



# Kiwanis®

## Subcommittee on Innovative Approaches to Attracting Younger Members (2019-2021)

Committee Members: Anna Wu, Alec Macaulay, Courtney Taylor, Elyse Denorfia, Jason Miller, John Cano

### **OUR OBJECTIVE**

#### **Membership Subcommittee on Innovative Approaches to Attracting Younger Members**

The general charge is to recommend ways for clubs to identify, invite, and involve adults under age 50 as active members of both traditional and non-traditional Kiwanis clubs in North America and then assist districts with regularly encouraging these methods. Specially, this subcommittee is tasked with:

- Investigate ways of using regional and international service to attract members to Kiwanis.
- Explore and document best practices to promote inclusiveness in Kiwanis.
- All recommendations must be approved by the Kiwanis International Board before implementation.

### **MEMBER INPUT**

#### **A) Ways to Attract & Retain Younger Members to existing clubs:**

1. Education to members about how to engage younger members when they join.
2. Adjust meeting times to fit younger member's schedules
3. Provide opportunities for younger members to take initiative in projects or leadership opportunities.
4. Review current member benefits/partnerships for relevance to younger members.
5. Educate clubs on how we add value to their membership as an incentive to pay dues. This could include exploring partnerships that might offer tangible benefits or offsetting dues.
6. Pair new members with existing members based on interests or career experiences.
7. Organize club socials and meetings in lively, attractive places, but scope locations out first to ensure they're not too noisy to conduct business or hold meaningful conversations.
8. Make sure meets and goals are focused on the future and not only in honoring the past.

#### **B) Ways to Attract Young Members to a new club (Young Professionals or other kind):**

1. Education to existing clubs that new clubs are not a threat, ways to embrace them, mentor, and partner with them.
2. Increase service (vs. fundraising)
3. Fundraising with very local impact that already has or can evolve into hands-on service
  - a. Partnership with a local school, park/recreation center
4. Event and experience-based fundraising instead of product sales fundraising opportunities
5. Enhanced targeted marketing.
6. Form a group of young Kiwanians to actively start building young professionals clubs around the world.



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7. Build clubs with a focus on what is relevant to the community and age group.

### C) Methods that would be beneficial to both existing clubs & new clubs

1. Provide common practices and or tips for clubs to accept payments via credit card, venmo, etc. Either monthly or annually on automatic billing
  - a. Make sure people know about Portalbuzz invoicing/payment options
    - i. Free one-year subscription for new clubs:  
<https://portalbuzz.com/newlycharteredclubs>
    - ii. Online application with two membership options (only the button for pay by check is listed because my club doesn't have online billing set up yet):  
<https://austinnortheastkiwanis.org/Join>
2. Increase current clubs' knowledge of existing opportunities (satellite clubs etc.)
3. Vendor partnerships
  - a. Texas Exes, the alumni association for The University of Texas at Austin, offers a centralized Eventbrite subscription to all chapters. Free events are free to post, but if you're using Eventbrite to collect money for events, then fees could be reduced or waived with an enterprise subscription.
4. Increase current clubs' knowledge of dues/fees waivers to SLP alumni
5. Membership Committee Chair to use a LinkedIn Premium subscription (club administrative budget item) to do targeted messaging to people who list past SLP experience or volunteering in their interests
  - a. Develop a list of invitation templates for these messages
6. Have clubs represented on Chambers of Commerce, including those for young professionals and minorities.
7. Ensure ongoing service opportunities are available at least monthly.
8. If hosting candidates for office at club meetings, give equal access and opportunity to all candidates, regardless of political party
9. If opening club meetings and events with prayers, rotate the faiths represented and incorporate non-faith-based invocations and words for inspiration.
10. If opening clubs meetings with pledges, consider the nationalities and religious beliefs of members for whom this is not appropriate.
11. Improve Intergenerational Communication - Find ways for generations to connect and understand each other.
12. Don't use Generational Stereotypes



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Some Action items that can be implemented right away by Kiwanis International, Districts, and clubs:

1. Provide a handout to clubs on how to recruit younger members. Tips about what to say and how to engage younger members.
2. Teach older clubs how to setup additional methods of accepting payment. Venmo, Paypal, etc.
3. Build a platform for younger members to connect across the world. For example, a welcome email for members under 40, that invites them to a Facebook Group for Kiwanis members under 40 or other form of chat group. So younger members can network with other like-minded individuals across the globe.
4. Teach clubs how to set up an online applications process/ Teach clubs how to make the join process easier.
5. Form a group of younger Kiwanians to build or education clubs and members on how to build young professional clubs or satellite clubs that target a younger membership.

