

Young Members:

ACQUISITION

Setting the Stage for Success with Millennials and Gen Z

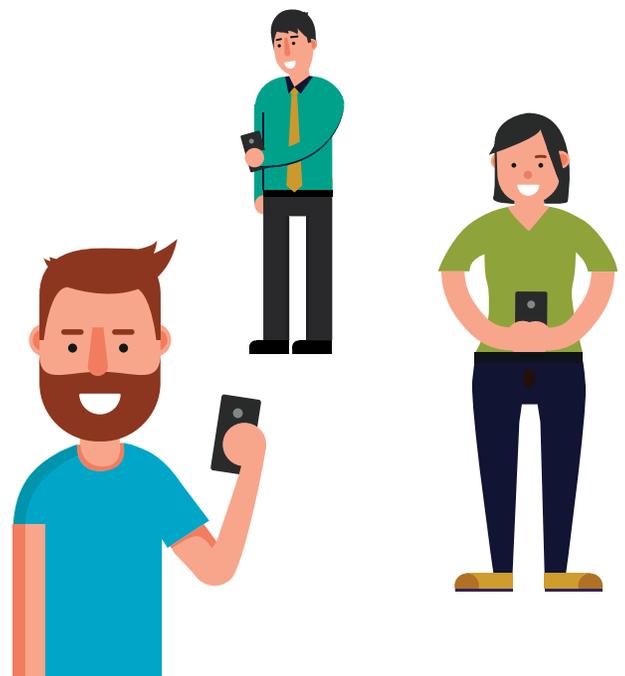
Many organizations have prioritized diversifying their membership and growing the percentage of young members in particular and with good reason. **Millennials will make up half of the global workforce by 2020¹** and older members of Generation Z, generally defined as those born between 1997 and 2012, are coming into adulthood and are expected to constitute a fifth of the US workforce by 2021².

Personify's research shows that young members recognize the importance of membership and are eager to join, with 87% of our survey respondents reporting that it is important to be part of an association and more than half (51%) reporting being part of an association is becoming more important than it used to be. But how are they finding out about organizations? What tools do they use to learn more about you? What benefits compel them to finally make the decision to join?

Driving Awareness

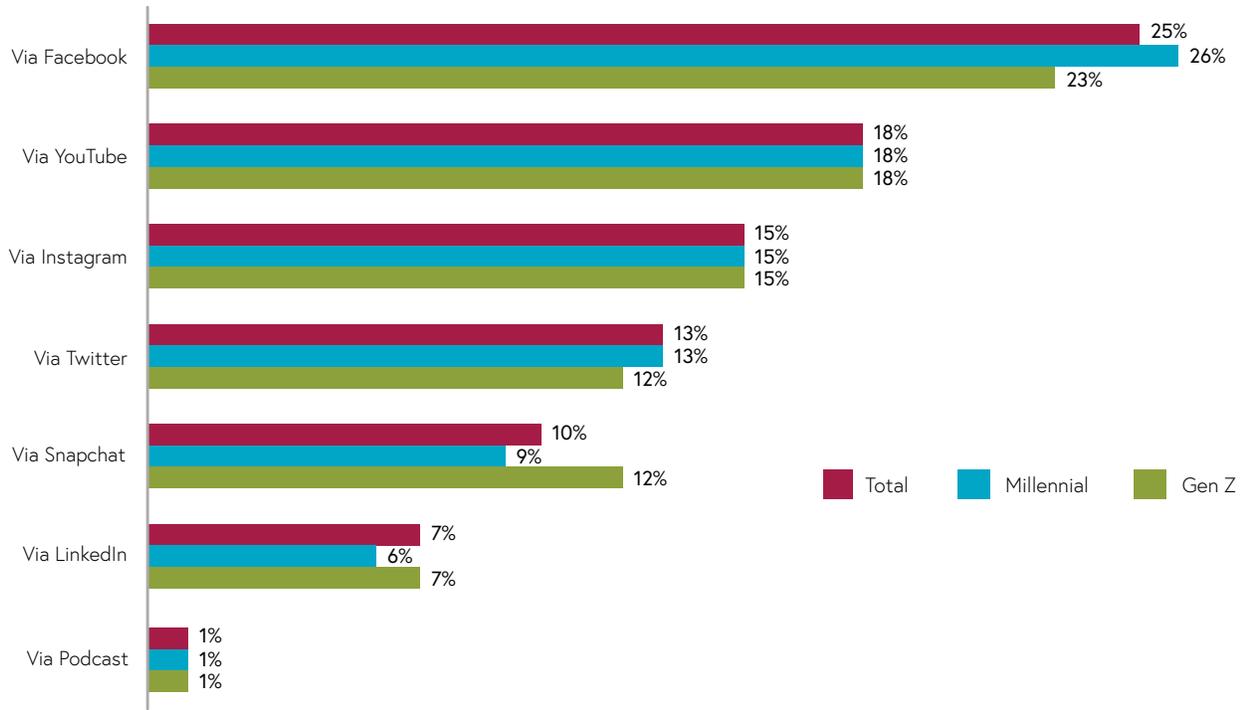
Digital native has become shorthand in describing young members and the prevalence of technology in their lives. But when asked about how all the ways they became aware of the association in which they were the most active, two-in-five young members report they were recruited by someone they already knew and two in five also report they were recruited in-person at an event.

