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MEMBER ENGAGEMENT RESOURCE GUIDE



FROM INTROVERTS TO EXTROVERTS

How to keep all members engaged



THE POWER OF MILLENNIALS

How to attract and engage young professionals



RECRUITING & KEEPING VOLUNTEERS

A practical guide for associations

FROM

INTROVERTS

TO

EXTROVERTS

Keeping All of Your Members Engaged



INTROVERT



EXTROVERT



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Most membership groups have a variety of personalities within the group. On average, about 30 percent of members in a professional organization are introverts, 40 percent are strong extroverts (sometimes spelled “extraverts”), and the remaining 30 percent fall somewhere in between the two. Providing an atmosphere that welcomes all personality types is not only critical for growth, but also helpful in increasing member engagement among all members.

When it comes to introverts, it’s important to understand that while many of them have the professionalism to converse in large group settings, they are often uncomfortable beneath their professional exterior. They frequently appear to be less engaged than their extroverted counterparts; however, it is likely that their interest and engagement are simply more subtle.

As Jill D. Burruss and Lisa Kaenzig wrote in an article titled *Introversion: the Often Forgotten Factor Impacting the Gifted*, “There is nothing wrong with being an introvert. It does not need to be cured. It simply needs to be understood and accepted.”



While extroverts are known for being social and engaged in group settings, some may be shy in certain situations and environments. As Indie rocker Alex Kapranos once stated, “Just because you can leap off a drum kit doing a scissors kick while hitting a chord, people expect you to be an extrovert socially. But I’m not always comfortable with the idea of small talk at a party.”

All members of your organization, regardless of their degree of outgoingness, will appreciate an atmosphere that allows them to harness their skills within your Association network and nurture their desire for rewarding social interactions. Building a comfortable culture takes an understanding, openness to adjusting, and a willingness to offer a variety of offerings in order to appeal to the different member types.

Determining What Members Value

Different members of your group will value different things. While you can’t please everyone, it’s important to understand their preferences. If you don’t already, survey your membership to determine what they value in your organization. Ask specific questions about their preferences in regard to your programs, opportunities for involvement, what they would like to see handled

differently, how they prefer to be involved, etc. Also, be sure to ask about their preferred method of communication.

At the end of the survey, invite them to think about the people in their life who might enjoy your group's next meeting. After all, introverts often have close colleagues, and getting involved is much more comfortable when they have a friend they already know by their side; if your extroverts are engaged, they are likely to evangelize and help build your membership with this gentle reminder.

Adjusting What You Offer

Review your survey results and see what modifications your organization needs to make to better meet the needs of all members. As you find ways to address their suggestions, be sure to communicate that you have heard their feedback and are making positive changes as a result.

If you have small groups or committees or task forces, consider how you define "small." To some, a small group is ten to twelve people, but for introverts, it can mean two to three people. Offer a variety of formats and opportunities for involvement.

One surefire way to pull in some of your less-involved introverts is to reach out to them with a personal ask. Use the technology that they have indicated they prefer for communicating and avoid putting them on the spot in person. Consider their areas of expertise and then determine what will be a comfortable fit for them. While introverts might not be gung-ho on joining a committee, they might be very willing to provide some more individualized guidance by serving as a consultant or mentor within their area of expertise.

As you identify projects or initiatives that need attention, present your introverted members with an opportunity to share their insights in a low-pressure format. If you do ask them, create small groups – truly small with two to three people – and give them specific topics to address or tasks to complete. By giving a small group a curriculum, they will be able to share their insights without being on the spot to "come up with a plan to present." If those involved are interested in more in-depth group work, it will surface naturally. As the small group works together on an initiative, they will likely begin to develop a comfort level that will help increase engagement among all of them.



Facilitating Interactivity

True extroverts are simply seeking ways to connect with other people. Besides just encouraging each member to keep an up-to-date profile on your website in order to share about themselves, it's critical your Association allows extroverts to connect in a variety of ways.

At your networking events, be sure to offer a blend of free-for-all visiting along with intentional mingling activities with a purpose. Structure can go a long way to allow extroverts and introverts opportunities to meet several people comfortably when you describe the parameters up front. All personality types will appreciate understanding their expectations.

