



Young Members: ENGAGEMENT

Tactics to Keep Millennials and Gen Z Active

Understanding how young members gain awareness of, and learn more about, an organization is important for acquisition but it's not enough. Application of these learnings remain important as associations look to engage young members.

The Impact of Digital Communication

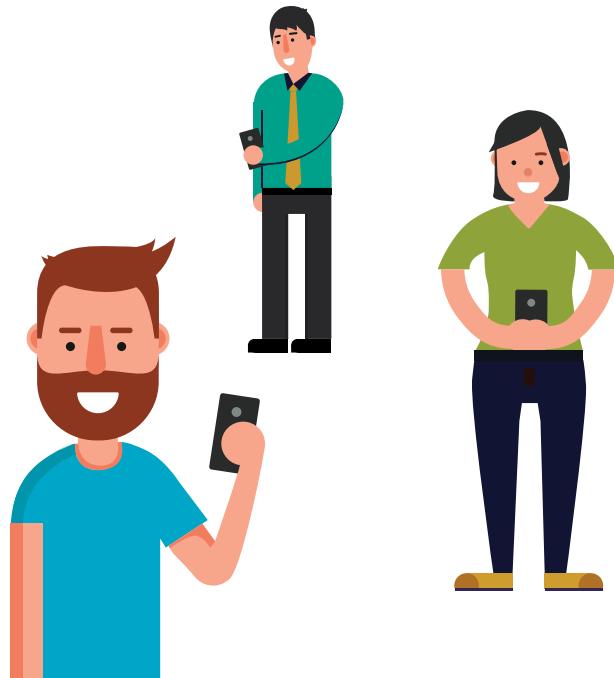
Email has long been a go-to for organizations looking to connect with digitally savvy Millennials and Gen Z constituents and it remains an important channel:

3/4

Almost three-quarters of young members report receiving email from their association often, either in the form of a newsletter (72%) or a more personalized message (73%) and both are effective in keeping young members informed and up-to-date.

2/3

A majority report a preference for content weekly or more, with Gen Z members having a slightly higher appetite for greater frequency.



Yet social media also plays a role in keeping young members informed. According to our research:

	FREQUENCY PERCENTAGE SAYING THEIR ASSOCIATION REACHES THEM OFTEN VIA THIS CHANNEL	EFFECTIVENESS PERCENTAGE REPORTING THIS CHANNEL IS EFFECTIVE IN KEEPING THEM INFORMED
Facebook	58%	80%
Twitter	40%	74%
Instagram	46%	76%
Snapchat	35%	68%
LinkedIn	37%	74%

Instagram ranked a surprising second, with almost half of young members reporting they use it to keep up with their association and over three-quarters saying it's an effective way to stay in touch. Surprisingly, few young members – just over one in ten – report engaging with their organization via LinkedIn.

Standing Out...Via Phone?

