

Families (Households)



Motivations to volunteer or attend

Families with children are likely affiliated with and involved in more activities and charity organizations. The more children a parent has, the more ties, reasons and obligations to volunteer.

Modern Woodmen families are **likely to attend activities if children can actively participate.**

- Almost half of American families have children under age 18 living in the household. Many families have at least one adult who works a full-time job and has less opportunity to spend quality time with his/her kids. These members might find attending fraternal events a great way to get this much-needed family time!
- Parents also know the importance of raising well-rounded children. They may be looking for a way to get their kids active in their community. Some schools require service-learning or volunteer hours for students to graduate.

These parents are most likely in the millennial or Generation X age group. They're often inspired by peers and are living busy lives. Families are more likely to attend an activity or volunteer if they know someone who is already involved and can vouch that attending is worth their time.

Interests

Activities in which the whole family can get involved are great to plan for families. Consider service projects that have multiple roles and skillset needs that will interest people of all ages. If the project is too challenging, children may lose interest.

Families appreciate bonding opportunities between parents and children and with other families. Social and educational events that allow attendees to interact may be preferred.

Families often have close ties or interest in school functions. Honoring a staff member or someone who helps youths with a Hometown Hero event may inspire families. Service projects that help students in need and schools or classrooms that could benefit from additional support may also be particularly important.

Communication preferences

Families need to be informed, reassured and engaged. You can build trust with families by staying in touch. More frequent touch-points may be a great way to continue to remind busy families of the activity. Ask your membership coordinator to help keep your chapter members informed. This may help build consistent communication and form stronger relationships with members.

Families are open to a multichannel approach, including mail, email, text and Facebook. However, **text messaging and social media platforms may be most effective.** Consider inviting families using postcards and following up with quick, to-the-point electronic reminders.