

Millennials

Optimistic and open to new ideas

(born: 1981-1996, primary age range: 20s-30s)



Motivations to volunteer or attend

Modern Woodmen member research shows these members **are likely to attend activities if children can participate**. The older members of this age group are likely to have children living 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 personally impact them and their families. **Find causes that are personally meaningful** to motivate these members to attend, especially considering their lack of free time. 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 to your closed Facebook group.

Interests

This generation **likes to try new activities**. Immersive experiences that allow them to think about or gain new perspectives are particularly appealing to them.

People of this age group are **influenced by their peers and find interest in activities they can do with their friends**, especially the single members of this group. Guests will likely want to return if they know their friend is involved. Service projects that support socially popular causes may be of interest as well as activities that involve working in pairs or in a group with peers. Working closely with unfamiliar people may make members of this generation less interested.

Communication preferences

Some people in this age group grew up just before the beginning of the digital age. The youngest in this generation are digital natives. Because of this, these members are very 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**. Consider using a closed Facebook group to communicate with these members. Phone calls are often considered time consuming to this generation.

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.