





Making the Right Moves:
Growing your association in today's multi-generational environment

A presentation for Altrusa International Inc.

Cris Collins, CAE
Chief Executive Officer
Worldwide ERC



I feel your pain.
(And I have a little first aid for you!)



I am in your world...
I am a father...
I am a grandfather...

I am in your world...

I am in your world



Worldwide ERC®

- Non-profit association
- 14,000 members
- 40 regional groups
- Founded in Chicago
- Offices in DC, Brussels, and Shanghai
- Our membership is maturing!

I am in your world...

I am a father...

Chad's trip to the White House

It's all in your perspective...



I am in your world...

I am a father...

I am a grandfather...




**DEAD
MOUSE!**






Making the right moves:

- Overview of current generational landscape
- Membership trends in associations and the membership recruiting cycle
- Lessons learned from successful organizations




Making the right moves

- **Overview of current generational landscape**




Why Learn About Generations?

- **Four generations are working side by side**
- **People are at the heart of what we do**
- **The gap is widening**
- **Different values, experiences, styles, and attitudes create**
 - Misunderstandings
 - Frustrations

The Generational Divide	
	Traditionalists Born 1925-1945 75 Million
	Baby Boomers Born 1946-1964 80 Million
	Generation X Born 1965-1980 57 Million
	Generation Y Born 1981-2002 80 Million

Traditionalists (62+)



- Value logic and discipline
- Don't like change
- Want to build a legacy

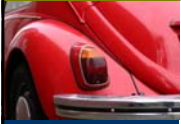
Traditionalists (62+)



- Influences
 - Great Depression, Roaring Twenties, World War I&II, Korean War, G.I. Bill, *The Audie Murphy Story*, *The Ed Sullivan TV show*
- Characteristics
 - Patriotic, loyal, “waste not, want not,” faith in institutions
 - Military influenced top-down approach

Key Word: Loyal

Baby Boomers (43-61)



- “Me” generation
- 80 million - 48% of workforce
- Money, title, recognition
- Coined term “workaholic”
- Want to build a stellar career - “Live to Work”
- 1st “sandwich generation”
- 60 is new 50; 50 is new 40

Baby Boomers (43-61)



- Influences
 - Suburbia, TV, Vietnam, Watergate, protests, human rights movement, drugs, and rock ‘n roll, **The Big Chill**, **The Ed Sullivan Show (when the Beatles appeared!)**
- Characteristics
 - Idealistic, COMPETITIVE, question authority


Key Word: Optimistic

Generation X (27-42)



- Possibly most misunderstood generation
- So named due to lack of name
- 57 million Xers
- Need a balance between work and life/freedom – “work to live”
- Flexible and motivated
- Want to build a portable career
- Earn less than fathers?

Generation X (27-42)




- Influences
 - Sesame Street, MTV, Game Boy, PC, divorce rate tripled, latch-key children, *Friends*, *Ferris Bueller's Day Off*

Characteristics

- eclectic, resourceful, self-reliant, distrustful of institutions, highly adaptive to change and technology, materialistic, used to be called "slackers"


Key Word: Skepticism

Generation Y (5-26)



- Value diversity/change
- Largest consumer group in history
- Nurtured in most "child-centered period"
- Been involved entire life
- Want work to be meaningful
- High maintenance yet high performers
- Push back on "individualism" and "taking things to the edge"

Generation Y (5-26)




- Influences
 - Expanded technology, natural disasters, violence, gangs, diversity, Challenger explosion, Columbine, *The Matrix*, *American Idol*
- Characteristics
 - Globally concerned, realistic, cyber-literate, "personal safety" is number one concern, 30% with tattoo and/or body piercing other than ear lobe

Key Word: Realistic

Generation Y (5-26)



- They study the 60's as history with no nostalgia.
- They have no memory of the Cold War.
- To them, "Leave it to Beaver" is a Discovery Channel show.
- Landing on the moon is what they did in the "olden days."
- AIDS has always existed
- If you tell them that they sound like a broken record, they'll ask, "What's a record?"
- They don't remember Pac Man
- They've never seen a TV without a cable.
- The *Tonight Show* has always been hosted by Jay Leno.
- Popcorn eaten at home has always been cooked in the microwave
- They don't know "Mork" or De plane, de plane."
- They cannot answer the question, "Where's the beef?"

