

# Young Members:

## RETENTION

### Millennials, Gen Z and ROI

Even in a world with boundless free resources, membership is not only still relevant it is, in the eyes of younger members, becoming more important. But is that enough? According to our research:

# 46%

Almost half of young members agree that their experiences with associations have been "underwhelming."

# 43%

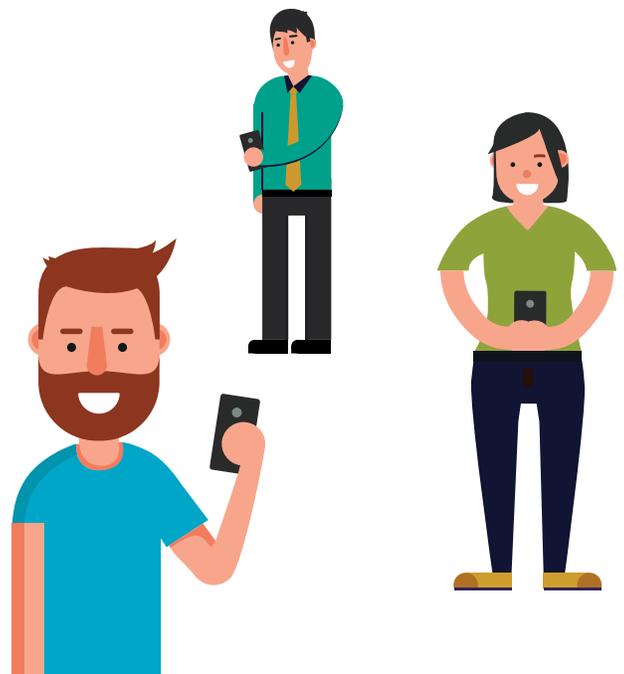
Almost half of young members agree with the statement "There isn't a strong return on investment when it comes to participating in associations."

# 1/3

One in three young members and two out of five Millennials agree with the statement "I have no idea how being in association actually benefits me."

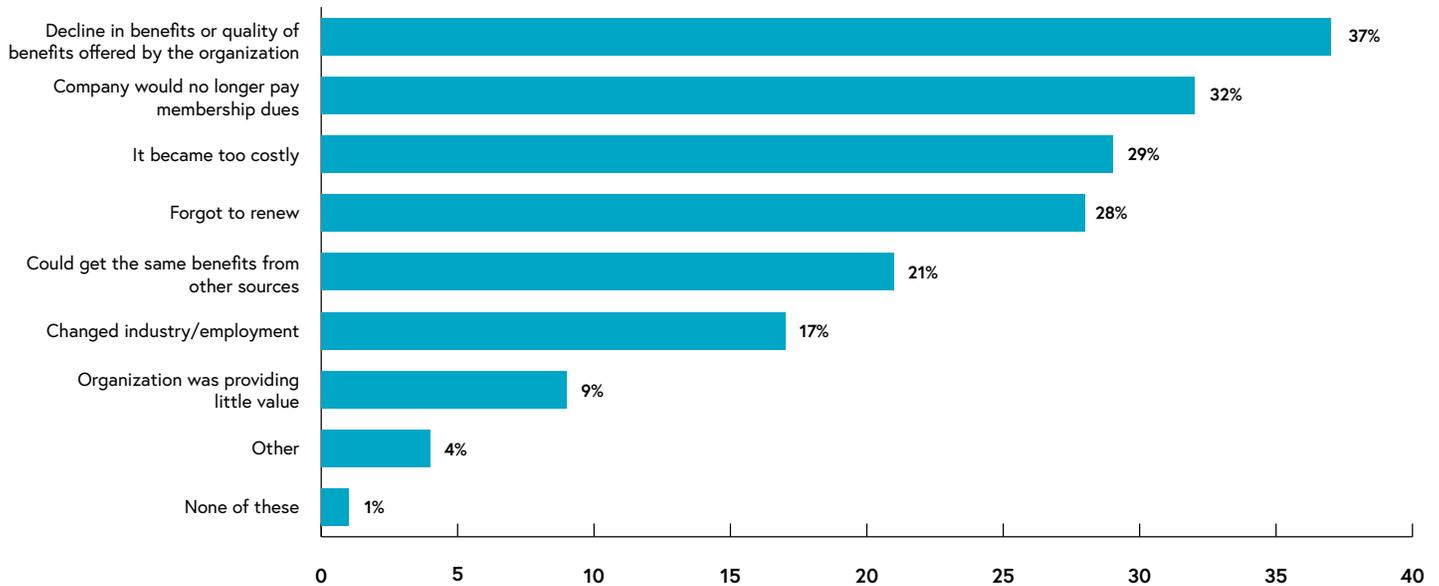
Moreover, only 40 percent of young members report their experience is "worth the dues (I) pay to be a member" describes their membership very well.

