

Recruiting, Retaining, & Engaging Across Generations

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Respect and Impact

Unites us across generations

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Connection and Community



Loneliness impacts all ages

Soroptimist can be the answer!

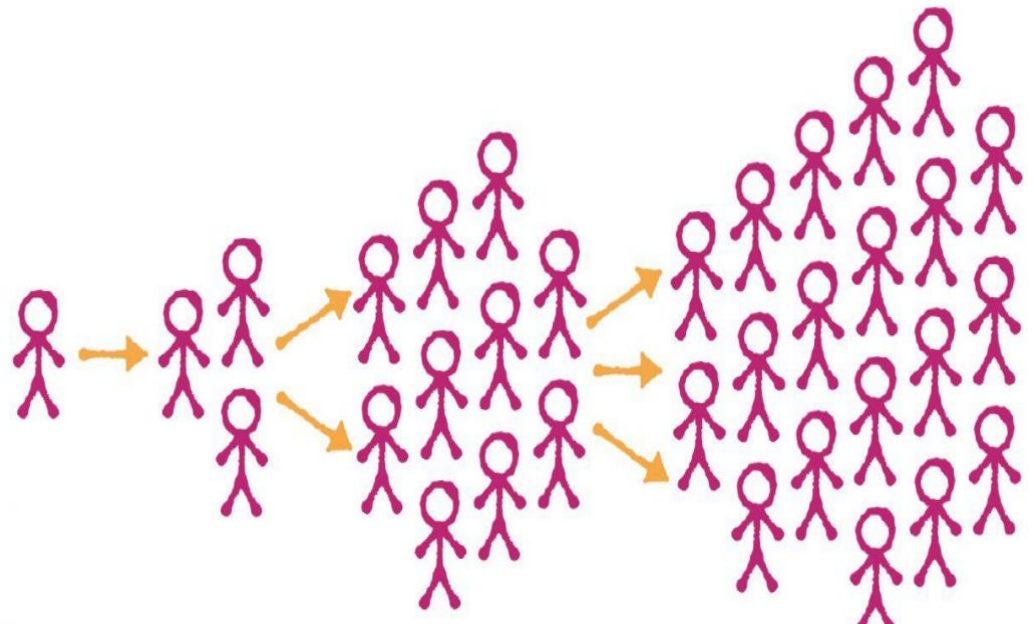


Generational Preferences

- Baby Boomers: born 1946-1964 (post WWII)
- relationships, service, and contributing their experience.
- Generation X: born 1965-1980 (latchkey kids)
- flexibility, efficiency, and clear expectations.
- Millennials: born 1981-1996 (bridged analog and digital world)
- purpose, collaboration, and personal growth.
- Generation Z: born 1997-2012 (grew up entirely in a digital connected, smartphone world)
- visible impact, authenticity, and flexible ways to participate.
- Silent Generation: born 1928-1945 (Great Depression and WWII)
- Also known as the Traditionalists or the Builder Generation
- Frugality and thrift, discipline and hard worker, conformity and respect for authority.

Attracting Members

- ▶ Digital tools
- ▶ Go where the people are
- ▶ Word of mouth recruitment



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Mission Oriented Members

- Colleges
- Workplaces, especially nonprofits
- Women's professional networks and events
- Community fairs or volunteer fairs



