

Generation Z

Tech-savvy and independent

(born: 1997-2012, primary age range: 20s and younger)



Motivations to volunteer or attend

People in this tech-savvy generation want to be part of something bigger than themselves. They're motivated by opportunities to bring positive change. Because of this, **events that benefit the entire community or support a specific group are a great motivator** for them to attend fraternal activities.

These members are likely to feel "too busy" to attend an event. Many are attending school and working at least part time. The **event must be appealing enough for them to make it a priority** over other things. Try using the Member Interest Survey to get a feel for what interests your members and what types of events they would be excited to attend. Also consider posting a poll in your closed Facebook group.

Interests

This generation is **interested in volunteering and working for nonprofit organizations**. They're inspired by current trends or identified needs driven by social media. Service projects that support socially popular causes may be of interest to this group.

They also **like to try new things and visit new places that create experiences** they can have with their friends and family.

Communication preferences

This generation is made up of digital natives. Most have spent much of their lives in front of screens.

Social media platforms are extremely familiar to this group, making them more comfortable with virtual means of communication. A multichannel approach including mail, email, text and Facebook can be used. However, **text messaging and social media platforms may be most effective**.

Research also shows that individuals in this group are more attracted to videos and images rather than text. **Keep messages brief and to the point** when communicating with this group. They expect rapid response times, and you can expect that in return!

Awareness of fraternal events

This group of Modern Woodmen members are **not as likely to be aware of fraternal activities** within the last few years. This may be because their parents or grandparents were the reason for their connection to Modern Woodmen. Helping these members understand the purpose of a chapter may be the first step to getting them involved.