



MEMBERSHIP ORGANISATIONS: A GUIDE FOR ATTRACTING GEN Z AND MILLENNIALS

How to Start Marketing Now to Secure Your
Future Audience



HOW CAN MEMBERSHIP ORGANISATIONS STAY RELEVANT IN TIMES OF CHANGE?

How can they engage new audiences, grow, and secure their future?



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49%

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In 2023, a significant 49% of associations reported an increase in membership.¹ This is a promising prospect for membership organisations. But how did they do it? It's been estimated that 5.3B people and 4.95B currently use the internet and social media, respectively. If you're not already, it's time to embrace digital change and there is a huge opportunity for organisations to embrace today's changing landscape and position themselves in the best possible way.

Instead of speaking to the wrong people, about the wrong topics, and using the wrong tools, a new approach is needed. This guide will show you the four key changes happening today that will help you grow your membership for years to come.



SECTION ONE

CHANGING DEMOGRAPHICS

Today, the largest workforce population is millennials. But few organisations can say the same about their membership, where millennials are significantly under-represented.

On one hand, this is a dangerous disconnect. Organisations risk growing ever more distanced from those they need to attract, especially as millennials move into middle-age and start to acquire the management positions previously held by others.

But it also represents an opportunity. Those who can adapt their messaging and positioning to accurately reflect the concerns and ambitions of millennials will soon stand out.

It is important, however, not simply to focus your marketing on millennials. Behind them are Gen Z, arguably the most entrepreneurial generation in the current workforce. Gen Z employees still face several decades of work, making them potentially crucial association members for many years to come.

TOP TIP

Both millennials and Gen Z workers are used to paying for monthly subscriptions, so do the same with your membership. Using easy and trusted payment platforms, don't just offer annual payments.



76%

of consumers say they **would buy** from a brand they feel connected to over a competitor, so **commit to building your organisation's online presence.**²

SECTION TWO

CHANGING PRIORITIES

Both millennials and Gen Z are also used to a world of choice. They want more options from their membership organisations. Get them engaged with your association, and they'll respond better and contribute more to your long-term growth and success.

With the economic climate in flux, people will be actively assessing the perceived value of their memberships. Make sure you don't get left behind.

Gen Z also cares deeply about environmental issues. To younger generations, this is not an area for discussion or debate. So taking time to market your green credentials, and how as an organisation you are reducing your environmental impact, is critical to generating attention and trust.



