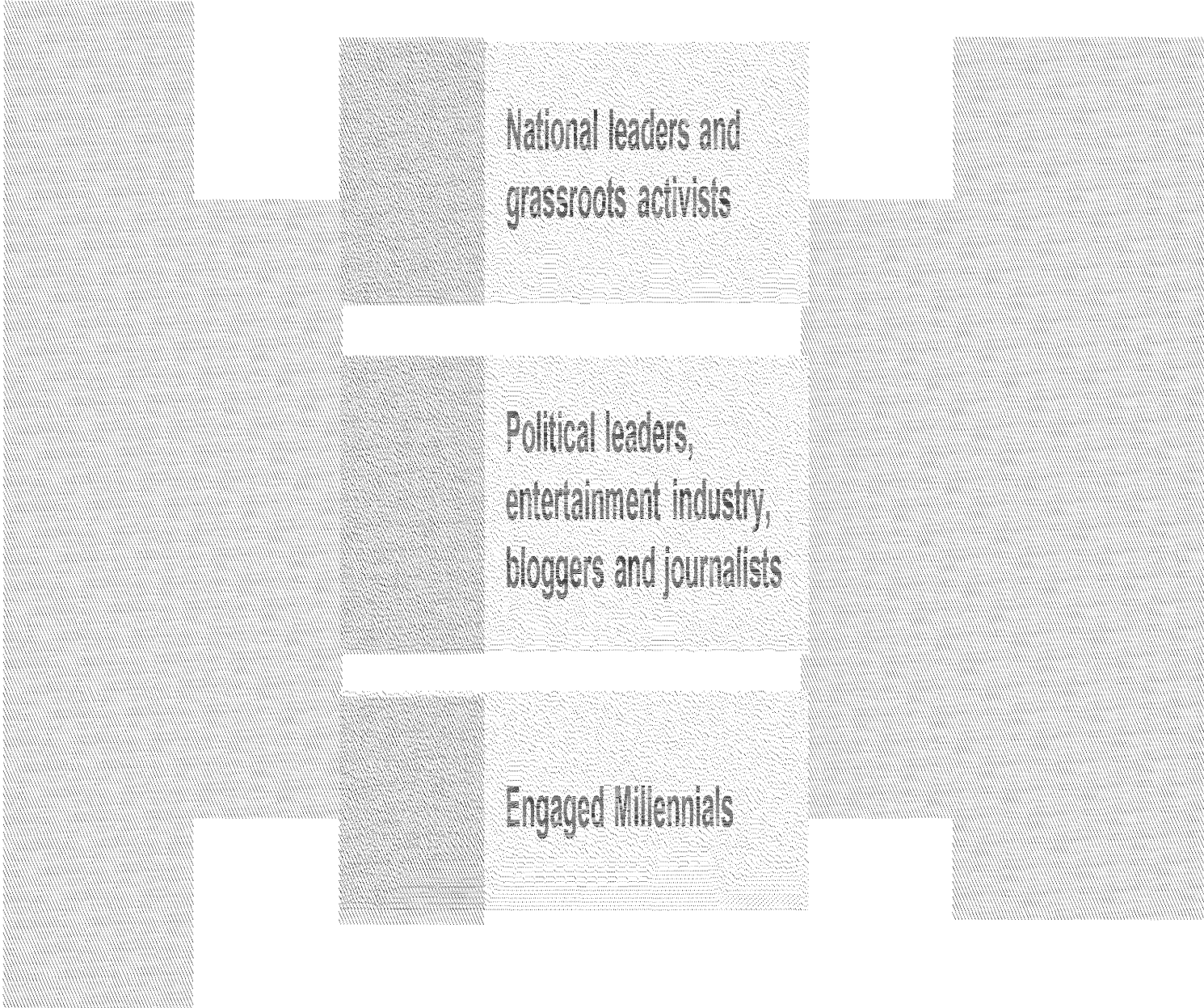
Exploratory Focus Groups

Winning Words Focus Groups

National Millennial Survey

Millennial Mobilization Study

The research will help us create an aspirational narrative that will motivate Millennials. We'll also offer content, tools and training that will empower champions to mobilize them.



National leaders and grassroots activists

Political leaders, entertainment industry, bloggers and journalists

Engaged Millennials

Insights, Content, Tools & Training

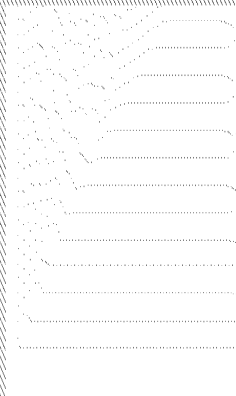
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Influentials

=

Mobilized Millennials

**We'll create
a digital resource
center providing
research, tools,
content and
connections—
for movement
leaders,
grassroots
activists and
young people who
want to get
involved.**



We'll work to change the dialogue in Washington and Hollywood, mobilize young people on college campuses—and strengthen the message delivered by movement leaders and advocates.

**Changing the Political Dialogue:
Outreach to Politicians
and Pundits**

**Changing the Cultural Conversation:
Hollywood Writers'
Workshops**

**Mobilizing Millennials:
College Campus Tours**

**Strengthening the Movement's Message:
Training for National Leaders and
Grassroots Activists**

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