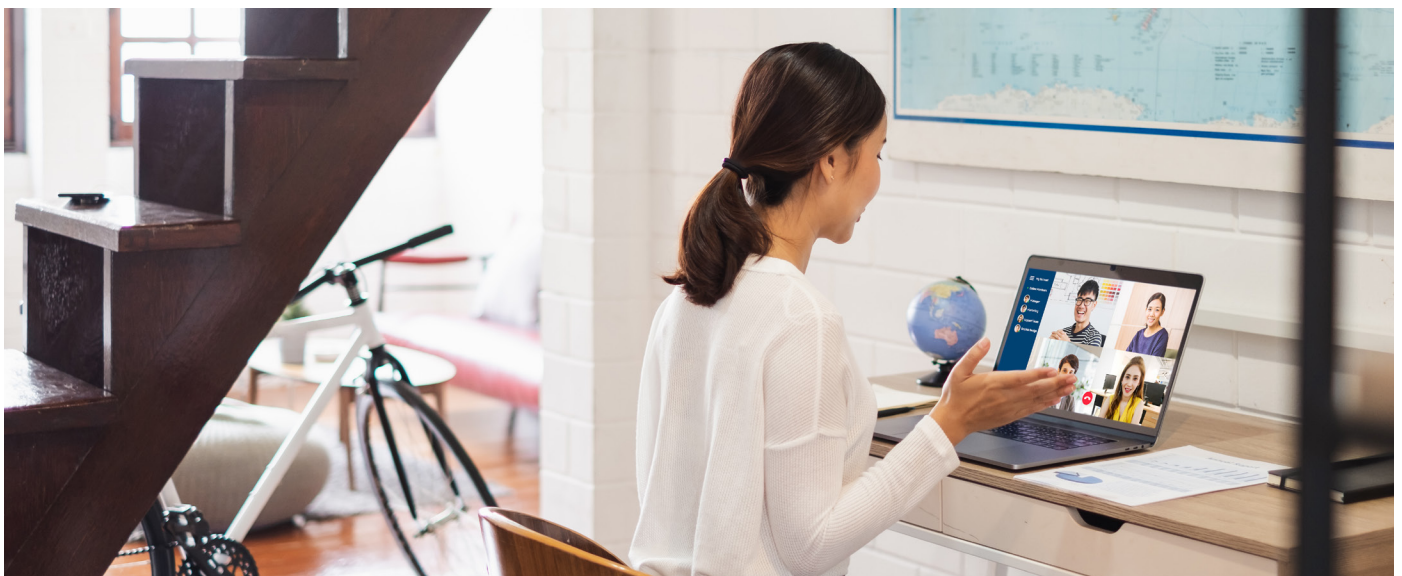


Association Chapter Networking – Got Millennials And Gen Z Members In The Room?



Millennials (born between 1981 and 1996) and Gen Z (born in 1997 or later) -- you probably have some of each in your chapter. And we're sure you've seen that engaging them takes work. Their view of life, work, and what it means to get ahead mean vastly different things to them than it does to your baby boomers (born before 1965) and Gen X'ers (1965-1980).



Both of these groups are becoming increasingly large segments of the workforce; By 2030, Gen Z, will be 30% of it. Though networking remains critical to their competitive differentiation and overall career success, these two groups are kicking the traditional way of networking to build their careers to the curb.

Are you giving them what they need to get ahead?

Gen Z

Many in this generation graduated college and began working during the height of the COVID-19 pandemic. To them, doing things virtually is a way of life; they're even open to searching for jobs and responding to employers on entertainment-based platforms like Tik Tok. In a recent survey of over 1200 college alumni and soon to be graduates:



- Nearly 7 in 10 believe they don't need to meet in person to make a meaningful professional connection. Of that group, women are 26% more likely than men to believe you do not need to meet in person to make a professional connection.
- 87% of job seekers believe that messaging (not meeting in person) with a potential employer may lead to a job.

Millennials

Millennials value building deep relationships that further their career. They agree that spending time with colleagues outside of work builds their reputation and networking is important to their professional lives. They just want to do things a little bit differently, which can even include bringing food and drinks to share with coworkers, which they see as nearly as important as traditional networking.

Networking to engage millennials and Gen Z – and the rest of your chapter

Neither group enjoys the “glass of wine in one hand, business card in the other” networking or the dreaded golf events. They'd rather spend their time doing things they enjoy and can relate to. And fit easily into their schedule

Here are several out-of-the-box ideas for association chapter networking that will benefit your Gen Z and Millennial members, as well as your Gen X'ers and Baby Boomers.

1. **Take advantage of your email marketing and virtual platforms.** Connect your older, more seasoned members with these groups for mentorship and virtual networking through email and video calls.
2. **Schedule networking playdates.** Millennial parents spend time with their children whenever they can and are interested in finding ways to combine the two. Schedule association chapter networking playdates with members who have children of similar ages. Or connect your Baby Boomer and Gen X members with your younger members in more of a “grandparents” type role.
3. **Hold networking dinner parties.** Millennials drink more wine than previous generations, yet nearly half of them would rather drink it at home than at parties or restaurants. Host small dinner parties to connect members with each other in other members' homes.
4. **Consider high-energy activities.** As generations valuing fitness, your younger members, and



probably some of your older ones, would love to find others that share their interests. Connect members through indoor sports, like small group personal training or rock climbing, or outdoors, with hiking or biking.

5. **Create a non-work focused event.** How about a visit to an art gallery or a winery? Bring smaller groups of members together around a shared interest and the networking will happen organically.

What do your members want when it comes to association chapter networking?

Start by surveying all your members, to see how your current networking meets their needs. Ask your Gen Z and millennial members some additional questions, to learn what they're looking for in terms of networking.

As with anything that involves your members, don't assume you know what they want. Things have changed and their parents' networking will not work for these groups. Make changes and you may find your association chapter networking events better engage ALL your members, no matter their generation.