Reference Material from National Association of Realtors

## **11 Ways to Attract Younger Members**

by Holly Duckworth

Have you ever asked yourself, “How can I attract younger professionals to the industry, and what can I do to get them involved?”

As an association consultant, I hear it all the time lately. Here’s my answer: Although elusive, younger members have not gone anywhere. They are sitting at their desks, working hard to keep their jobs. In some cases they are in libraries and home offices in search of the perfect job. Others are still in college, hoping the economy will turn around so they will have a job. In addition to job stability, young professionals are looking for something we are all looking for: a sense of purpose and belonging. This is exactly what you can give them.

Here are 11 things you can do to recruit, retain, and maintain younger professionals into your organization.

### **1. Co-create the association experience with them**

Younger members generally don’t like being told what to do and how to act. Allow younger members to lead. Work with a few key existing younger volunteers and ask them how they want to interface with your association. Then work with them to create a member value program that



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may look a little different than it did a few years ago. As an association, be willing to let go of programs that will not serve your new dynamic and energetic membership.

### **2. Go social and create a place for conversation**

Association executives must realize that although younger members do love technology, what they specifically love is the 24/7 access to your association that technology enables. Build programs that blend together the power of technology and the power of the personal. This means social networking online and, sometimes, in person.

For example, the National Speakers Association(link is external) has a group called XY that has become the avenue by which members representing the X and Y generations can engage in online and, occasionally, face-to-face conversations relevant to speakers in the business. The entire program is led by key volunteers who liaison with association staff. Many younger members of the Speakers Association will tell you the number-one value they get from membership is not at the local chapter or even national; it comes from the 24/7 access they get to like-minded professionals in the XY Facebook group and the face-to-face gatherings of this unique population of younger speakers.

### **3. Keep it simple and fresh**

Often more senior association executives believe they must have an elaborate campaign to recruit younger members. That may not be the case. The key to success is shorter messages, in the spirit of Twitter's 140-character limit, that facilitate an ongoing dialogue. Don't just spout out your value proposition over and over; instead create opportunities for young professionals to interact with you.

### **4. Raise awareness of your purpose and mission**

At the St. Louis airport, Rotary International signs pepper the walls. For this network of 34,000 community-based service clubs, Rotary's ads feature young members who are spending time helping others, not wasting time in an airport. What a brilliant use of traditional media and an interesting way to recruit younger members. Rotary knows that younger professionals are often the ones in the most travel-intensive roles and are sitting in airports often longing for the connection of other like-minded professionals. Find the unique places your younger members frequent, and develop a plan to market to them there.

### **5. Provide amazing content geared to younger professionals**

Aside from attracting young real estate professionals to the association, why not start earlier and attract young professionals to real estate? Take a cue from the Indiana Association for Home & Hospice Care, the voice of Indiana's home care providers. They launched an intensive two-day classroom experience called Home Care 101, directed at people interested in starting



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home care agencies. The tuition was applied to the first year of association membership, bringing new blood into the organization.

## **6. Recognize young members**

The American Society of Heating, Refrigerating and Air-Conditioning Engineers established a young engineers chapter to help recognize, support, and promote the participation of young professional members. Any current member who is 35 years or younger is automatically considered a young engineers chapter member and encouraged to participate in leadership programs and networking. By getting involved now, these younger members are more likely to remain active in the industry, and to become successful and influential leaders.

## **7. Get involved at high schools and universities**

More colleges and universities in the United States offer undergraduate and graduate degrees in real estate than ever before. As many associations have found, students can be a dynamic and influential membership segment.