Try hosting a speed networking event at which members form two lines, face each other, and visit for pre-determined time periods (2 minutes) before everyone switches. This type of event takes the pressure of never-ending small talk out of the equation and provides an atmosphere that not only allows – but even encourages – making multiple connections in an atmosphere that doesn't diminish the value of true networking. Extroverts are less likely to be bored and introverts are more likely to participate when they know the time parameters. Plus, this format provides a foundation for actual discussion instead of endless small talk.

Encouraging Mentorships

It's important to consider the experiences of new members and how the engagement process works for them. When new members join your organization, consider having a mentorship program in place to ensure that all new members, introverts and extroverts alike, have someone to show them the ropes. While many will accompany the mentee for the first meeting or program, introverts will likely appreciate having that mentor by their side for the first several months.

Ask some of your outgoing members with gentle personalities to help welcome a few new members throughout the year. Extroverts thrive off new activities and people. Keep mixing up who they connect with, they feel more engaged as their connections grow. A mentor/mentee relationship is also comfortable for many introverts because it is a personal interaction versus large group.



Prior to a new member's first meeting, give their contact information to the mentor and ask them to reach out to the new member before the gathering, either through an invitation to coffee ahead of time or even a simple phone conversation to say welcome. The mentor should let the new person know that they will watch for them at the entrance at the first gathering and show them the ropes. All new members, regardless of personality type, will appreciate the follow through, but it will especially make an impact on the introverts or more shy extroverts. After that first meeting, have the mentor reach out to the new member again and ask how it went, then offer to sit with them for the next few meetings and to introduce them to others in the group.

Providing Opportunities to Be Featured

Your members have joined your Association for a reason – to expand their professional network and build connections. Consider providing a variety of options for featuring members, allowing them to share professional and personal information. Some Associations highlight a new member on their website each week, complete with a link to the featured member's LinkedIn page, website, and contact information. Many Associations also hold a round robin at the beginning of the meeting, asking each member to move into a large circle, then take turns spending 30 seconds introducing themselves, their company and the rest of their elevator speech.

One way to make the idea of being featured more appealing to introverted members is to welcome members to simply feature their business. They are often more comfortable highlighting their company versus themselves as a person. An easy way to make this available is to offer website advertising at a reasonable rate or e-newsletter advertising, and to hold drawings for free ads on occasion.

Whichever ways you choose for featuring your members, be sure to communicate the expectations and parameters on the front end.

Connecting Inside and Out

Your extroverted members will appreciate when you offer multiple opportunities to connect throughout the month. Your regularly scheduled meetings are important, but they are not the only way for members to network.

Keeping All of Your Members Engaged

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Establish activities outside of your regular meetings in which members can participate. For instance, when you notice a group of members talking about attending an upcoming concert in the park, approach them and ask if they would like to extend an invitation to the rest of the membership.

From happy hours and concerts, to museum visits and service projects, you don't have to personally participate or host each of these events for members – simply facilitate the deepening of the connections they have established through their Association connections. By offering these types of activities outside of the scheduled meetings, your introverted members will appreciate knowing that these opportunities are optional, letting them off the hook of what is expected.

Reaching Them Where it Counts

You don't necessarily need different messages and events for every personality type within your organization, but it is critical that your members feel comfortable getting involved on their own terms. By embracing your introverts, extroverts, and every member in between, and by providing them comfortable opportunities to contribute, you will certainly see an engaged and growing group.

About GrowthZone

GrowthZone AMS helps organizations grow and retain membership, engage and inform members and prospects, and streamline tedious tasks.

The cloud-based system is powerful, easy to use, and designed to manage all the day-to-day operations of your organization. Guaranteed.

THE POWER # OF MILLENNIALS

**EMBRACING
MILLENNIALS**



the Changing
Membership Landscape



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THE POWER OF MILLENNIALS

02

Embracing Millennials and the Changing Membership Landscape

Introduction

millennial

noun [mil-len-ee-uh l]

A person born in the 1980s or 1990s, especially in the U.S.; adult age 18–34 in 2015; a member of Generation Y

Did you know Millennials account for one third of American workers? In fact, they recently passed Generation X to become the largest share of the US workforce.

