

Engaging Early Career Members

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Young Professional (YP) Engagement Challenges*

- Association culture
- Understanding association roles
- Understanding YP goals/needs
- Value proposition to meet these
- Paths for YP engagement
- Understanding external factors/\$ constraints



Young Professional Engagement Barriers*

- Competitive market
- Association leadership
- Focus on legacy audiences and programs
- Insufficient time and effort
- Programs vs strategies
- Structure



Young Professional Engagement Success Factors*

- Research their needs
- Customized engagement
- Peer opinion leaders
- Budget
- Trial strategies
- Distinct rewards and recognition
- Benefits oriented communication
- Employer education



*Reference

West, D., Wolinsky, C.,
Leeman, P. (2015). “Engaging
Young Association Members.”
Association Laboratory.

http://associationlaboratory.com/pdf/Engaging_Young_Association_Members.pdf



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A Strategic White Paper
for the Association Industry

“Each generation goes further than the
generation preceding it because it stands on
the shoulders of that generation. You will
have opportunities beyond anything we’ve
ever known.”

Ronald Reagan
President
United States of America
1981 - 1989