



► MEMO

RELEASE IN FULL

To: Secretary Clinton

From: Doug Hattaway

CC: Ambassador Verveer

Date: November 23, 2012

Re: Update: Motivating and Mobilizing Millennials for Gender Equality in America

I hope you're doing well, and getting some well-deserved R&R. You asked to be kept up-to-date on this initiative, which has made great strides since Melanne and I discussed it in September. As you may recall, the goal of *Millennials Matter* is to inspire the largest generation in American history to make gender equality a priority—and to take action in support of leaders and organizations working on a wide range of issues important to women and girls in the U.S.

To date, we've engaged a great group of thought leaders and advocates to identify the need and flesh out the plan. They agreed that the movement needs a new narrative that speaks the language of a new generation, as well as guidance and resources for connecting with young people in meaningful ways.

My team conducted a landscape analysis of existing research on Millennials and gender issues, and were shocked to discover how little has been done to understand this generation's views on the topic. We've also reviewed the activities of a wide variety of groups working on these issues domestically, and analyzed the public dialogue on gender equality in U.S. media. As shown in the accompanying visual briefing, much of it misses the mark and fails to connect with the concerns of this generation.

Our next step is to conduct groundbreaking research in 2013 with Millennial women and men. We plan to explore Millennials' values, attitudes and beliefs toward gender equality; their motivations to engage with the cause; and the best tools and techniques for getting them involved.

This memo, and the visual briefing, shares our learning and thinking, thus far. We would love to hear your thoughts, and explore ways you might be interested in getting involved.

Vision: Empower Movement Champions to Inspire & Engage Millennials

With initial funding from the Woodcock Foundation, the initiative has been informed by dozens of thought leaders, activists and funders who identified an urgent need to engage young adults currently aged 18-32. This age group will dominate politics and the public dialogue over the next decade, and have the potential to infuse the movement with new energy, resources and people power. However, few organizations have attempted to engage them, and the field lacks insights on the best message to inspire them and the most effective techniques to mobilize them.

To meet this need, our vision to is to empower movement leaders and grassroots activists with:

- Groundbreaking research and a new narrative about gender equality that will inspire Millennials to take action
- Cutting-edge tools and techniques for effectively engaging this generation to get involved in the cause
- Content, training and support to help movement leaders and grassroots advocates be inspiring communicators
- Hands-on engagement to change the political debate, improve the cultural dialogue and raise the visibility of the cause among young people, particularly college students

Key Learning to Date: Millennials Value Equality, But Don't See a Problem

Our analysis confirmed a real need to change the public dialogue on these issues, in order to connect with Millennials. Messages and images reaching young adults through news, entertainment and social media send mixed messages about the problem. And organizations working in the space have not found the right ways to raise awareness, change attitudes and move young people to action.

Our initial research suggested several strategic considerations and opportunities:

- Many Millennials, both men and women, seem to be unaware of gender inequities in the United States today.
- They embrace diversity, and their social values indicate that many would be inclined to support efforts to advance gender equality—if they were aware of the need.
- Support for progressive causes and candidates can't be taken for granted among this generation. For example, President Obama, while maintaining majority support among Millennials in the election, actually *lost* the most ground with Millennials aged 18-22, compared to all other age groups.
- Currently, male politicians and pundits dominate the media conversation about women's issues, and young people are hearing about these issues mostly in the context of partisan politics.
- Judging from the coverage, commentary and conversation in news and social media, the movement seems to be largely on the defensive—reacting to attacks from the right, rather than driving a proactive, positive vision.

Progress to Date: Building Momentum with Movement Leaders

Thought Leaders. A diverse group of thought leaders has contributed ideas and insights. They include national leaders, grassroots advocates, funders, bloggers and others—ranging from the founder of Feministing.com and the CEO of Women Moving Millions to representatives from Google, Ford Foundation, Planned Parenthood, Third Wave, White House Project, and more. (A complete list of people who have contributed ideas is on the next page.)

Half the Sky. We are partnering with the Campus Ambassador Program of Half the Sky, the multi-media campaign launched by New York Times columnist Nicholas Kristof. We'll be conducting research with the Campus Ambassadors, who are organizing their college campuses for Half the Sky, to find out what they're learning about how to engage their peers on gender issues.

CGI. We are also in conversation with the Clinton Global Initiative's Penny Abeywardena, head of the Women and Girls Program, and Bill Wetzol, director of CGI University. We are exploring ways to partner with CGI and CGIU to raise the visibility of these issues and engage U.S. college students in the cause.

Potential Funders. We have initial funding from the Woodcock Foundation, which will cover the qualitative research planned for early 2013. We are cultivating interest among potential funders, including representatives from Women Moving Millions, the Ford Foundation, the Ms. Foundation and the Women Donors Network.

On December 3rd, we're holding a discussion with nearly 100 thought leaders, activists and Millennials at Google's New York headquarters for to generate ideas for our in-depth research with young people in 2013. We plan to keep this network engaged throughout the R&D phase, so that we have a cadre of committed champions ready to make use of the learning and resources that result from this work.

Thank you for your continued interest in this initiative—and for all you do to empower women around the world. If you're interested in learning more, we'd be glad to brief you and explore ways that you might get involved.

Thought Leaders

Jimmie Briggs – Man Up

Jennifer Buffett – NoVo Foundation

Tiffany Dufu – White House Project

Nina Gidwaney – Women Moving Millions

Julie Greene – AFL-CIO

Maya Harris –Ford Foundation

Jessica Houssian – Women Moving Millions

LaShawn Jefferson – Ford Foundation

Ileana Jimenez –Feminist Teacher

Margot Kane – Calvert Foundation

Anjali Kumar – Women’s Leadership Steering Committee, Google

Vivien Labaton – Atlantic Philanthropies

Courtney Martin – Valenti Martin Media

Heather McGhee – Demos

Ted Miller – NARRAL

Elizabeth Patella – Acumen Fund

Mahsa Pelosky – The White House Project

Amy Richards –Third Wave Foundation

Pamela Shifman – NoVo Foundation

Mini Timmaraju – Planned Parenthood

Jessica Valenti – Feministing.com

Vanessa Valenti – Valenti Martin Media

Melanne Verveer –State Department Office of Global Women’s Issues

Jamia Wilson – Women’s Media Center

Yasmina Zaidman – Acumen Fund

Jacki Zehner –Women Moving Millions