This generation is sure to determine the future of Associations, making the participation of Millennials critical to the vitality and longevity of member-based organizations.

So how do you take advantage of this demographic shift to attract Millennials to your Association?



Millennial Myths & Facts

Myth: Millennials are "Generation Me," the self-centered generation.

Fact: Nothing can be further from the truth. Millennials volunteer more than any other generation. A recent survey showed that that 47% of Millennials had volunteered in the past month.

Myth: Millennials are not willing to join or take an active role in an Association.

Fact: They're willing, but participation needs to be a win-win; it must benefit others as well as benefit them personally. In order for survival, Associations must learn to reach Millennials and adapt to their culture.

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Embracing Millennials and the Changing Membership Landscape

Why Millennials Don't Join

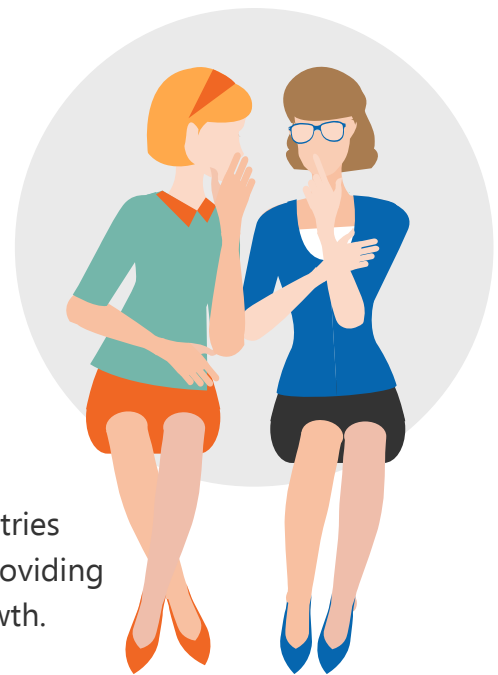
#Cost&Time

Millennials need employer support. Many businesses won't pay or subsidize dues and refuse time off for Association activities. Therefore, Associations must educate and communicate the value of membership to individuals AND their employers.

Get Millennials Through Your Association's Door

#WordofMouth

Word of mouth is one of the best ways to attract new members. Millennials aren't going to believe what you say about your organization; they're going to believe their peers. This generation is connected to large networks via social media, so getting a few Millennial members advocating for your Association can go a long way.



What's Their Ulterior Motive for Joining?

#Education

The continuing education curriculum required by many industries results in professionals seeking out learning opportunities. Providing certified classes is an ideal way to generate membership growth.

If you offer continuing education opportunities:

- Make sure your courses are current and relevant.
- Be brutally honest when evaluating your Association's continuing education offerings. Are your courses taught by volunteers who may not have the skills needed to deliver quality content via the latest technology? Consider using online resources to conduct training for volunteers to become skilled and valuable contributors.
- Think about a "freemium" model by offering basic education at no cost. Provide "upgraded" professional development opportunities for individuals to invest in expanded offerings.

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Make Sure Millennials Like What They Get



#LearningStyles

Millennials may be put off by dated education not conducive to their preferred learning style, which likely consists of electronic textbooks, blended learning environments including virtual classrooms, and online options.

Peer-to-peer instruction is valuable, yet many volunteer instructors may not be familiar with educational technology advancements, don't have cutting-edge delivery skills, or lack knowledge in current course content design.

Make your Association's training content succinct, entertaining, mobile, and self-directed. Keep in mind that Millennials don't want to sit through overly structured training; they want to learn when it fits into their schedule and at their own pace.

Now That You Have Their Attention, Tell Them Why They Should Stay

#Orientation

All new members, but especially younger ones, need to learn about the Association system itself. They should know how it works, how various activities complement and reinforce one another and, most importantly, where they fit and what they can do to personally see the Association achieve its mission.

Integration of Millennials should be done in at least two ways:

Provide events/meetings just for Millennial members to give them a "safe space" to interact and identify with one another.

Provide an opportunity to engage with all members, regardless of generation. It's one of the reasons they join.

#Feedback&Recognition

Members who are acknowledged for their contributions tend to stay "on the move," actively working to make their mark on the Association. Waiting for the annual banquet to recognize Millennial members won't cut it.

