

# Attracting Young Members to Your Club

Presented by Jimmy Bulmer & Elissa Prout



# Agenda

- Introductions
- What does your club look like?
- Defining Generations
  - Who is your clubs target audience?
- Wrap-Up
- Q&A



# Introductions

Who are Jimmy & Elissa?





# Jimmy Bulmer

AGE: 30

OCCUPATION: Director of Development (Boys & Girls Clubs of the Capital Area)



- Native of Troy, NY
- Resident of Albany, NY
- Boys & Girls Club Member since '97
- 1st generation grad
- MPA in Public Admin & Policy (Nonprofit Management) from Rockefeller College & BA in Economics from Siena
- AmeriCorps VISTA Alum
- Member for 2+ years; Club Vice President, Division Membership Chair
- Fun fact: This is my first Kiwanis conference



# Elissa Prout

AGE: 28

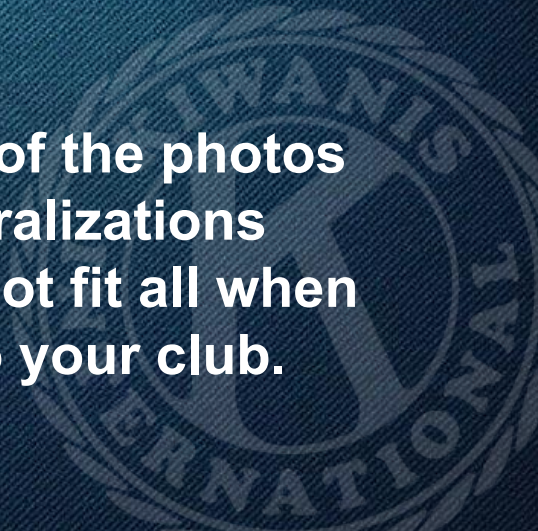
OCCUPATION: R&D  
Project Manager



- Native of Troy, NY
- Resident of Schenectady, NY
- Key Club & Circle K Alumna
- 4th Generation Kiwanian
- B.S. in Food Science from Cornell University
- Employed full time at Beech-Nut Nutrition Company
- Member since 2014, Club President Elect, Past Club Secretary, Division Social Media Chair
- Favorite Club Event: Holiday Chestnut Cracking Party
- Fun fact: Celebrated many birthdays at International Conventions

# What does YOUR club look like?

**Disclaimer: Please don't take offense to any of the photos in this presentation. We are making generalizations throughout the presentation. One size does not fit all when it comes to attracting younger members to your club.**



A

or

B



# A or B





A

or

B



# A or B



**Why did you join  
Kiwanis?**





# Question to Ask Yourself

- What (or Who) brought you to your Kiwanis club?
  - Did someone ask you to join?
  - Were you in an SLP club?
  - New to the area looking to build a network in the community?
- Why did you choose your club?
  - Did you feel welcomed?
  - Was the meeting time convenient?
  - Location of activities?
- What keeps you interested in the club?
  - Service projects of interest
  - Friendships formed
  - Engaging Speakers and presentations

# What are younger members looking for ?

- Networking, Connections, Meeting New People, Mentors
- Hands on Service, Community Impact, Action Based Projects
- Convenient, Easy to Participate, Family Friendly
- Immediate impact, Valued and Recognition
- Social Presence (Social Media and Community)

# Roadblocks and Challenges



- **Breaking Tradition**
  - Formal Lunch/Dinner Meeting v. Breakfast Club, Happy Hours & Zoom
- **Exploring Social Media**
  - Use Facebook, Instagram, Twitter
- **Navigating the Virtual World**
  - Can you club become a hybrid club (offering in person and virtual)?
- **Financial Commitment**
  - Payment plans/installments, is it affordable?

# #1 Challenge- Understanding Generational Differences

Who is your club REALLY trying to attract?

What is your club's definition of a YOUNG Member?



# Generations of Potential Members







# Targeting Generations

- “Legacy is not what I did for myself. It’s what I’m doing for the next generation.” (Victor Belfort)
- Start with current dynamic of your Club
- Disclaimer:
  - Not an exact science
  - No one-size fits all solution
  - Excludes Silent Generation (76-93)
  - Generalizing refers to others, not you



# Generations by Age

| Generation                 | Ages  | Major Life Events  |
|----------------------------|-------|--|
| Baby Boomers               | 57-75 | <b>Rise of TV</b> ; Civil Rights; Women's Liberation; Woodstock            |
| Generation X (Gen-X)       | 41-56 | <b>Computers</b> ; Vietnam; Advent of MTV; Watergate                       |
| Generation Y (Millennials) | 25-40 | <b>Internet Bubble</b> ; <b>Social Media</b> ; 9/11; Reality TV            |
| Generation Z (Centennials) | 5-24  | <b>Smartphones</b> ; Economic Downturn; Climate Change; Historic Elections |