Leverage digital channels to augment the value your existing constituents, using email, text messages, online advertising and social media to amplify their voices and share their experiences as members. Which social media platforms were most effective in driving awareness? Facebook and YouTube were standouts but **Instagram offers additional opportunities for organizations to get the attention of young members – outperforming LinkedIn 2:1.**



Awareness Driven By Social Media

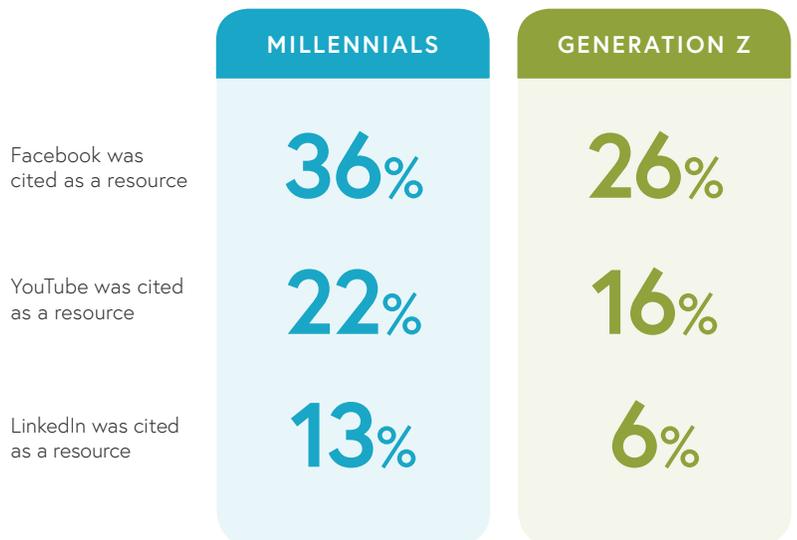
Members who were initially recruited, referred or become aware of an association through these channels.



Learning More About Membership

Awareness is only the first step in a prospective member's decision-making process. When asked where they would be likely to go to learn more about an organization they'd consider joining, young members report turning to other members. When asked how important it was that an association **facilitates connections with authentic people** who understand their unique needs within the initial part of their journey, 94% of young members identified this as important, with almost two thirds suggesting it's very important.

What about social media?



The LinkedIn numbers suggest that Millennials more established in their career may be more frequent users of the site and familiar with its content.

The Why Behind Their Buy

What compels young members to finally come onboard? Content is king! Career-focused messaging and programs appear to be the most effective in getting young members to join.



Acquisition Tips for Young Members



If you're not already, broaden your social media programming to include Instagram. Showcase and highlight the experiences of existing young members to establish credibility and create an authentic connection.



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.



Ensure you've got the goods, with content designed to address the unique challenges of young members as they begin their professional lives and make the transition to mid-career.



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