

## Urban areas



### Motivations to volunteer or attend

Studies show many urban residents are under age 30. They may have left home for employment opportunities or to experience big city life before having a family. Urban residents are the least attached to their communities and are most likely to have lived in their communities only a short time. Because of this, fraternal activities with others may be just what they're looking for.

Those who live in urban areas **may be exposed to and familiar with local charities**. Consider using the Member Interest Survey to learn which causes they're passionate about. Offering opportunities that meet these members' passions may help motivate them to prioritize a fraternal activity over the hustle and bustle of urban life.

### Interests

Studies show people in urban areas enjoy **recreational activities**, including parks and urban forests, sports fields, beaches, sports and recreation facilities, and playgrounds. They also like to visit places that offer **cultural expression**, such as cinemas, theaters, art galleries and museums. Survey your members using the Member Interest Survey or post a poll to your closed Facebook group to learn what places your members would like to visit.

### Communication preferences

Many people living in urban areas are part of younger generations. The overwhelming majority 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.