# Baby Boomers (57-75)

**Traits:** Process oriented; Need to know they're valued; Want to make a difference

**Social Media Preference:** Facebook; YouTube; LinkedIn; Pinterest

## **Marketing Tips:**

- More traditional practices (print)
- Slow-paced and informative videos
- Avoid using slang terms

# MARY JONES

AGE: 60

OCCUPATION: SOCIAL WORKER



- Lived in home for 40 years with husband
- Early retirement interest
- Wants to follow personal pursuits/interest
- Son moved home after college
- 2 grandchildren she wants to spend more time with





# Gen-Xers (41-56)

**Traits:** Focused on results; Thrive on flexibility;  
Education is a necessary means to succeed

**Social Media Preference:** Facebook; YouTube;  
LinkedIn; Instagram

## **Marketing Tips:**

- Email and e-newsletters
- Direct mailing
- Brand loyal (quality, authentic and relevant)

# JUAN GONZOLAS

AGE: 45

OCCUPATION: BANK  
MANAGER



- Works at a bank
- All business during week
- Recreation on weekend (fishing & golf)
- Passion for bilingual programs





# Millennials (25-40)

**Traits:** Prefer detailed instructions; Driven by impact;  
Not as comfortable in a traditional work environment

**Social Media Preference:** Facebook; YouTube;  
Instagram; Snapchat; TikTok

## **Marketing Tips:**

- Want to hear experiences & stories
- More willing to give time over money

# LINDA WILLIAMS

AGE: 35

OCCUPATION: MIDDLE SCHOOL TEACHER



- Loves gardening
- Started a local plot with her school
- Explores how to help her students in need
- Tends to overcommit







# Centennials (5-24)

**Traits:** Tech-innate; Realists; Entrepreneurial and inventive spirit; Concerned about the cost of education

**Social Media Preference:** YouTube; Instagram; Snapchat; TikTok

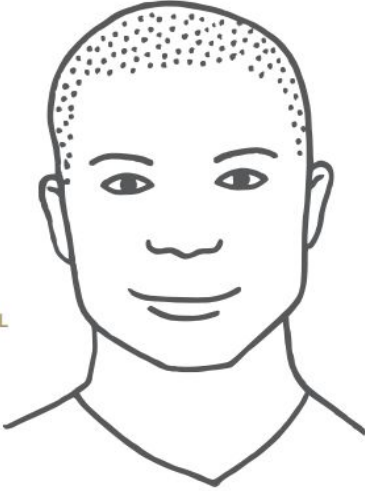
## **Marketing Tips:**

- 8-seconds to get your message across
- Prefer short videos (won't read your post)
- Value-driven (share your Club's values)

# MICHAEL JOHNSON

AGE: 23

OCCUPATION: LOCAL  
INSURANCE AGENT



- New to the community
- Circle K alumnus (lead committees)
- Always looking to network
- Wants to be heard
- Wants ideas to be valued



**Bringing it all  
Together**





- All Millennials/Centennials
- Less formal feeling, more social
- “Young and fun”
- Lacking Gen-X and Boomers, lacking broader network and mentoring





- Mostly Baby Boomers and Gen-Xers
- Formal/Business
- Traditional
- Could try to invite younger Gen-Xers and older Millennials





- Missing Baby Boomers
- Formal but Social
- Looks like a group of friends
- Family (mother/daughter)





- Mostly Boomers, Maybe 1 or 2 Gen-Xers
- Traditional but informal
- Try to invite more Gen-Xers and maybe some Millennials





- Millennials, Gen- Xers and Baby Boomers
- Service Activity- No additional financial commitment
- Opportunity to get more Millennials and Centennials Involved







# RESOURCES



<https://www.kiwanis.org/clubs/membership>

<https://www.kiwanis.org/clubs/member-resources/training/division-leader/club-strengthening>

## Contact Information

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Elissa Prout

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# Examples of Activities

- Happy Hours, Informal Holiday Gatherings
- Brewcycle, Brewery Tours, Day at the Track
- Hands on Service
  - Easter Egg Hunt for the Community
  - Sorting donations at the Food Bank
  - Course Marshals at a 5K
  - Trunk or Treat at Halloween



# Final Thoughts

- Attracting younger members does not mean that a club full of Baby Boomer will attract Centennials
  - Attracting younger members is relative to what your club currently looks like
- Keep tradition for formal events (Celebrations, Annual Meeting, Installations), but every meeting does NOT need to be traditional
- When younger members do join, let their ideas be heard so that the club can be shaped to be relevant to their generation.
- Be open about the financial commitment but think of ways to make it affordable (What is the minimum a member could pay and still be a club member?)