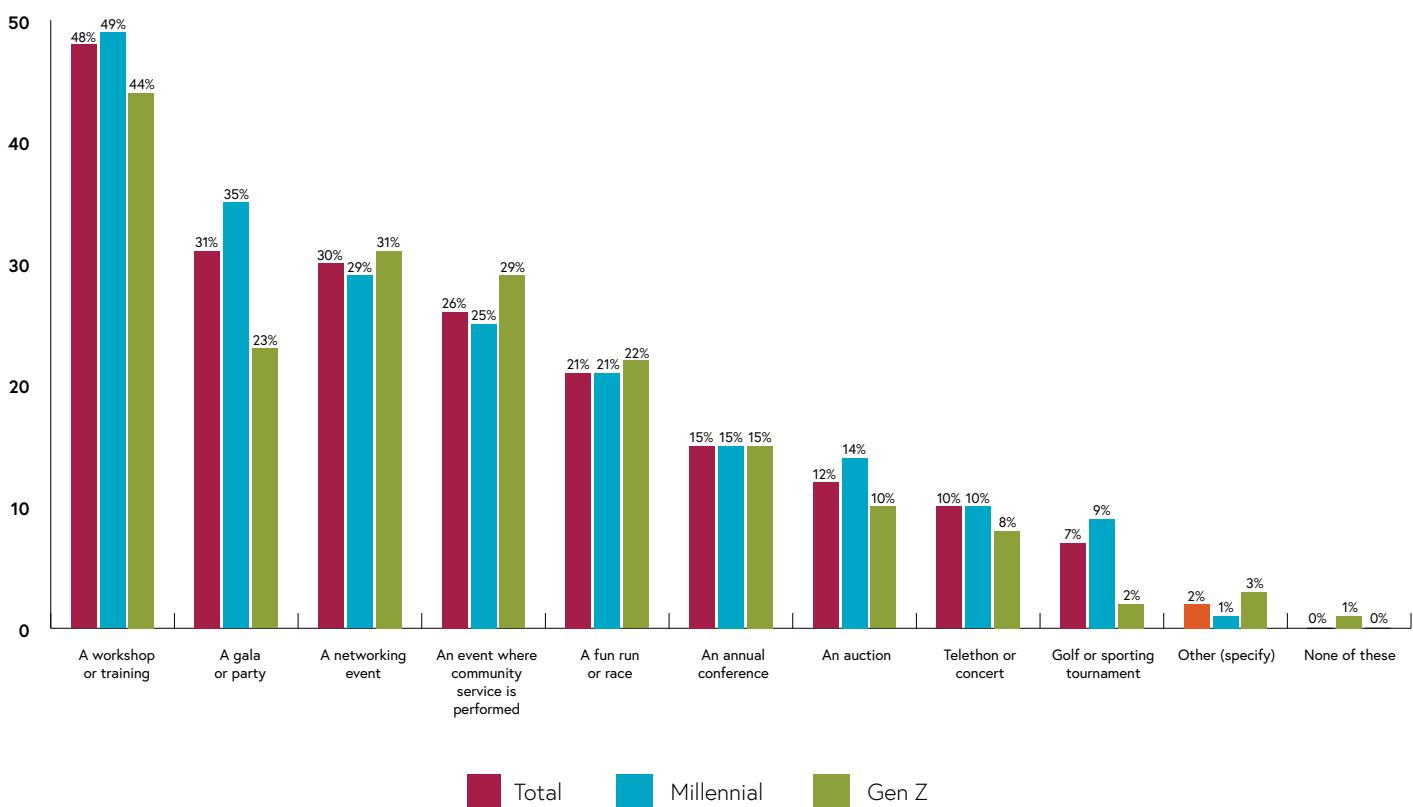
Reach out and touch someone with a phone call? It may sound like a counter-intuitive approach to connect with tech-savvy young members, but they want to hear from you. Only one third of young members report receiving phone calls from their association yet a larger percentage of young members report phone calls work, with **78 percent of all members saying phone calls are either somewhat or very effective in engaging them. Almost half of Generation Z found these phone calls to be very effective.**



Young Members and Events

In-person conversations play a large role in influencing a young member's decision to join and engage. Content is king, serving as a primary value driver for membership. The intersection of these preferences can be found at events.

When asked whether they had attended an in-person event for their association in the last 24 months, 81 percent of all respondents responded yes, with the number of Generation Z members attending events slightly lower than the overall average (77%). Which events are they attending?



And these events are hitting the mark. 91 percent of young members report the events attended were at least somewhat valuable, but a surprising 29 percent failed to receive any sort of post-event follow-up from their association.

29%

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Engagement Tips for Young Members



How long has it been since you looked at your newsletter? When it comes to digital, young members are bringing a new appreciation for this often neglected communication. Revisit your content to ensure it aligns with what Millennials and Gen Z are looking for from a content perspective, calling out practical tips and highlighting success stories who share their background and perspective.



It's not all about digital though. Young members' need for connection expands beyond recruitment. Create ample opportunities for 1:1 engagement, not only within your programming but also in regular communication.



Extend the value of events. Leverage a strong follow-up process, with testimonials from members who look and sound like them, to make a lasting impression. Create working groups in private communities to keep learning fresh and use the unexpected personal touch of a phone call to create a personal connection.



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