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Embracing Millennials and the Changing Membership Landscape

Ok, They've Decided to Join Your Association, But for How Long?

#Participation

Don't tell younger members to challenge the system and then shut them down when they try.

Keeping Millennials motivated is all about asking for their ideas. To stimulate innovation, allow their best ideas to rise, then discuss them and funnel them into a plan of action. Millennials actively seek organizations aligned with their causes and interests, but are disillusioned quickly when they are under-utilized and their ideas are not included.

Give Millennials a Way to Give Back

#Volunteering

Remember, Millennials volunteer at the highest rate of any generation, and getting them involved is easier than you think.

In 2013, the ASAE conducted the Next Gen 13 Millennial study and shared the following statistics.

When Millennials were asked why they volunteer in an Association, these were the top two replies:

- 61% to gain professional expertise
- 51% for networking

When asked why they don't volunteer in an Association?

- 45% said they simply weren't asked to volunteer



"I would volunteer a lot more if it meant I was able to connect with higher up members in the organization. Often though, you don't meet anyone except the volunteer coordinator."

~ survey respondent, The Millennial Impact Project

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Keep in Touch – the Right Way

#Communications

Millennials want to hear from you. But they also want to seek out information independently.

Keep your Association website updated! According to 75% of survey respondents, the biggest turnoff is information that has not been kept up to date.

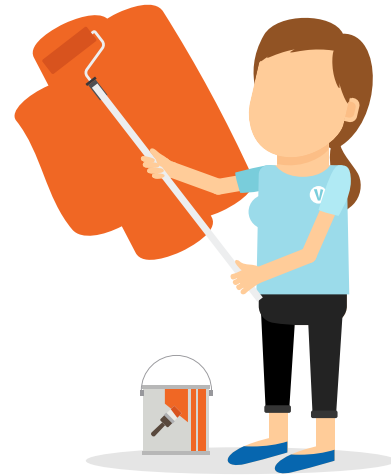
When you do make contact, keep it relevant and streamlined. Millennials prefer specific information on:

79% - Updates on programs and services

70% - Volunteer opportunities

56% - Information about fundraising events

56% - Activities and events for young professionals



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Embracing Millennials and the Changing Membership Landscape

Conclusion

Engaging with Millennials is important because they are energizing, creative, and innovative. They delight in making positive systemic and organizational change. Which begs the question: Can you afford not to engage them?

The #1 email pet peeve of 72% of Millennials is organizations that email too frequently. "I always have something in my inbox from them."

~ The Millennial Impact Project



"I need one thing to respond to. What do you want me to do?"

~ survey respondent, The Millennial Impact Project

Sources:

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About GrowthZone

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GrowthZone Website Services

Whether you simply want to populate your existing website with useful GrowthZone website Modules, edit your own website with a content management system, or launch a new website from scratch, we have an experienced developer and design team who will accommodate your objectives and budget.

THE SECRET TO RECRUITING AND *KEEPING* VOLUNTEERS

A Practical Guide for Associations

You need volunteers to keep your Association humming. Recruiting them can be tough. Retaining them can be even tougher. But if you unlock the secret to the psychology behind volunteering, you'll have the formula that works.

Why DON'T people volunteer?

- "I don't have the time."
- "I'm doing things with my family."
- "I have a full time job."
- "I already have too many priorities."



Why DO people volunteer?

According to renowned psychologist David McClelland, **people have three motivation drivers** regardless of gender, culture or age.



ACHIEVEMENT

People want a sense of accomplishment and to learn new skills.

AFFILIATION

The ability to meet and connect with others is huge. So is having a sense of belonging and feeling part of a worthy cause.

POWER

People thrive on status and recognition. They love making an impact on others and playing to win.

What do volunteers want?

Volunteers want to:

- Feel like you're prepared for them
- Feel welcome
- Be trained
- Do interesting work
- Know up front how much time the job will take
- Be appreciated
- Be socially connected
- Learn something new
- Be communicated with regularly
- Know they're making a difference



What does this mean to your Association?

By understanding what motivates people, you can assign tasks that meet their motivation driver. Suddenly, you have happy and fulfilled volunteers that keep coming back for more!