Slide 1 — Recruiting, Retaining, & Engaging Across Generations



Speaker notes

I’m excited to be sharing today’s presentation with you all about Recruiting, Retaining, and Engaging Across Generations.

Slide 2 — Respect and Impact

Respect and Impact

Unites us across generations



Speaker notes

Generations aren't stereotypes—every member is unique. However, generations often share experiences that influence how they prefer to communicate, connect, and participate.

What unites generations matters more than what separates them. People want to feel respected, connected, and part of something meaningful—that's exactly what Soroptimist offers.

Your club can recruit, retain, and engage members across generations with the following tips and by keeping respect and impact in mind.

Slide 3 — Connection and Community

Connection and Community

Loneliness impacts all ages

Soroptimist can be the answer!

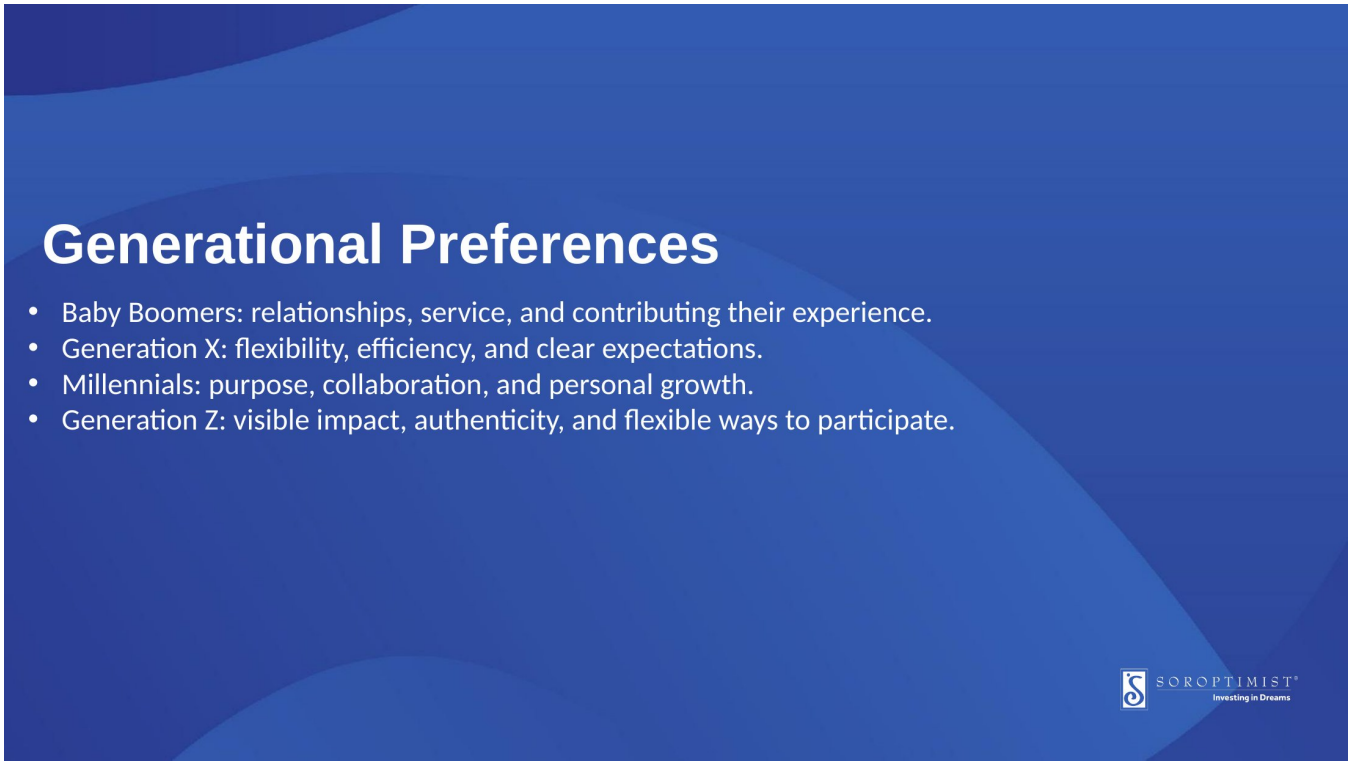


Speaker notes

Loneliness is widespread—no longer just an issue for older adults. People of all ages are craving a return to more personal connection and positivity in their communities.

