

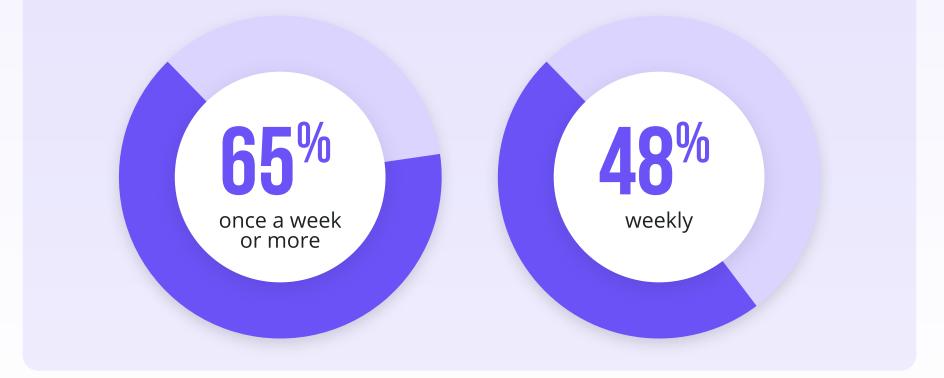
## **EMBRACE YOUR ASSOCIATION'S FUTURE** WITH ARTIFICIAL INTELLIGENCE

How to leverage AI to attract and retain Generation Z members

This year, Generation Z is projected to overtake Baby Boomers in the workforce. Is your professional organization prepared to meet the values and technological expectations of Gen Z?

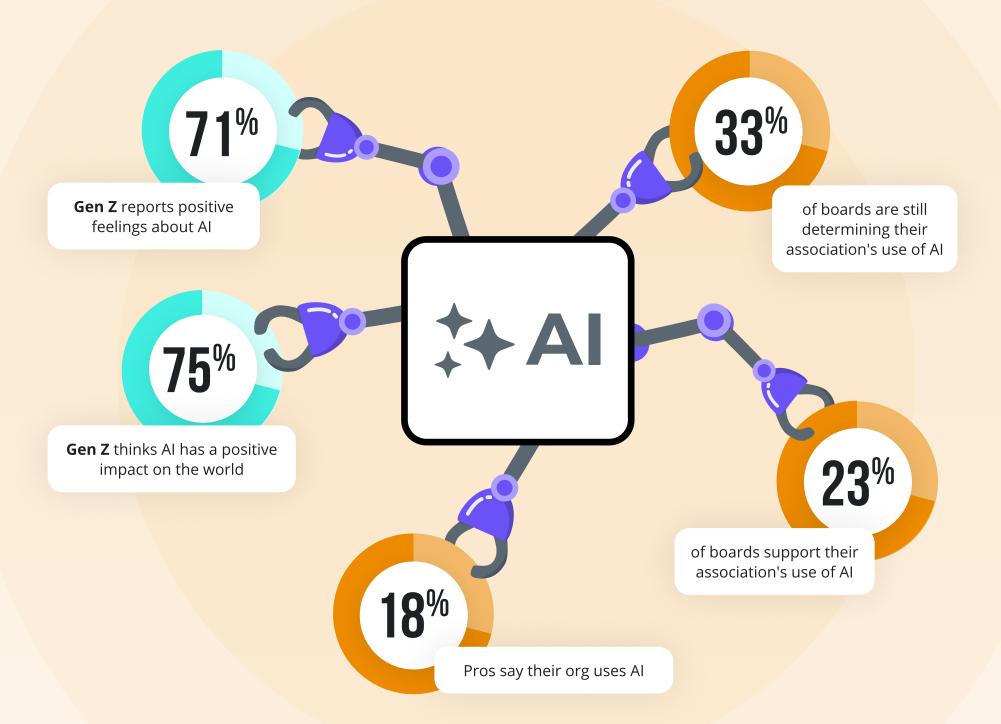
You can equip your association to successfully reach out to Generation Z by embracing the latest technology trends like Artificial Intelligence (AI).

