

Generation X

Independent and resourceful

(born: 1965-1980, primary age range: 40s-50s)



Motivations to volunteer or attend

Modern Woodmen member research shows these members are **likely to attend activities if children can participate**. This is likely because they still have children at home. Most members in this age group are working full-time jobs and have less opportunity to spend quality time with their kids. They might find attending fraternal events a great way to get this much-needed time!

Research also shows people in this group like to support causes that have an impact on them or their families. **Find causes that are personally meaningful** to motivate these members to attend, especially considering their lack of free time.

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.

Interests

This generation **likes to try new activities**. They also appreciate multicultural settings. Is there a new restaurant or business in town? These members might be up for trying it out!

Modern Woodmen Generation X members are interested in activities they can do with their families. To find time to volunteer while balancing a hectic family schedule, **fraternal activities need to have flexible scheduling**. Consider scheduling activities on different days of the week and times of day to give these members options. Also consider weeknight and weekend activities. These members are most likely working full-time jobs.

They may also appreciate receiving the activity agenda ahead of time, since they like to plan and use their time effectively.

Communication preferences

The youngest of this generation were the first to incorporate digital technology during childhood. They are open to virtual means of communication and are **not only comfortable using email, but also text messaging and social media platforms**. Brief, to-the-point messages are deemed most efficient when communicating with this generation.

Awareness of fraternal events

This group of Modern Woodmen members are **likely to be aware of fraternal activities** 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.