

The image is a composite of two photographs. The top photograph shows a large, dense crowd of people from a high angle, with many individuals wearing blue shirts. The bottom photograph is a close-up, blurred shot of people at what appears to be a social gathering or dance, with a person in a bright red shirt being a central focus. The text is overlaid on a black rectangular background that spans the width of the image.

It's not about you

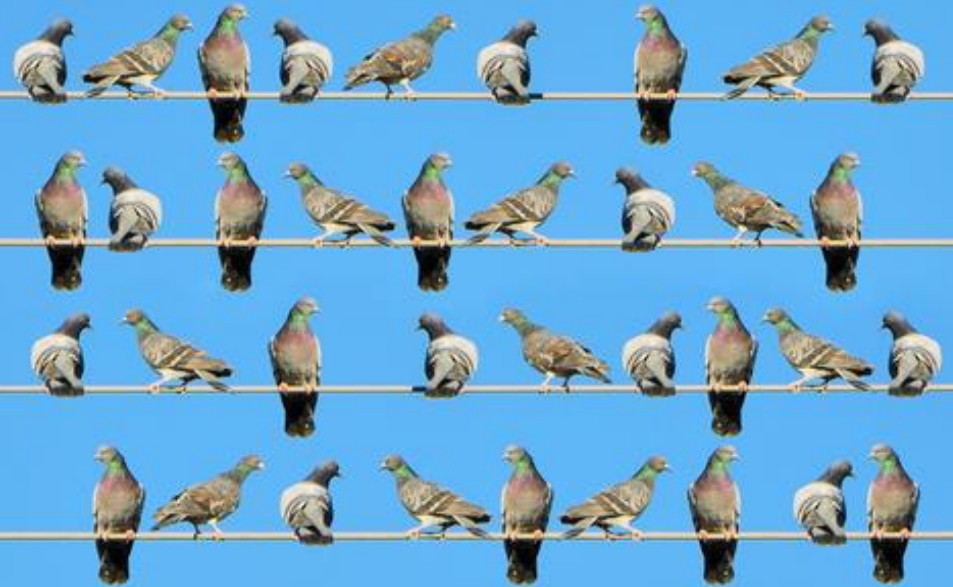
And other lessons from the marketing world on how to attract and retain young professionals

Agenda

Lesson #1	{	You vs. Everyone Else
Lesson #2	{	Expectations vs. Reality
Lesson #3	{	Quality vs. Quantity

LESSON #1

You vs. Everybody else



(HINT: It's not about you!)

Avoid getting caught up in your own jargon





ZONE

THREE WAY TEST

PAUL HARRIS FELLOW

FOUR AVENUES OF SERVICE

ROTARACT

YOUTH EXCHANGE

RI
PETS

AG

DG

DGE

DGN

PDG

RYLA

Understand WHO you're talking to

Research your target demographics to truly understand them. Who are they? What do they care about? What are their goals? Can Rotary help them achieve those goals? How do they want to be communicated with?

HOW DO THEY SEE THEMSELVES?

job title
gender
family setting

WHAT ARE THEIR DEMOGRAPHICS?

income
education
location

WHAT DO THEY THINK AND FEEL?

values & goals
worries & aspirations
influences

WHAT ARE THEIR PAIN POINTS?

fears
frustrations
challenges

WHAT ARE THEIR OBJECTIONS?

cost
value
fear

WHAT DO THEY NEED FROM YOU?

the fantasy
experience
benefits

Build personas of who your prospective members are to help your current members easily understand how to communicate effectively with different types of prospective members

Hardcore Hamiltonian



- Age 42
- Having a hard time finding affordable housing
- Has aging parents with declining health
- Worried about job instability
- Proud to live in a working class city like Hamilton
- Reads the Hamilton Spectator and watches CHCH news
- Is on Facebook but gets news mostly from traditional media or friends

Steelworker



- Wants to ensure job stability so he can retire with a good pension
- Not happy with the current benefits package
- Values a good hard day's work
- Gets information from:
 - Manager
 - Internal communications (Need & Nice to Know, digital screens etc.)
 - Traditional media (The Spec, CHCH)
 - Social media

Media Personality



- Needs quality, exclusive content that appeals to a broad audience
- Facing the challenge of a fragmented media landscape and "fake news" era
- Values journalistic integrity and a good "scoop"

Government Regulators



- Age 49
- Need to generate strong GDP, create jobs, bring in foreign and direct investment, diversity
- Pays close attention to public opinion to help with future re-election
- Worried about foreign relations which is becoming increasingly challenging—lots of uncertainty and volatility
- Needs to balance what is "right" versus what is possible
- Gets information from The Hill Times, Twitter, Industry thought leaders

