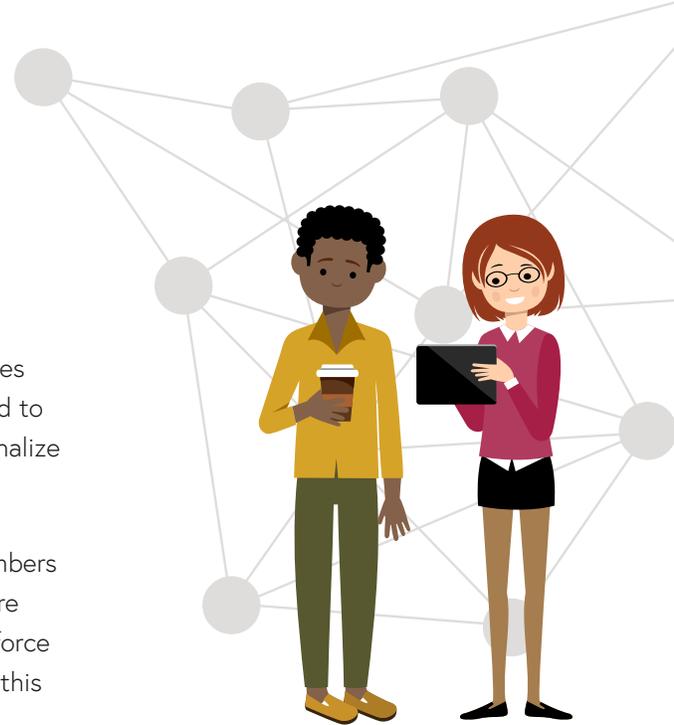


## Mapping Your Young Members' Journey

While the world around associations continues to evolve, the essential stages of the membership lifecycle remain unchanged. Members must be compelled to join, take advantage of the programs, events and benefits offered and internalize the value delivered to remain onboard.

Millennials will make up half of the global workforce by 2020 and older members of Generation Z, generally defined as those born between 1997 and 2012, are coming into adulthood and are expected to constitute 20% of the US workforce by 2021.<sup>1</sup> How will your organization continue to attract, engage and retain this new era of members?



### Awareness (Learning about your organization)

#### Digital

- Social Media
- Website content
- Digital advertising
- Blog subscriptions (email capture)

#### Physical

- Word of Mouth
- Academia

**QUICK TIP:** Facebook is reported as the most effective channel for associations to keep up with young members, with Instagram ranking a surprising second. Early in their career, fewer members reported leveraging LinkedIn with just one in ten young members engaging with their organization on this channel. However, targeted digital media through these social channels is a cost-effective strategy for connecting with those young professionals entering the workforce based on title and education emphasis.

*Content is king! Career-focused messaging and programs appear to be the most effective in getting young members to join.<sup>2</sup>*



### Questions to Consider

1. How are young members learning about your association?
2. What tools do they use to learn more about you?

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## Consideration (Why Join)

### Digital

- Digital retargeting of ads off your website

### Physical

- In-person networking events
- Chapter luncheons

**QUICK TIP:** Engage young members in one-on-one, in-person conversations whenever possible! Consider exclusive recruiting and networking events that give young members the opportunity to get to know you in a more intimate setting.

29% of young members say that they failed to receive any sort of follow-up from their association post-event.<sup>2</sup>



## Questions to Consider

1. What types of content do you have for prospective young members? Is it designed to address the unique challenges they face as they begin their professional lives and make the transition to mid-career?

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## Decision (Joining your organization)

### Digital

- Special promotional rates

### Physical

- Membership Benefits/ Programming
- Workshops and Events

**QUICK TIP:** In-person conversations, whether at an event (49%) or with someone they already know (42%), proved the most effective in driving conversion.<sup>2</sup>

Make membership affordable. Explore opportunities to align your existing membership offers with the preferences of subscription-savvy young members with monthly billing options.



## Questions to Consider

1. What are the most compelling benefits for a young member to join your organization?
2. Do you offer payment plans or ways to make membership more affordable?

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## Engagement

### Digital

- Forums, blogs and digital Q&A to get to know your members in the community
- Mentorship community portal
- Member Onboarding Package
- Monthly Newsletter
- Personalized Emails

### Physical

- Chapter introductions
- Phone Calls
- Mentorship meet-ups

**QUICK TIP:** *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.<sup>2</sup>*

*78% of young members say phone calls are somewhat or very effective in engaging them.<sup>2</sup>*



## Questions to Consider

1. Which events are your young members attending?
2. How are you communicating regularly with young members and providing a personalized experience?
3. Are you creating ample opportunities for 1:1 engagement, not only within your programming but also in regular communication?

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## Retention

### Digital

- Year-End Summary of Benefits
- Awards programs
- Community badges/points for engagement
- Streamlined Renewal Process

### Physical

- Membership t-shirts/swag
- Mentor Programs
- Annual Conference and Tradeshows

**QUICK TIP:** *Almost half of young members agree with the statement, "There isn't a strong return on investment when it comes to participating in associations."<sup>2</sup> Make sure you reinforce the value you're providing to young members every step of the way.*

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



## Questions to Consider

1. Are you making an investment in understanding young members and aligning programs to meet their unique needs?
2. How are you demonstrating value and proving the ROI of your association?

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1 Passy, Jacob. "Move over, Millennials — Members of Generation Z Are Ready to Work." *MarketWatch*, 19 July 2017, <https://www.marketwatch.com/story/move-over-millennials-members-of-generation-z-are-ready-to-work-2017-07-07>.

2 "Young Members 2.0: Understanding and Benchmarking the Membership Preferences of Millennials and Generation Z." *Personify*, <https://personifycorp.com/resources/ebooks/young-members>