SECTION THREE

CHANGING TECHNOLOGIES

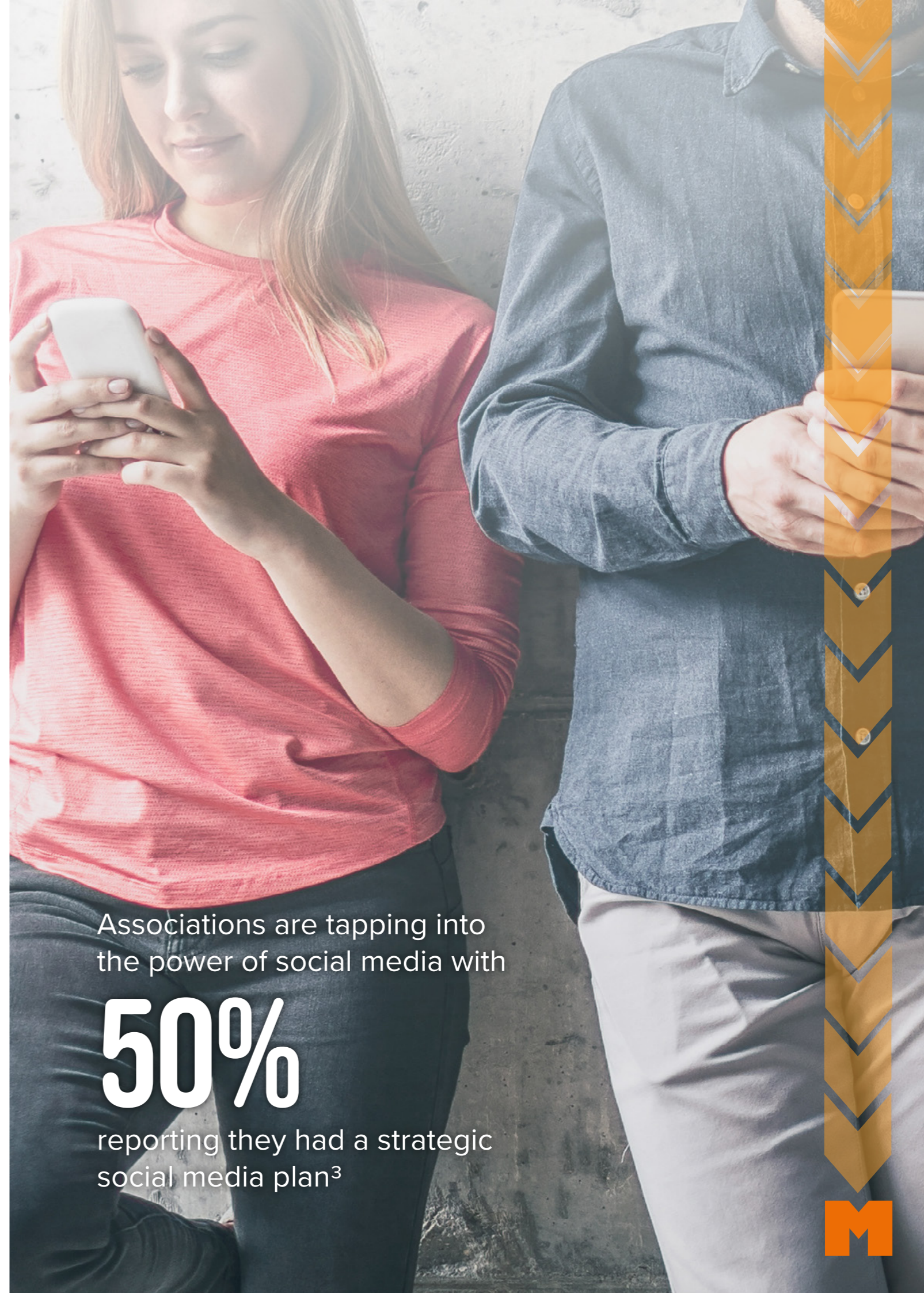
Younger generations live much of their personal and professional life online. They expect membership organisations to do the same.

Consider:

- Switching to a digital publication rather than using traditional print.
- Investing in maintaining and updating your website and ensuring it is fit for purpose.
- Embracing digital marketing as the centre of your activities, rather than an under-resourced 'extra'.

Remember, Gen Z and younger millennials have never experienced life without smart devices and online communities. They are true digital natives, having grown up in a world of iPhones, apps, and social media. So they expect seamless 24/7 access to the information they need.

This is where digital marketing investments are key. The average person spends almost five hours a day on their mobile phone. That's a lot of attention you are missing if your organisation's website isn't up to scratch.



Associations are tapping into the power of social media with

50%

reporting they had a strategic social media plan³





SECTION FOUR

CHANGING HABITS

With new technologies come new habits and new ways of absorbing information.

The advance of the internet has reshaped expectations and driven new behaviours. Some of those who spend most time online are believed to have attention spans of just eight seconds.⁴ Combine that with people spending almost five hours on their phones every day, and it's clear marketing has to adjust to a new reality.

Those enjoying the best results have said goodbye to the traditional approach of simply broadcasting their message and instead focused on authenticity, collaboration, and relationship building. Minimalism, strong visuals, and the strategic use of incentives are also playing a significant role.

Millennials and Gen Z expect to search, review, and absorb information quickly – whenever and wherever they want. For membership organisations, this means ensuring your information is:

- Visually impactful
- Easily digestible
- Highly shareable

Top 5 Gen Z platforms



TIKTOK



SNAPCHAT



INSTAGRAM



TWITTER



YOUTUBE

THE TIME TO ACT IS NOW

The way things have been done before cannot be the way they are done again. Membership organisations must adapt at speed if they are to thrive in the coming years and decades.

But the solutions are there. The path forward is clear. It is now simply about implementation and innovation. The rest will follow...

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Monitor Creative is trusted by membership organisations across the UK to drive engagement and growth. Contact us today for advice and support on your unique situation.



Next step is to book
in a discovery meeting
with the Monitor team
to discuss your goals
and we can work together
to reach them.



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SOURCES

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4. [Differences Between Marketing to Millennials Vs, Gen Z](#), Forbes