 Traditionalists	Baby Boomers	Generation X	Generation Y	
Slogan	"Keepers of the Grail"	"Thank God, it's Monday"	"Work to Live"	"Upcoming Optimists"
Technology	Unsure and resistant	Willing to learn	Techno-savvy	Technologically superior
Feeling toward supervisors	Respectful of authority	Non-authoritarian	Dislike close supervision	Respectful of Traditionalists
Provide	Stable environment	Personal challenges	Feedback	Structure

CLASH POINTS

Goals **Reward**

Institutions

Career path

Feedback!

GOALS	
Traditionalists	“Build a Legacy”
Baby Boomers	“Build a Stellar Career”
Generation X	“Build a Portable Career”
Generation Y	“Build Parallel Careers”


INSTITUTIONS	
Traditionalists	“Deserve loyalty”
Baby Boomers	“Deserve to change”
Generation X	“Are suspect”
Generation Y	“Should be judged on their own merit”

REWARDS	
Traditionalists	“Satisfaction of job well done”
Baby Boomers	“Money, title, recognition”
Generation X	“Freedom!”
Generation Y	“Work that has meaning”

CAREER PATH	
Traditionalists	“Job changing has stigma”
Baby Boomers	“Job changing puts you behind”
Generation X	“Job changing is necessary”
Generation Y	“Doesn’t need to be a straight line”

FEEDBACK	
Traditionalists	“No news is good news”
Baby Boomers	“Once a year whether needed or not”
Generation X	“So, how am I doing?”
Generation Y	“From virtual coach at touch of a button”

Making the right moves

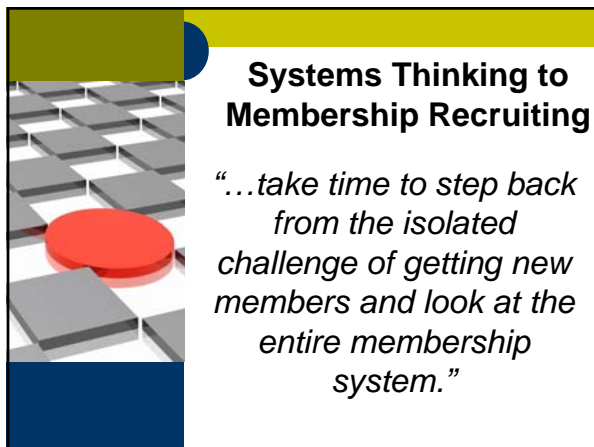


- Overview of current generational landscape
- **Membership trends in associations and the membership recruiting cycle**



Membership Trends

- “Demassification” - increasing diversity and segments
- More difficult and costly to reach members
- Challenges to traditional “one size fits all” association value packages



Systems Thinking to Membership Recruiting

“...take time to step back from the isolated challenge of getting new members and look at the entire membership system.”



5 Touch Points
in the lifecycle of the association member

- Awareness
- Recruitment
- Engagement
- Interdependence
- Renewal



Awareness


- Do you know me?
- A measure of branding success
- Test product awareness



Recruitment

Try us, you'll like us.

- Marketing message; value proposition
- Membership offer: price points, benefit package, incentives
- Target market



Engagement

A second interaction.

More likely to renew if:

- a member of a SIG
- attend annual conventions
- hold committee or task force position




Interdependence

Member has a relationship with the association

- Identifies with cause
- Livelihood is connected to association industry

- **Common vision**
- **Reward**
- **Recognition**



Renewal

- A measure of success with previous touch points
- Omission or commission
- Overwhelmed with communications and choices



Recruitment


“Membership recruitment is a lever with which to grow an association. Without new members an association cannot grow, because members will always leave.”

Making the right moves



- Overview of current generational landscape
- Membership trends in associations and the membership recruiting cycle
- **Lessons learned from successful organizations**

Lessons learned from successful organizations




**Get me.
Guide me.
Root for me!**

(More than a slogan)


recruitment

Get me.



What's in your toolbox to attract members?


engagement



Guide me.

- What you need to do for new professionals
- What you can expect from new professionals

retention



Root for me!

Once you've attracted good volunteers, how do you keep them?

A CASE STUDY



Worldwide ERC® New Professionals Program

“Created by” is IMPORTANT

- Branding is IMPORTANT
- Differentiation is IMPORTANT
- Metrics are IMPORTANT
- It's all about INCLUSION



Recommendations for Altrusa

- Understand “WIFME” means to each generation
- Allow ALTRUSA loyalty to come from other loyalties within
- Provide multiple pathways to join
- Enable flexibility and creativity in volunteering
- Let volunteers know (often!) how they’re doing



**“They may forget
what you said...
but they will never
forget
how you made
them feel.”**

- Carl W. Buechner
