



Micro-volunteering

Foster mentoring from your volunteer leaders

Keeping up with association trends

Keep your communications digital, clear, fluid, and fast.

# HOW TO COMMUNICATE to your association's YOUNGER AUDIENCE

Develop a task force

Requires a short term commitment

Maintains the associations relevance for future generations

Generates excitement over the opportunity for involvement

Research what the next generation of your membership needs and how your association can help

Will our current member benefits appeal to them?

Will we need to expand benefits to include offerings that better appeal to them?