First Impressions Matter

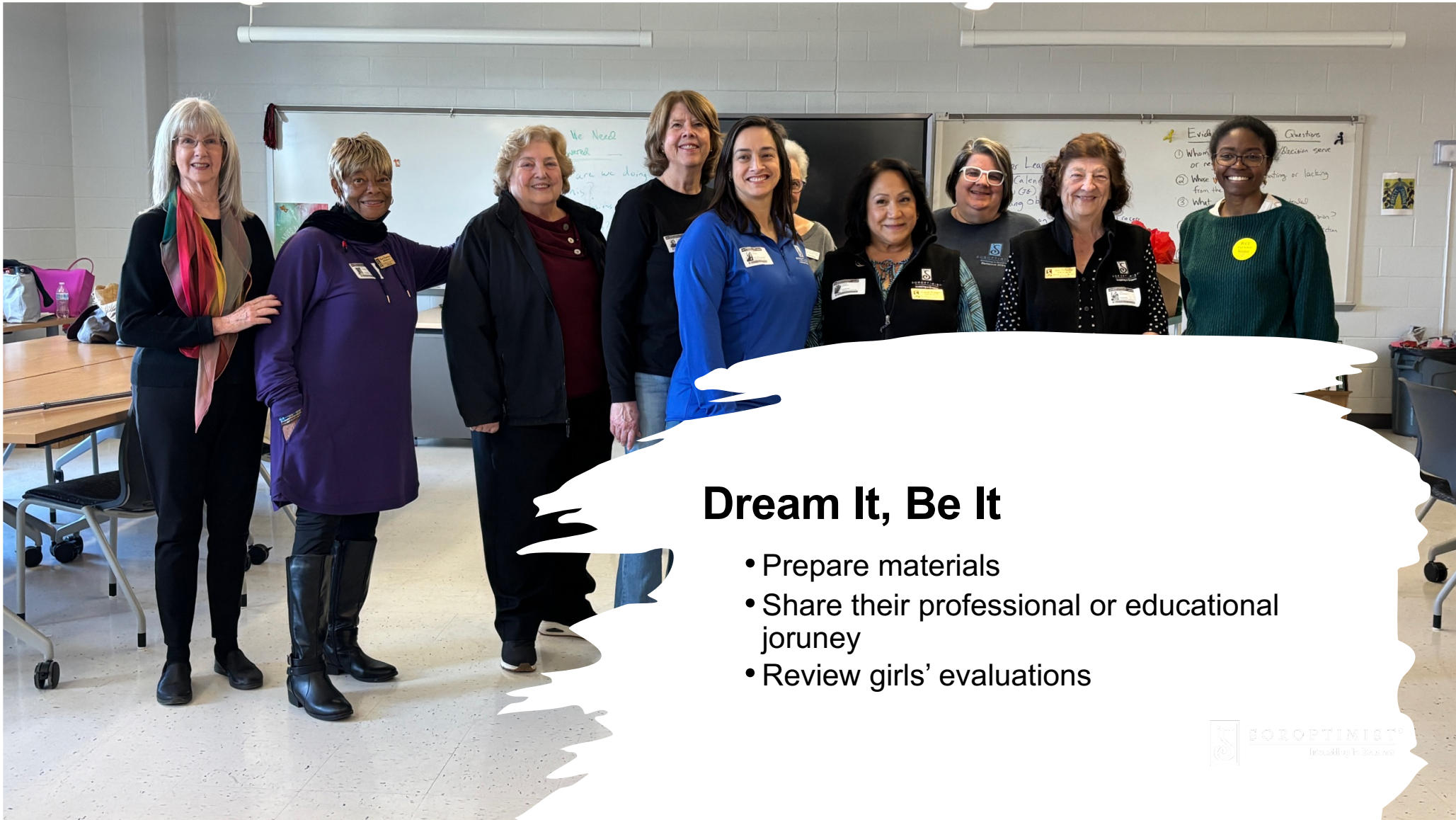
Respond to membership inquiries
quickly!





Live Your Dream Awards

- Invite them to judge
- Invite them to celebrate
- Share videos



Dream It, Be It

- Prepare materials
- Share their professional or educational journey
- Review girls' evaluations



**New
Members=New
ideas**

Retention

- More flexible ways to be involved
- Virtual/hybrid meetings
- Carpool
- No guilt culture!



Affordability

- Installment payments
- Finance support fund
- Consider free venues
- Assess club dues



SOROPTIMIST®
Investing in Dreams

ADS

Brazil

CRR

CECR

DCR

Club	Total # of Members 25/26	26/27 Driven Goal
Accomack County, VA	21	21
Fairfax County, VA	13	13
Frostburg, MD	18	18
Hagerstown, MD	38	37
Havre de Grace, MD	49	48
Manassas, VA	19	19
Mid-Atlantic Online	14	14
Raleigh, NC	38	37
Salisbury, MD	22	22
Upper Montgomery County, MD	37	36
Williamsburg, VA	21	21
Woodbridge, VA	26	25



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