



Association Tip-of-the-Month

January 2017

Engaging Different Generations at Your Association

Baby Boomers (Born: 1945 – 1960):

- **Coordinate In-Person Meetings & Events:** *Make sure to provide them with several in-person meeting opportunities. They're much more likely to attend those than they are virtual events (webinars, Twitter chats, etc.).*
- **Continue Publishing White Papers, Newsletters, and Other Print Publications:** *Baby Boomer members still want traditional, printed publications. To keep them happy and engaged, make sure to provide them with fresh, valuable content in those simple, traditional formats.*

Generation X (Born 1961 – 1980):

- **Provide Them with Opportunities to Hang Out and Mingle:** *They value a healthy work/life balance. That said, to get them to show up after hours, provide them with fun opportunities to get to know their peers (happy hours, dinners, family nights, etc.).*
- **Keep Processes Efficient:** *If you want them to engage with you, you MUST keep things simple - your meetings, your communications, your payment processes, etc.*

Generation Y / Millennials (Born 1981 – 1996):

- **Create Short, "Snackable" Content:** *The shorter (and more scannable) you can make your association's content, the better. Think blog posts, infographics, social media posts, etc.*
- **Stay Active on Social Media:** *Find out where your Millennial members are at (Facebook, Twitter, LinkedIn, etc.), then engage with them accordingly. (Not sure where your Millennial members are at? Ask! Talk to them at your next meeting or send them a quick survey.)*

Generation Z (Born 1996 – 2015):

- **Take Your Tech Game Up a Notch:** *Make sure your website and emails are mobile-friendly and that you're staying active on social media.*
- **Provide Them with Plenty of Professional Development Opportunities:** *Help your Gen Z members out by providing them with plenty of professional development opportunities (e.g. accreditations, certifications, mentoring programs, etc.).*