

How to reach GenZ

The top 4 strategies for associations



Is your association looking for strategies to reach young professionals?

If so, you'll need to understand Gen Z, or the newest faces entering the workforce.

How well does your association know Gen Z?

Who is Gen Z?

Pew Research defines Gen Z as anyone born from 1997 onward, meaning approximately 68 million Americans.

Boost your knowledge with these seven latest trends:

76%

of young professionals join an association within the first five years of employment

Community Brands

82% of Gen Z believe mentorship opportunities are crucial to their professional and personal success, yet only **38%** have them

Springtime Research

Compared to older generations, **Gen Z engages more regularly**

(at least once a week) within their association

Community Brands Association Trends

54% of Gen Z association members use and are interested in career development resources

Community Brands Association Trends

By 2030, Gen Z will contribute to

20%

of the workforce

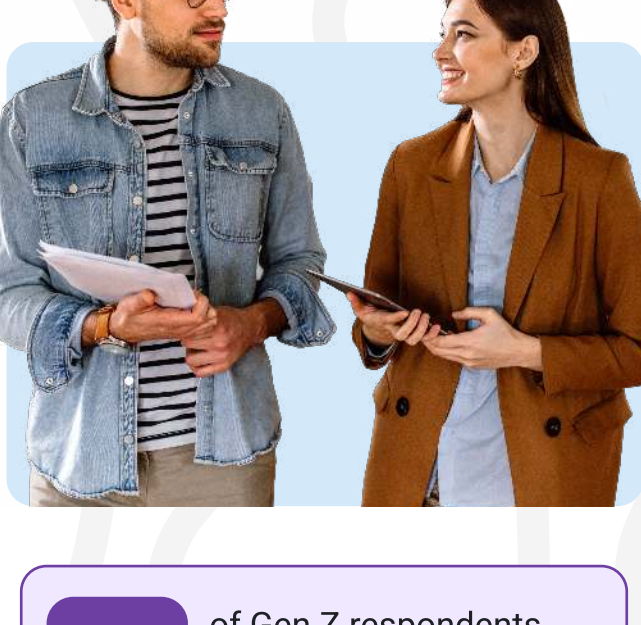
Deloitte

40% of Gen Z respondents volunteered or have been a member of a community organization, non-profit, or charity

Global Millennial and Gen Z Survey

Gen Z is the most racially and ethnically diverse generation in US history

Statista



How can you attract Gen Z members to your association?

Now that you better understand Gen Z, you can prepare to reach more young professionals and attract them to your organization.

Follow these tips to get started:

1 Provide career advancement resources

Gen Z association members want career resources. Young professionals will join your association looking for industry-leading resources and will leave if your organization doesn't deliver.

Keep Gen Z members happy and engaged at your association by offering the following career advancement resources:

Career coaches

Peer data

Resume review

Job board

Mentoring relationships

Career paths

Career insights

Career advice articles

Tip!

YM Careers by Community Brands offers all these career advancement resources and more.

2 Offer continuing education opportunities

Invest in your professional development program to advance your Gen Z members' careers and professional growth. Gen Z members value continuing education and training opportunities to grow their personal and professional skills.

Community Brands research found organizations must innovate to maintain their competitive edge with professional education. In addition to your standard continuing education topics, consider providing unique content offerings like learner wellness courses, hot topics, fun content, and more.



Tip!

Community Brands offers learning management software to help take your learner engagement to the next level.

3 Promote events and make networking easy

Gen Z members want to engage with their associations. Try offering a variety of event opportunities so young professionals have many options to network. In addition to big in-person conferences, consider offering hybrid events, an online community, webcasts, and live events, to offer greater value year-round and drive non-dues revenue.

After each event, seek Gen Z members' feedback so you can target more members within that demographic. Additionally, your young professional members are more likely to invest in your association if you ask for their feedback and take steps to implement their suggestions.

