

Baby boomers

Goal-centric and team-oriented

(born: 1946-1964, primary age range: 50s-70s)



Motivations to volunteer or attend

Modern Woodmen member research shows these members like to **volunteer when the event is close to home**. Consider planning an event somewhere familiar in the community that allows for short travel time.

Research also shows **making an impact in their community is important** to this generation. Service projects that help individuals who are less fortunate may satisfy this group's altruistic motivation to give back.

These members appreciate when they're invited to an event by their financial representative or when they know their rep will attend the event. Consider asking your membership coordinator (rep) to make a personal phone call to invite these members to your activity. It may influence their decision to attend. This group needs short-term commitments. Some are still working full time and are extremely busy.

Interests

Because leaving a social legacy is a motivator for this generation, they're **inspired by people in the community who help others**. Honoring a community member who has made a difference through a Hometown Hero event may be important to these members.

Research shows members of this generation **love to be part of a team and use their skill sets**. It may be ideal to organize team-effort opportunities that allow each member to showcase his/her talents!

This generation of Modern Woodmen members **love educational opportunities**. The majority are soon-to-be retired, already retired or working a part-time job. It's likely many have the free time to learn something new!

Communication preferences

Members of this generation grew up relying on face-to face and handwritten communication. However, some have become late adopters of email. **Postcards, phone calls and email are ideal ways to communicate** with this age group.

Awareness of fraternal events

This group of Modern Woodmen members is the **most likely to be aware of fraternal activities** that have taken place within the last few years. Planning activities that meet their interests may be just enough to motivate them to attend! Consider using the Member Interest Survey to learn about the interests of your roster members.