The early lack of perceived value on the part of young members creates inherent risk for the associations working hard to attract, recruit, engage and retain them. If even in the early, Honeymoon-phase of their membership they're unable to internalize the value of being part of your organization, how will they feel a year or two down the road?



Membership is important to Millennials and Gen Z but the need for membership organizations to articulate a clear return on investment to stay relevant has never been clearer. Proving the real-dollar value of their membership is a must but organizations should also coach young members in sharing this message with their own leadership teams and other prospective members.

Why? When asked why they let a membership lapse, young members report:



## Making the Case for Renewal

What keeps young members in your organization? **Content plays an important role when it comes to retention. About two-in-three members say receiving high-quality, informative content definitely makes them more likely to remain a member of the organization.** Too, the attention an organization pays to young members makes a difference. A strong majority (60%) of those surveyed also report that feeling like the organization understands the needs of people in their stage of life definitely makes them more likely to remain a member of that organization.



**60 percent of those surveyed report that they're more likely to remain a member of the organization if they feel like it understands the needs of people in their stage of life.**

But even organizations who have done all the right things in programs should be mindful in the outreach efforts and campaigns they use to drive renewals. **The biggest pet peeves among younger association members include when associations are too salesy, when they do not increase benefits alongside the increase of fees, and when they do a poor job understanding the needs of younger members.**

## Retaining Young Members

*When asked, "What don't associations "get" about you when they ask you to renew your membership?"*

### MILLENNIALS

"They need to increase the value of benefits if they are increasing fees."

"Sometimes the process is too lengthy when they could produce an online form instead of a paper membership form."

"I would like to know more about what they are doing to serve the population our nonprofit works with."

"They may not understand that I already have so many other bills and payments due."

"That they are using your money for what they think is best and not always taking into everyone's ideas, but more so their own and really just going along with what they want to do in the end."

"They typically don't ask if there is anything that they could do better."

### GEN Z

"That just because of my age doesn't mean I can't be a leader or an achiever."

"Sometimes I need a payment plan."

"The more they push or use sales pitches the more they're losing me as a customer."

"They do not understand that I want to feel like an active member of the association."

"It feels like when dues are asked we are paying for privilege to help or be part of an association rather than donating to help an organization flourish."

"They get me pretty well. The only thing I want is for them to loosen up a bit. Sometimes our meetings are too serious."

"I would automatically renew if they targeted my age better with more members of my age and our shared interests incorporated as well."



## Retention Tips for Young Members



Are you making an investment in understanding young member and aligning programs to meet their unique needs? Show them. Share the results of your work, remind them of the programs unique to them and that you both care about their needs and are working hard to meet them.



Reinforce the value you're providing every step of the way. Consider taking a page out of the consumer sector and provide members with a year-end summary statement of benefits, quantifying the value of the benefits they've received.



It's been said before but bears repeating: Make membership affordable. Explore opportunities to align your existing membership offers with the preferences of subscription-savvy young members with monthly billing options.



Make renewals easy with a streamlined, online process and automated workflows to send proactive reminders.



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