PR News, or other public relations news sites, could use this persuasive writing piece to persuade young adults to begin charity work by educating them on the benefits through factual information and personal stories. The target audience for this piece is young adults, and more specifically those in the millennial decade. Another target audience are businesses that could benefit from having young adults do charity work fort them. This piece will be posted on PR News’ blog spot.

The Importance of Doing Good, Starting Now

“Everybody can be great… because anybody can serve. You don’t have to have a college degree to serve. You don’t have to make your subject and verb agree to serve. You only need a heart full of grace. A soul generated by love.” Spoken by Dr. Martin Luther King Jr., these words stand as inspiration to anyone who has ever felt like they can’t make a difference. By practicing in small acts of service you can make a difference and lead a happier, healthier and fuller life. There are many important reasons why individuals should start doing charity work and giving back to their community as young adults. Some reasons include as the current young adult generation millennials are known to have a sense of urgency when it comes to doing charity work, giving back leads to a healthy life and doing charity work provides us with the opportunity to leave a positive mark on our world. However, the main reason is because while we are trying to find ourselves in college, we realize the things we are truly passionate about, and we can find a charity to support that matches our passions and continue to support throughout our lives.

As millennials you are going to be the generation to change how charity work is perceived. Millennials are individuals born somewhere in between the 1980s and early 2000s. In a research study conducted in February of 2014, Pew found that millennials are not attached to organized politics and religion, linked by social media, burdened by debt, distrustful of people and in no rush to marry compared to past generations. Because of these results some people view this generation as slackers who don’t care about anything. However, part of Pew’s Research suggests otherwise. Pew found that 49 percent of millennials are optimistic of the future and believe that America’s best years are still to come. In the 2013 Millennial Impact Research, research showed that millennials are most likely to get hands-on with causes they care about when organizations offer a range of volunteer opportunities. This new information has lead to more and more companies starting to offer these types of opportunities. So my advice to all of the millennials who are just graduating college, look for businesses that provide their employees these type of charity work opportunities. To make things better, try to find businesses that provide service or donations to a cause you already support!

One great thing charity work does for us is that it generally makes us happier and healthier. Some may argue that doing charity work is a waste of time and can be spent doing other, more productive tasks. However, in an article by Sara Konrath, Director of Research in the Interdisciplinary Program for Empathy and Altruism Research at the University of Michigan, she argues that charity work is a good way to spend extra-curricular time because it increases people’s health. Konrath makes three main points to support her reasoning. She believes that any activity is a good activity, social connections can be good for us and it gives us a deep sense of happiness. If you are looking for a way to lead a healthier life, then you should consider giving back to your community, even if it is just an hour or two out of your week.

The last point I would like to make is that by doing charity work we have an opportunity to change the world. One of the common misconceptions with charity work is that it has to be some kind of grand gesture. Don’t get me wrong, going on a mission trip or joining the Peace Corps is great way to give back to the world. Instead of trying to conquer world hunger, there are easy and simple ways that you can give back to someone else or to your community on a day-to-day basis. Some of these options include volunteering at a local food pantry or joining a service organization in your community. We’ve all heard the quote “Be the change you wish to see in the world.” Why not start now?

At the end of the day I want to be able to look back on my life and know that I have done some good. I know that I am still growing and understanding the things I truly care about, but so far in life I have been able to find a charity that I will always support. I can honestly say from first hand experiences that doing service or charity work is so fulfilling. Rarely will you stop and find yourself not smiling while in the process. So I hope that after learning all of the positive reasons behind doing charity work that you are more inclined to give back and share your good.