Soroptimist has an incredible amount of value to provide people who are looking for a way to impact the lives of women and girls while connecting with others. This is a message that you can emphasize in your recruiting efforts across age groups.

Slide 4 — Generational Preferences



Speaker notes

While members of every generation care about our mission, they may engage differently.

Baby Boomers (born 1946-1964) often value relationships, service, and opportunities to contribute their experience.

Generation X (born 1965-1980) tends to value flexibility, efficiency, and clear expectations.

Millennials (born 1981-1996) are often motivated by purpose, collaboration, and personal growth.

Generation Z (born 1997-2012) is attracted to visible impact, authenticity, and flexible ways to participate.

Slide 5 — Attracting Members



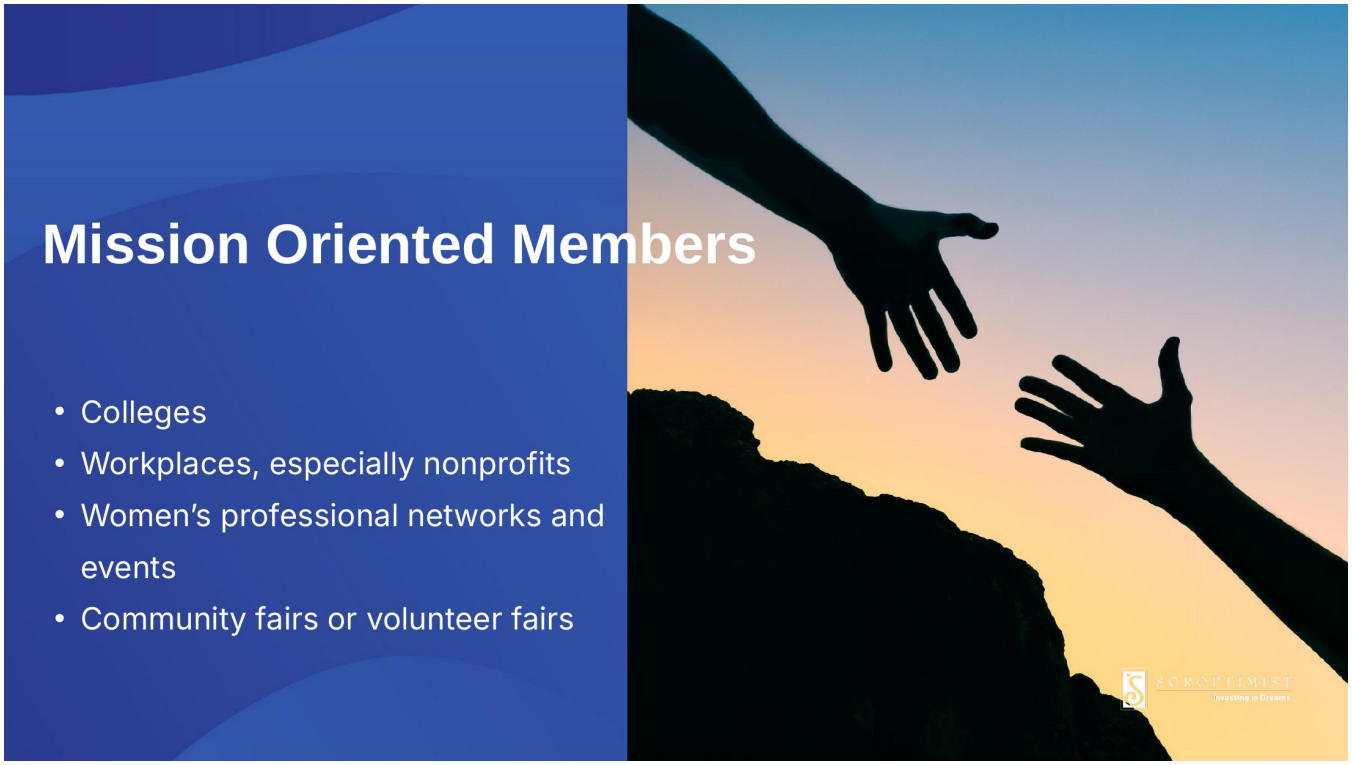
Speaker notes

Consider where people in your community may already be congregating that you can share information by putting up flyer information at yoga studios, wineries, senior centers, retirement communities, bookstores, houses of worship, libraries, doctor's offices, etc. This is a good way to recruit interested members across the age spectrum!