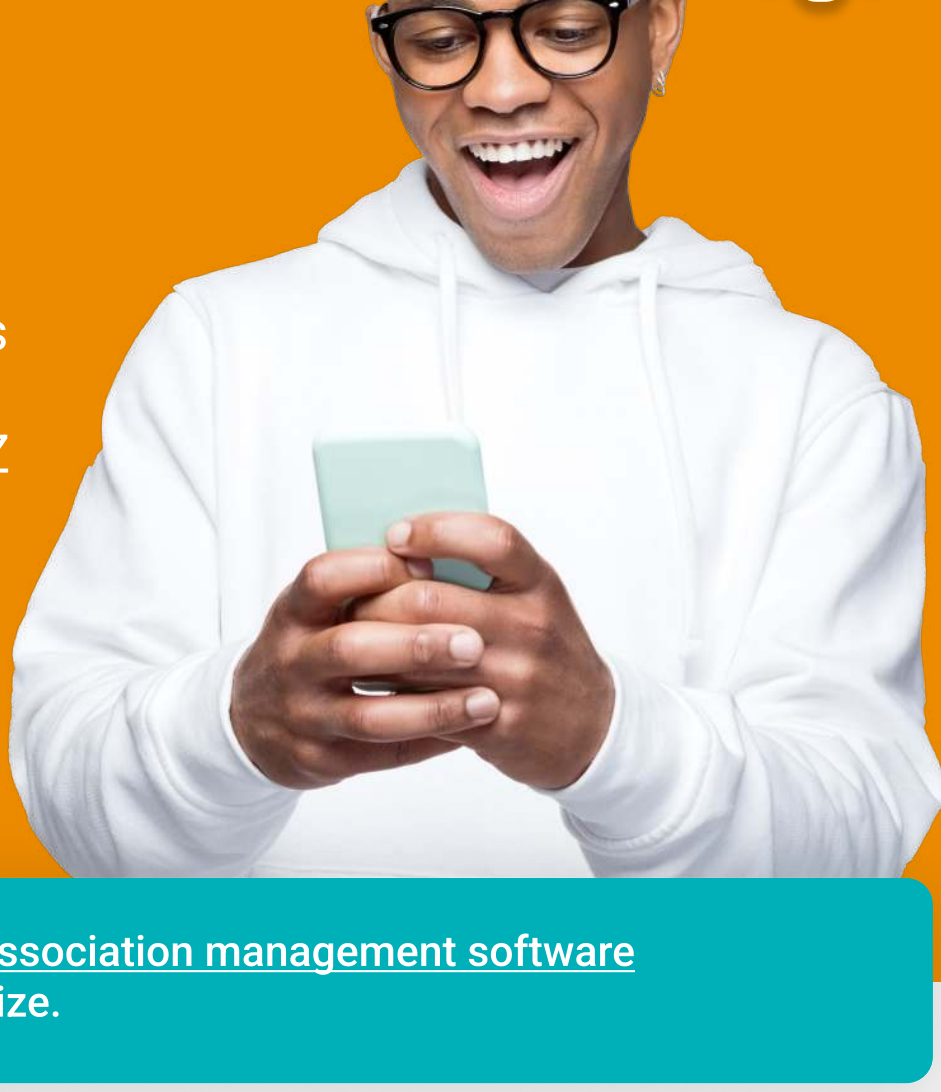
Tip!

Community Brands event technology solutions has everything you need from expo hall and speaker management to event mobile apps.

How is your association's membership experience? To attract Gen Z members, you'll want to make the process of joining your association as easy as possible. Streamline the joining process by offering a variety of payment options including digital payments.

According to [Forbes](#), 74% of Gen Z say that accepting new forms of digital payments improves their perception of a brand, while 60% say they would stop doing business with a brand following 2-3 bad experiences. Make it easy for Gen Z to join your association by using digital payment options including Apple Pay, Google Pay, and more.

4 Streamline your membership experience



Tip!

Community Brands offers association management software for organizations of every size.

Take the next step

Are you ready to learn more strategies to reach Gen Z association members? Discover how the Community Brands suite of connected solutions can empower your entire organization, helping you improve the member experience throughout the entire membership journey.

[Schedule a consultation](#)



Download our Gen Z eBook for more insights and key takeaways.

[Get whitepaper](#)