With the future of fundraising and giving in the hands of our millennials, here are three ways to engage and empower them to dig deep and donate: Embrace social media maestros. Understanding how to develop a targeted social media strategy for amplification purposes will help propel your organization forward. Literally tapping into the massive uptake of mobile payments, The Princess Margaret Cancer Foundation (PMCF) provides a great example of making donations more convenient for the wired generation. At PMCF's recent 2015 Road Hockey to Conquer Cancer tournament, they partnered with Visa, Mobeewave and Global Payments to collect donations by a tap of the card on a stand-alone mobile phone.