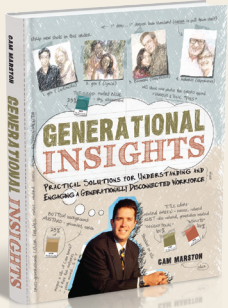


From the leading expert on the generations and author of *Generational Insights*.



Membership

“Last one to leave...”

...turn out the lights.” That might be the last agenda item for many associations given the demographic challenges to their membership. Younger generations, particularly Generation X and Millennials, have exhibited little interest in joining trade groups or going to conventions. The workplace has been adapting to new generational attitudes for several years, but the association world is just now feeling the pinch. As Millennials launch their careers and Gen Xers move into leadership positions, neither generation has appreciated the benefits of professional associations in the same way as those that came before them. How can associations attract, recruit and retain members of these youngest generations? The answer is key to survival.

“How can associations attract, recruit and retain members of these youngest generations?”

“What’s in it for me?”

Younger generations frequently ask, “What’s in it for me?” Like the question or not, associations must provide an answer. What can associations offer generations who:

- Prefer social networking to professional networking.
- Think face-to-face meetings are a waste of time.
- Won’t sit through a presentation on a subject they can Google.
- Don’t believe in “paying dues,” whether literal or figurative.

On the other hand, younger generations have some attributes that make them a natural fit for associations. For example, Millennials enjoy spending time with peers, are oriented toward community, and are predisposed to volunteer. By sharpening the generational appeal of your group and offering benefits that younger members will appreciate, associations can assure that the torch will be passed and the lights will stay on.

A “How-To” Guide to Multigenerational Membership

This presentation will help you bridge the chasm between your association and your prospective members. You will learn what makes each generation tick and why what worked in the past won’t fly anymore. Most importantly, you will learn what you can do to help secure the future of your organization. You will understand:

- The differing biases and values of all four generations - Matures, Boomers, Xers and Millennials.
- How generational differences impact decisions to join associations.
- The benefits Generation X and Millennials are seeking from their Memberships.
- How to create new offerings that will attract the youngest generations.
- The best way to market your association to the next generation of members.

Learn how to “get into the heads” of your next generation of members and give their memberships distinctive value. Then develop appeals and benefits that will attract and retain members from every age group, ensuring that your association, its values, and all the hard work invested in it continue to shape your profession for generations to come.



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