

Branding Your Lodge to different Generations

What are the 4 different generation of lodge members?

Generations

- **Traditionalists 1901-1943**
- **Baby Boomers 1944 - 1964**
- **Generation Xers 1965 - 1981**
 - **Millennials 1982 - 2003**

Traditionalists

Events & Influencing Factors

- Great Depression
- New Deal and success of large government programs in infrastructure, medicine, and education
- Winning World War II (About half of all male adults were veterans)
- Move from farm to suburbs
- Development of huge companies
- Growth of communication-newspapers, radio, and automobile

Traditionalists

Values & Behaviors

- Follow chain of command without challenging authority
- Dutiful motto: "Always faithful"
- Save money and avoid credit
- Confidence in experts, leaders, and government
- Private with personal details and more formal in dress and language
- Loyal, disciplined, and patient

Baby Boomers

Events & Influencing Factors

- Surge of birth after WWII
- Robust economic expansion
- Television
- Rock and Roll
- Generation gap developed
- Vietnam, civil rights, Watergate
- Standardization in school-influenced by peers, and media

Baby Boomers

Values & Behaviors

- High expectations: idealistic and optimistic
- Individualistic motto: "Do your own thing"
- Challenge the status quo, question authority
- Competitive due to huge size of generation, but with emphasis on fairness
- Process and procedure orientation, workaholic to get ahead
- Focus on self-improvement, psychology, and potential

Generation Xers

Events & Influencing Factors

- Almost half as many births as Baby Boomers
- Divorce and "latch-key kids"
- 23% interest rates, manufacturing jobs left country, layers of middle management eliminated
- Global economic competition
- Computers at home
- Discussed rather than memorized the Gettysburg Address, Zero-tolerance schools

Generation Xers

Values & Behaviors

- Surrounded by much larger generations, less influence politically and economically, but are a scarce resource in the job market
- Expect bad things to happen, but know they can work through it
- No-nonsense motto: "Get real"
- Choose their close relationships
- Have seen that organizational loyalty doesn't necessarily pay off
- First generation in America to believe they will have less off
- Have access to worldwide information, prefer email to phone

Millennials

Events & Influencing Factors

- Potentially larger than Baby Boomers
- Pervasive technology and media
- Boomer parents emphasized self-esteem
- School shootings and 9/11
- Planned leisure activities and playtime in their childhood
- Explicit news reporting of public figures' personal lives
- Expected a toy with their meal
- Went through school in teams

Millennials

Values & Behaviors

- Will have 4 to 5 careers, three of which currently don't exist
- Raised with positive reinforcement and lots of choices
- Realize life could end at any moment, so they want to make a difference
- Realistic
- Informal and good at multitasking
- Self-assuring motto: "believe in yourself"
- High voting block
- Expect things at work to be right, Comfortable in networking

Branding Your Lodge to Different Generations

Now that we can have up to 4 generations in our Lodge Halls we need to ask ourselves a question.

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How many Generations are present in
your Lodge?

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If your Lodge members are all Traditionalist and Baby Boomers you are 5-10 years of going defunct without new members.

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As a fraternal organization, member recruitment is crucial to IOOF. They are the lifeblood of keeping your lodge strong, growing, and relevant. After all, if we don't get new, and younger, members IOOF will slowly wither away.

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How do we attract Younger members.

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Use age differences to your advantage. Set up programs where older members can mentor younger ones. Your present, and generally older members, have the benefit of many years of experience and wisdom. Both generations will benefit from this. Of course, your focus should be on the industries where your members are prominent.

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Use social media (Twitter, Facebook, LinkedIn) to attract younger people. The younger generation loves technology and 24/7 access to your association. You will need to blend technology with the personal. Social networking online is great but don't forget face-to-face meetings.

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You don't need an elaborate campaign to recruit and maintain younger members. Keep the message simple and fresh. As a matter of fact, think Twitter's 140-character limit! Shorter messages facilitate dialogue. Don't just rehash your program's message. Get young professionals to interact with your organization.

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Showcase the diversity of age in your printed and online publications and materials. Check to see what the average age of your members are in brochures and bulletins. Make sure some of your younger members are depicted in the information.

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Make sure you welcome younger members to your organization

At meetings assign an older member to each younger member to be their host. Introduce the younger member to everyone. It may also be a good idea to team up a seasoned member of your group with a new one for a period of time until the newer member gets a better feel for the organization. The younger person will have a built-in mentor to get started and feel comfortable.

Branding Your Lodge to Different Generations

Recognize young members of your organization. A great example of this is many engineering groups have young engineer chapters. This allows younger members to associate with their peers in leadership programs and networking. If you can get younger members involved in the process early they are more likely to stay engaged and become successful and influential leaders later on.

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Start early with your recruitment efforts. College-aged young people are excellent candidates for your organization. High-schools may be a great place to start also. Groom these young people to become interested in your group. After all, these young people are going to be the leaders of tomorrow. Latch on to them early and insure your group's continuity for years to come.

Branding Your Lodge to Different Generations

Don't get too radical when trying to attract younger members. Ascertain the average age of the member's of your organization. If the average age is over 50 begin by trying to attract newer members in their 40's. Lower the age of your group slowly

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Keep younger, and newer, members of your group in the loop.

Don't get them to join your association and then forget about them. Engage them in as many ways as you can. Find out what these younger members are interested in. Appoint them to committees that cater to their likes. If enough new members have certain interests start up a new program or incorporate these interests into an existing program with younger members playing some lead roles.

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If you want your Lodge to stay strong
and be a light to your community you
must brand IOOF to younger
members.

Links

<http://www.slideshare.net/mobile/abhishekshah/next-generation-branding-strategy>

<http://www.webbrightservices.com/the-association-blog/bid/118470/Member-Recruitment-How-Do-You-Attract-Younger-Members-to-Your-Association>

<https://www.rotary.org/myrotary/en/8-tips-getting-young-people-interested-your-club>