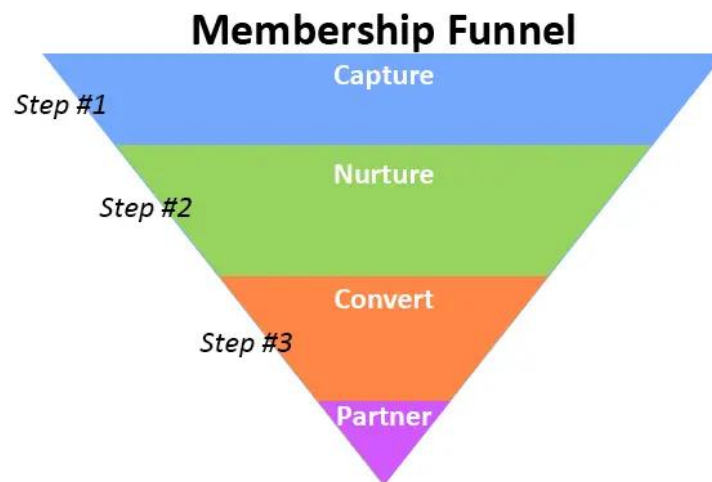


Increasing Younger Members While Retaining Current Members



No matter what the situation is with your nonprofit, it's essential to attract younger members while keeping your existing members engaged. Here are some strategies to motivate your members to get more younger members and increase activity:

Engaging Older Members

- *Mentorship Roles*: Leverage their experience and knowledge by assigning them as mentors to younger professionals.
- *Skills-Based Volunteer Opportunities*: Identify roles that utilize their expertise, such as moderating online forums or writing for your newsletter.
- *Intergenerational Events*: Invite them to events that connect them with younger members, fostering knowledge sharing and relationships.
- *Personalized Recognition*: Celebrate their milestones and achievements with personalized messages or awards.

Attracting Younger Members

- *Professional Development*: Offer workshops, webinars, and certifications that cater to their career goals.
- *Digital Engagement*: Utilize social media, online forums, and mobile apps to connect with younger members.
- *Networking Opportunities*: Host events, conferences, and mixers that facilitate connections and collaborations.
- *Inclusive Culture*: Foster a welcoming environment that values diversity and promotes socialization.

Examples of Successful Initiatives

- *Host Low-Commitment Meetups:* Organize casual meet-and-greets at local coffee shops or parks.
- *Leverage Social Media:* Utilize Facebook, LinkedIn, and Twitter to promote your organization and engage with younger members.
- *Create a Mentorship Program:* Pair experienced members with newcomers for guidance and support.
- *Offer Flexible Membership Options:* Provide options for part-time or virtual membership to accommodate different schedules and preferences. Take a look at: <https://www.wildapricot.com/blog/ways-to-get-new-members> for 99 suggestions how to get new members!

By implementing these strategies, you can motivate your existing members to attract younger members and increase overall engagement.