THE POWER# OF MILLENNIALS

EMBRACING MILLENNIALS & the Changing Membership Landscape



chambermaster
membership, marketing & website solutions

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02

Introduction

millennial
noun [mil-len-ee-uh l]

A person born in the 1980s or 1990s, especially in the U.S.; adult age 18-34 in 2015; a member of Generation Y

Did you know Millennials account for one third of American workers? In fact, they recently passed Generation X to become the largest share of the US workforce.

This generation is sure to determine the future of Chambers, making the participation of Millennials critical to the vitality and longevity of member-based organizations.

So how do you take advantage of this demographic shift to attract Millennials to your Chamber?



Millennial Myths & Facts

Myth: Millennials are "Generation Me," the self-centered generation.

Fact: Nothing can be further from the truth. Millennials volunteer more than any other generation. A recent survey showed that that 47% of Millennials had volunteered in the past month.

Myth: Millennials are not willing to join or take an active role in an Chamber.

Fact: They're willing, but participation needs to be a win-win; it must benefit others as well as benefit them personally. In order for survival, Chambers must learn to reach Millennials and adapt to their culture.

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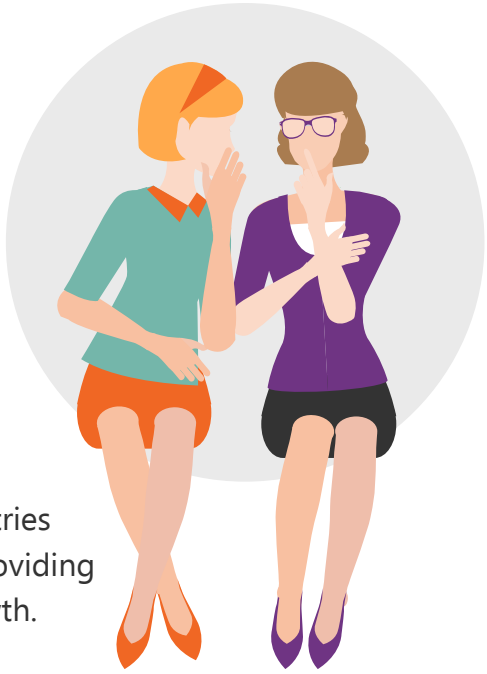
Why Millennials Don't Join

#Cost&Time

Millennials need employer support. Many businesses won't pay or subsidize dues and refuse time off for Chamber activities. Therefore, Chambers must educate and communicate the value of membership to individuals AND their employers.

Get Millennials Through Your Chamber's Door

#WordofMouth



Word of mouth is one of the best ways to attract new members. Millennials aren't going to believe what you say about your organization; they're going to believe their peers. This generation is connected to large networks via social media, so getting a few Millennial members advocating for your Chamber can go a long way.

What's Their Ulterior Motive for Joining?

#Education

The continuing education curriculum required by many industries results in professionals seeking out learning opportunities. Providing certified classes is an ideal way to generate membership growth.

If you offer continuing education opportunities:

- Make sure your courses are current and relevant.
- Be brutally honest when evaluating your Chamber's continuing education offerings. Are your courses taught by volunteers who may not have the skills needed to deliver quality content via the latest technology? Consider using online resources to conduct training for volunteers to become skilled and valuable contributors.
- Think about a "freemium" model by offering basic education at no cost. Provide "upgraded" professional development opportunities for individuals to invest in expanded offerings.

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Make Sure Millennials Like What They Get



#LearningStyles

Millennials may be put off by dated education not conducive to their preferred learning style, which likely consists of electronic textbooks, blended learning environments including virtual classrooms, and online options.

Peer-to-peer instruction is valuable, yet many volunteer instructors may not be familiar with educational technology advancements, don't have cutting-edge delivery skills, or lack knowledge in current course content design.

Make your Chamber's training content succinct, entertaining, mobile, and self-directed. Keep in mind that Millennials don't want to sit through overly structured training; they want to learn when it fits into their schedule and at their own pace.

Now That You Have Their Attention, Tell Them Why They Should Stay

#Orientation

All new members, but especially younger ones, need to learn about the Chamber system itself. They should know how it works, how various activities complement and reinforce one another and, most importantly, where they fit and what they can do to personally see the Chamber achieve its mission.

Integration of Millennials should be done in at least two ways:

> Provide events/meetings just for Millennial members to give them a "safe space" to interact and identify with one another.
>
> Provide an opportunity to engage with all members, regardless of generation. It's one of the reasons they join.

#Feedback&Recognition

Members who are acknowledged for their contributions tend to stay "on the move," actively working to make their mark on the Chamber. Waiting for the annual banquet to recognize Millennial members won't cut it.

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Ok, They've Decided to Join Your Chamber, But for How Long?

#Participation

Don't tell younger members to challenge the system and then shut them down when they try.

Keeping Millennials motivated is all about asking for their ideas. To stimulate innovation, allow their best ideas to rise, then discuss them and funnel them into a plan of action. Millennials actively seek organizations aligned with their causes and interests, but are disillusioned quickly when they are under-utilized and their ideas are not included.

Give Millennials a Way to Give Back

#Volunteering



Remember, Millennials volunteer at the highest rate of any generation, and getting them involved is easier than you think.

In 2013, the ASAE conducted the Next Gen 13 Millennial study and shared the following statistics.

When Millennials were asked why they volunteer in an Association, these were the top two replies:

61% to gain professional expertise
51% for networking

When asked why they don't volunteer in an Association?

45% said they simply weren't asked to volunteer

> **"I would volunteer a lot more if it meant I was able to connect with higher up members in the organization. Often though, you don't meet anyone except the volunteer coordinator."**
>
> ~ survey respondent, The Millennial Impact Project

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Keep in Touch – the Right Way

#Communications

Millennials want to hear from you. But they also want to seek out information independently.

Keep your Chamber website updated! According to 75% of survey respondents, the biggest turnoff is information that has not been kept up to date.

When you do make contact, keep it relevant and streamlined. Millennials prefer specific information on:



79% - Updates on programs and services

70% - Volunteer opportunities



56% - Information about fundraising events

56% - Activities and events for young professionals

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Conclusion

Engaging with Millennials is important because they are energizing, creative, and innovative. They delight in making positive systemic and organizational change. Which begs the question: Can you afford not to engage them?

The #1 email pet peeve of 72% of Millennials is organizations that email too frequently. "I always have something in my inbox from them."

~ The Millennial Impact Project

"I need one thing to respond to. What do you want me to do?"

~ survey respondent, The Millennial Impact Project

Sources:

William Strauss and Neil Howe via San Antonio Express
Next Gen '13, ASAE Survey
Pew Research Center / U.S. Census Bureau
San Antonio Express
The Millennial Impact Project by The Case Foundation via achieveguidance.com
Kathy Caprino, Forbes
XyzUniversity.com
U.S. Chamber of Commerce Foundation
Laraine Kaminsky, President and CEO of Global LK

About ChamberMaster

ChamberMaster Member Management Software is powerful, easy-to-use, and designed to manage all of the day-to-day operations of member-based organizations. See for yourself how the feature-rich ChamberMaster member management system can benefit your Chamber.

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It's got everything you need to make an informed decision, including what criteria to look for and all the questions you need to ask.

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1 800.825.9171 www.chambermaster.com sales@growthzone.com