To attract younger members, consider digital ways to share information about your impact and recruit, but make sure someone confident is managing and posting regularly. If someone messages your club's Instagram account to express interest in membership but no one is checking that account regularly, it's not a good first impression.

Word of mouth is still a very powerful tool, so think about offering a fun benefit for members who bring their friends into membership. Maybe it's a sash that they get to wear at a meeting for being a "recruitment rockstar" or they get a small gift card for coffee at a local spot.

Slide 6 — Mission Oriented Members



Speaker notes

We know the mission is what draws in new members. But where do you find these mission-motivated members?

Consider any organization that your club might partner with such as:

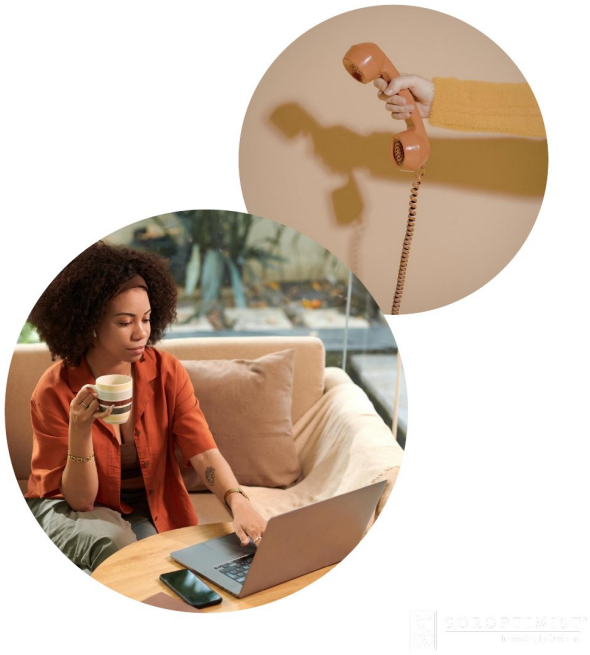
- Colleges, including targeting older students and staff
- Workplaces, especially nonprofits that you partner with
- Women's professional networks and events
- Community fairs or volunteer fairs

These people already know a little about Soroptimist and likely care about our mission—they just might not know how to get involved and a personal invite goes a long way!

Slide 7 — First Impressions Matter

First Impressions Matter

Respond to membership inquiries quickly!



Speaker notes

If you get an inquiry from a potential member, be sure to reply to them with information quickly! It helps them feel welcome and gives them a sense of your club culture while making a positive first impression. You don’t get a second chance to make a first impression.

Keep in mind that people of different ages may prefer different kinds of engagement—older prospective members may prefer a personal phone call and a printed follow-up packet mailed or in-person meeting, while younger possible members may prefer an email and a chance to review materials online on their own time. No generation is a monolith, of course, so when in doubt—just ask their preferences!

These new member inquiry emails are forwarded from SIA to your official club email address, so if you’re not sure how to access that, please email SIAHQ for assistance. This is also where important information like club ballots are sent so it’s important that you can access it.

Slide 8 — Live Your Dream Awards

Live Your Dream Awards

- Invite them to judge
- Invite them to celebrate
- Share videos



Speaker notes

So you have some members interested in joining. Now what?

