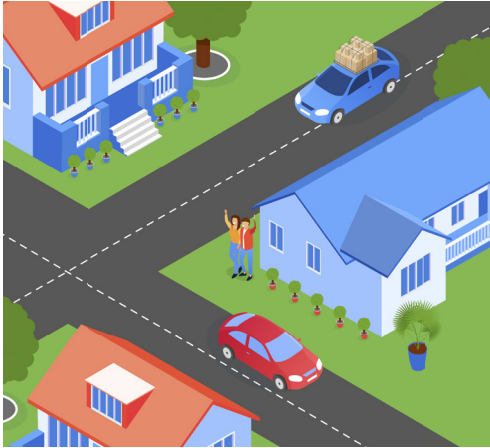


Suburban areas



Motivations to volunteer or attend

Research shows that residents of suburban areas are **positive about their communities and confident in their ability to impact** their local areas. Many agree they can have a big impact in making their communities better places to live.

Location of the event and ease of access are two major things people in suburban areas consider when choosing whether or not to attend a fraternal activity.

Interests

People who live in suburbs near large cities are interested in convenient, urban-style excitement in edge cities or nearby downtowns, such as lecture series, concerts, art galleries and museums. They also enjoy accessible activities, such as visiting parks and other nearby spaces in their suburban communities.

Many suburban dwellers have families of their own or have a support system nearby. They're likely **interested in activities they can do with their family and friends**. Consider hosting social activities that allow member families to intermingle or service projects that have multiple role and skillset needs that will interest people of all ages.

Communication preferences

Most suburban dwellers have smartphones, computers and access to home internet at their fingertips. They're open to a multichannel approach to communication, including mail, email, text and Facebook. However, **text messaging and social media platforms may be most effective**. Consider using a closed Facebook group as a platform to communicate with these members.