For example, in the past 12 years, the American Health Information Management Association's student membership has grown from 5,000 to more than 17,000 students. The association recognizes that today's student members are the future leaders of both the profession and the association. The association's new student advisory councils work to promote the development of student membership at campuses across the country and add to the educational experience, not only by generating enthusiasm about the industry, but also by providing a forum in which students can gather, share ideas, and connect to the profession outside of their mandatory coursework.

## **8. Offer sage advice and mentoring**

Sometimes to get younger members involved, you have to get older members involved. Mentor match making between seasoned pros and less experienced members is a powerful draw. One-on-one advice from seasoned industry veterans is one of your association's most valuable assets, and you can offer it to newer members for free.

For example, the Incentive Research Foundation posts online audio recordings of members answering an important industry-related question. The recordings are two to three minutes long and can be shared on all social media, with a "contact me" option. This not only showcases the deep pool of wisdom among the foundation's seasoned membership, but also opens a dialogue between prospective and current members.



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## **9. Give a break on the dues**

When students and younger members are entering a profession, many of them are earning low incomes, closing fewer sales, and just learning to be responsible for the bills of daily life. Consider building stair-step membership pricing that allows your members to integrate dues into their financial plans.

## **10. Be casual and fun**

To keep members engaged, you need to be a place not only for work, but for fun as well. Many associations are adding in after-hours networking so that young single members can get to know each other. Also try family events where members can bring their kids and spouses. Charity events, too, can be fun as well as productive.

## **11. Establish a personal connection**

I am a member of five associations. When I think about which associations I've chosen to join, it's always the ones that asked me what I want. It's the ones that presented what they could offer in a simple and affordable way. Provide relevant content and tell me how it will advance my career, and you've got a member for life.

Additional Reference Material on next page:

This would be a great example of an handout we can give to clubs on ways to recruit certain types of younger members. Add in specific benefits of Kiwanis and facts that would interest those types of personalities.





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tom

THE TEACHER

kelsey

THE SKEPTIC

ryan

THE REBEL

## about these peeps

Tom is on the older end of the millennial spectrum (born 1981 - 1985) and is driven by a love of recognition. He went to school for his trade, has won awards or received formal praise, and is already viewed as a leader in his industry, despite his relatively young age. He already sees the value in associations, but also views associations as belonging to an older generation.

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**Key Tactics:**

Educational Opportunities, Forfeit Control

Kelsey is a bit of a skeptic. Born 1986 - 1990, she belongs to the group of millennials who were stung by a rapidly crumbling job market upon graduation from college. As such, she's inherently careful with finances, incredibly self-reliant, and generally distrustful of many large organizations. She has seen how both traditional and digital tactics can benefit an organization.

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**Key Tactics:**

Social Responsibility, Incentivize Engagement

The youngest of the millennial crowd (born 1991 - 1996), Ryan is all about the newest technology and trends. He's relatively fresh out of college and hungry for connections (and content for his thoughtfully curated Instagram feed). Ryan's motivations are rooted in his recent departure from college: give him a sense of community and belonging and he'll be all in.

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**Key Tactics:**

Personalize Everything, Exclusive Environment



### how to engage

To attract Tom to your association, breaking the generational stereotype will be crucial. Offering educational opportunities focused on millennial needs (such as networking or gaining management skills) will make Tom feel welcome. As a born educator and leader, opportunities to lead are also incredibly important to Tom. Extending an invitation for him to lead a session is a sure way to get him enrolled and engaged.

All is not lost! Kelsey's hardship has made her appreciate the good in the world, and cause marketing and social responsibility efforts are at the top of her list. Sharing your association's efforts towards local or world change is the best way to refocus the conversation with Kelsey. She also wholeheartedly appreciates incentives – for participating in events, volunteering, paying dues on time – so keep the rewards coming, and she'll be a member for life.

With a short attention span that's laser-focused on finding the next "big thing," Ryan's attention is most quickly captured by exclusivity. He's an early-adopter of new platforms and is always looking for fresh ideas and events to keep himself engaged. Personalized marketing and exclusive events and promotions will pique Ryan's interest and keep him renewing his dues year after year.

### favorite social platforms



for more information, contact us at [site-seeker.com/contact-us](http://site-seeker.com/contact-us)