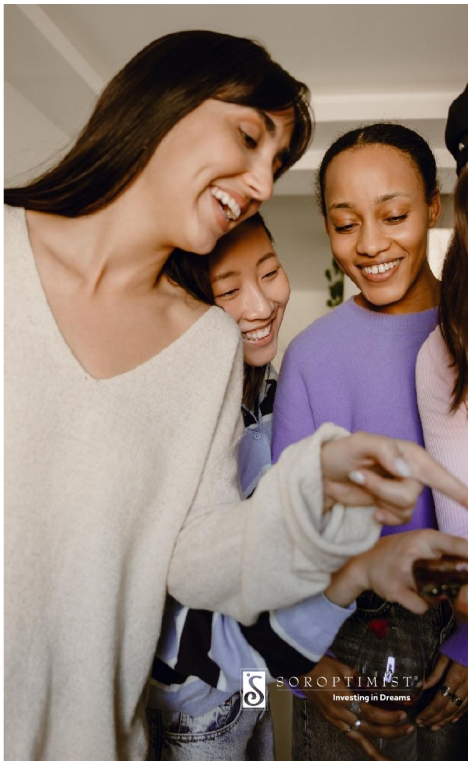
Engage them immediately: One of the best things a club can do is to invite them to help in our Dream Programs!

Live Your Dream Awards: Invite potential members to participate in the judging process and hear impactful stories that show the value of joining Soroptimist. Invite those who may be interested in membership to your award event to honor Live Your Dream Award recipients to create a connection to our mission.

Slide 9 — Dream It, Be It

Dream It, Be It

- Prepare materials
- Share their professional or educational joruney
- Review girls' evaluations



Speaker notes

For Dream It, Be It:

Prior to your Dream It, Be It session, gather as a group of current and potential members to prepare the materials to be distributed to the girls in the program.

Engage prospects by having them share their professional or educational path with the girls.

After your program, have them review the girls' evaluations and planning for next year, so they can read the inspirational comments the girls write about their experience.

Slide 10 — New Members = New Ideas

New Members=New ideas



Speaker notes

New members mean new ideas and new energy. It is critical to the long-term success for our organization that your club is genuinely welcoming of new ideas from members—it is extremely disheartening for someone to be excited about something just to be told “no, we don’t do that here.” If there is a reason that their idea won’t work, it’s fine to explain why gently, but there is no need to be harsh and risk turning them away from Soroptimist.

Slide 11 — Retention

Retention

- More flexible ways to be involved
- Virtual/hybrid meetings
- Carpool
- No guilt culture!



Speaker notes

What can you do within your club to better retain members?

Consider more flexible ways to engage. This helps members of all ages—parents needing more flexibility, and older members less comfortable driving at night.

To address this, you could move the meeting location or time, offer virtual or hybrid meetings, or start a carpooling system so that people who prefer not to drive still have opportunities to be involved.

More flexible ways to engage are also attractive to potential members—they know that even if life gets busy, they can still stay involved.

It’s important to be sure that your club does not have a culture of guilt or perfectionism about meeting attendance—this is off-putting to both current and potential members.

Slide 12 — Affordability



Speaker notes

Another common issue is affordability concerns—younger members may be starting their families or buying their first homes, while older members may be on a fixed income. Members of any age can unfortunately face financial hardship.

To address these concerns, consider:

- Allowing members to make payments in installments if needed.
- Set up a “finance support” fund in your club for members with difficulty paying. Some clubs do this with “sunshine funds” to help members through a rocky patch, funded by a designated collection or a few dollars added to each member’s dues each year.
- If your club regularly meets at a restaurant, consider if there is another venue for meetings that doesn’t require a purchase.
- If your club charges additional dues, be sure to regularly assess them and ensure that the cost is reasonable.

Slide 13 — Share



Speaker notes

(depending on how much time you have)

I'd like you to now take 1-3 ideas that we've discussed here to write down and implement with your club. OR if you know that some of these are in progress, ask for an update about them at the next club meeting.

Please share—what's 1, 2, or 3 things you'll take back to your club to consider implementing?

(Take some responses)

I'm so glad to hear that you've got some great ideas to implement! Remember, you don't have to be a membership expert to have a positive impact on your club's ability to recruit, retain, and engage members across generations. You need to just start with respect and giving them a chance to feel connected while making an impact. Thanks for your time today!