

## The silent generation

Loyal, hardworking and enjoys the simple things in life

(born: 1928-1945, primary age range: 70s-90s)



### Motivations to volunteer or attend

Modern Woodmen member research shows these members like to **volunteer when the event is close to home**. Consider planning an event somewhere familiar in the community that's a short walk, drive or bus ride away.

Research also shows they **like the satisfaction of a job well done and the feeling of helping others less fortunate**. They love to volunteer at events they know benefit the entire community or a specific group. Simple, straightforward service projects that require minimal physical activity may spark these members' interest.

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 having your membership coordinator (rep) make a personal phone call to invite these members to your activity. It may influence their decision to attend.

### Interests

Modern Woodmen's loyal silent generation members **love educational opportunities**. They're most likely to be retired or working a part-time job. Because of this, it's likely they have the free time to learn something new!

People of this age group are likely to be married or widowed with grown children. This, along with the fact that they're extremely patient, are reasons many **enjoy mentoring, tutoring or working with kids**.

### Communication preferences

Members of this generation grew up relying on face-to-face and handwritten communication. **Postcards and phone calls are ideal ways to communicate** with this age group.

### Awareness of fraternal events

This group of Modern Woodmen members is **very 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.