The 2024 Association Trends Research Study reports that most association members use AI at work at least a few times each month

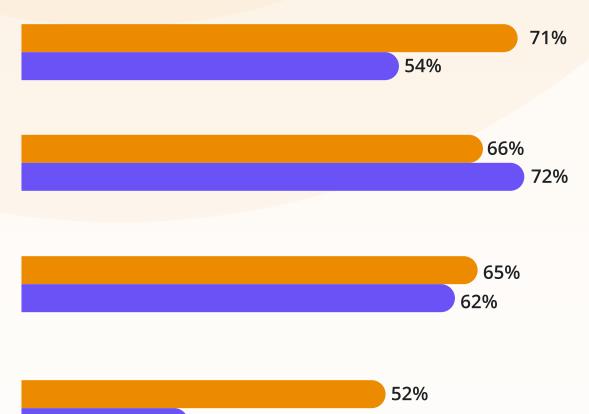


# **HOW DOES GENERATION Z VIEW AI?**

Gen Z has always known technology and expects technological disruption and change. Rather than view these changes as setbacks, Gen Z is flexible and resilient, seeing changes in technology as an opportunity for growth.



### Members and Pros agree that choosing to leverage AI at your association can dramatically open new opportunities for your staff, key stakeholders, and members.



Pros

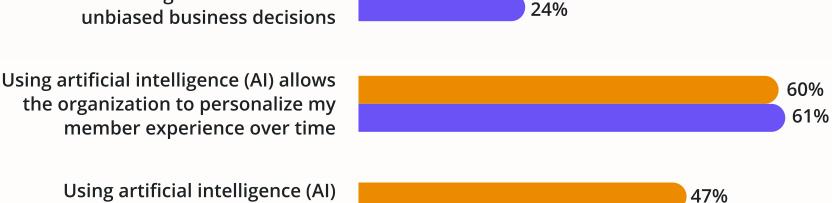
Using artificial intelligence (AI) allows the organization to provide support 24/7

Using artificial intelligence (AI) shows that the organization is innovative and up-to-date on technology trends

Using artificial intelligence (AI) removes time consuming tasks that enables the organization to provide greater member value and support

> Using artificial intelligence (AI) allows the organization to make

> eliminates human error and risk



Members

21%



Gen Z has always known technology and expects technological disruption and change. Rather than view these changes as setbacks, Gen Z is flexible and resilient, seeing changes in technology as an opportunity for growth.

Gen Z agree that "I'm OK with technology collecting data on me if it is for my benefit."

**64**<sup>%</sup>



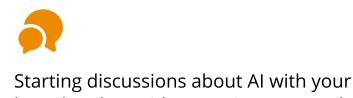
Gen Z is most comfortable with AI providing interview prep and career coaching

Gen Z is most comfortable with AI creating marketing materials

**37**<sup>%</sup>

## **HOW TO LEVERAGE AI TO ATTRACT AND RETAIN GENERATION Z MEMBERS**

Al (and your members) will not wait for your association to catch up. So, get started now by:





Recommending and personalizing content,

board and consider creating an AI task force to think through how your organization will approach Al.

Documenting some of the ways AI can help your organization attract and retain Gen Z. The Association Trends Research Study found members are most comfortable with their organizations using AI for content creation.



Generating content including newsletters, emails, and social media posts.

articles, and job posts.

Using AI to personalize your member data, helping you take a targeted approach to marketing your events, continuing education courses, career advancement resources, ecommerce products, and more based on past member behavior.

Creating quizzes and assessments.

# **LEARN MORE ABOUT** ARTIFICIAL **INTELLIGENCE**

When it comes to AI, members from all generations are ahead of associations. AI (and your members) won't wait for your organization to catch up.

Learn more strategies to engage Generation Z members with Artificial Intelligence. Read the 2024 Association Trends Research Study today.

### Download the study



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2024 Association Trends Study

A NEW ERA OF Associations:

The transformational power of technology

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