

Top 10 Ways to Attract Gen Xers and Millennials

1. Go where they are and talk about the benefits of membership.
2. Provide mentoring to them in a variety of ways; sometimes they need just an understanding listener.
3. Utilize technology in a variety of ways – these are generations who have grown up using every sort of electronic media.
4. Emphasize that chapter projects come in all shapes, sizes and length – research shows that short-term projects really attract these young educators.
5. Provide programs that are issue-oriented, that emphasize benefits of membership such as scholarships and grants for study, and that allow for in-chapter networking.
6. Request a program presentation from young educators – they have much to share.
7. Consider offering child care for selected meetings.
8. Hold chapter meetings at a variety of times and places.
9. Remember to think about relationships: daughters, nieces, in-laws.
10. Openly and obviously value the ideas of young members.