Meet SARA—prospective new member

Demographics

- Age 28
- Legal assistant
- University education
- Lives, works and plays downtown
- Active social life and very involved in community initiatives with other young professionals in the city

Goals

- Establish her worth as a valuable employee to her company
- Build relationships with both peers and supervisors to establish connections that will help propel her career

Motivations

- To be seen as an expert in her field
- To be envied / respected by her friends and peers
- To give back to her community

Challenges & Pain Points

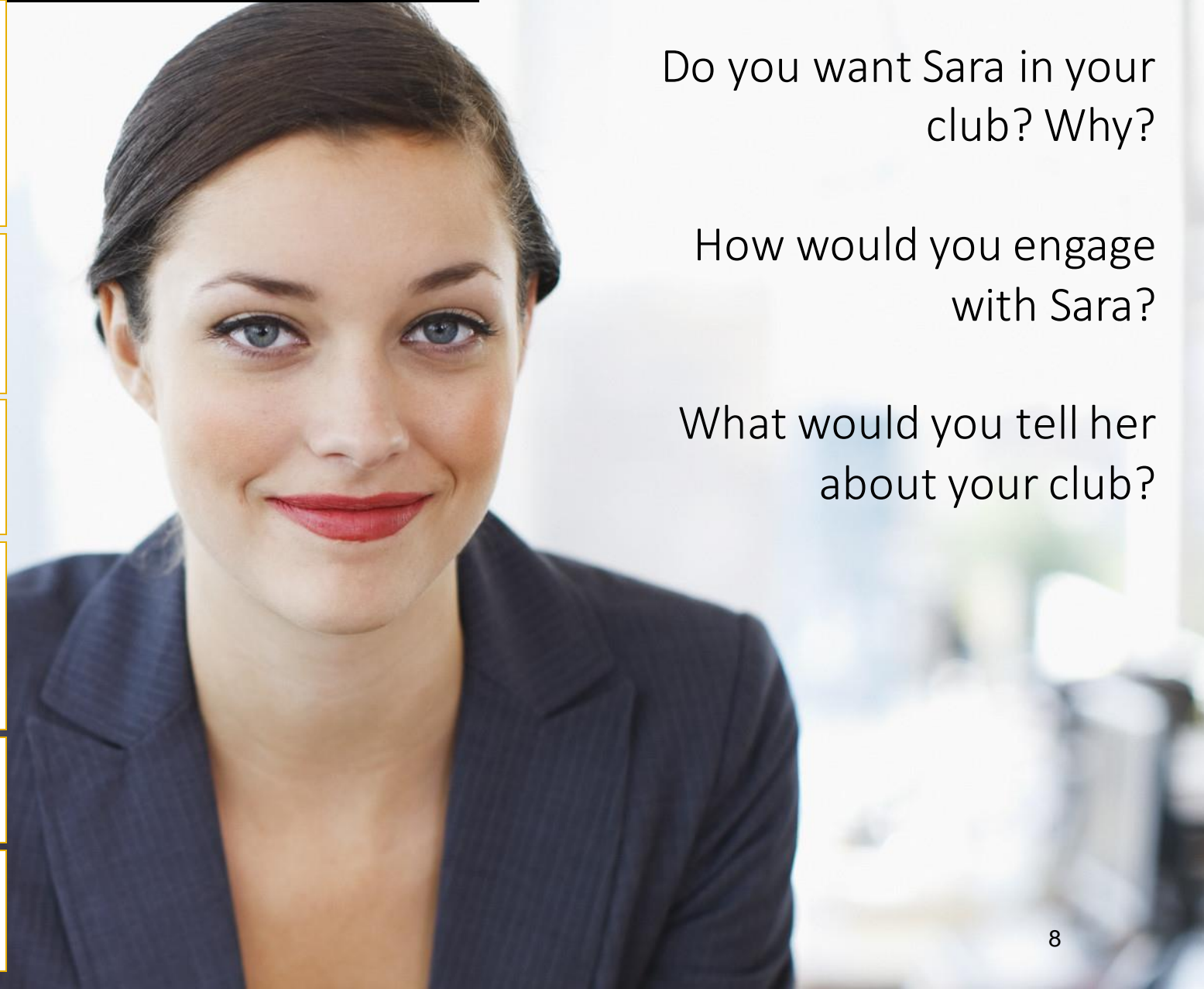
- Getting noticed by her co-workers and superiors
- Finding opportunities to meet with people outside of her existing networks
- Affording the lifestyle that she aspires to when she can barely makes ends meet

Where she gets information from

- Her friends / co-workers
- Social media
- Google

How she prefers to be communicated with

- Text messages
- Social media
- Email



Do you want Sara in your club? Why?

How would you engage with Sara?

What would you tell her about your club?

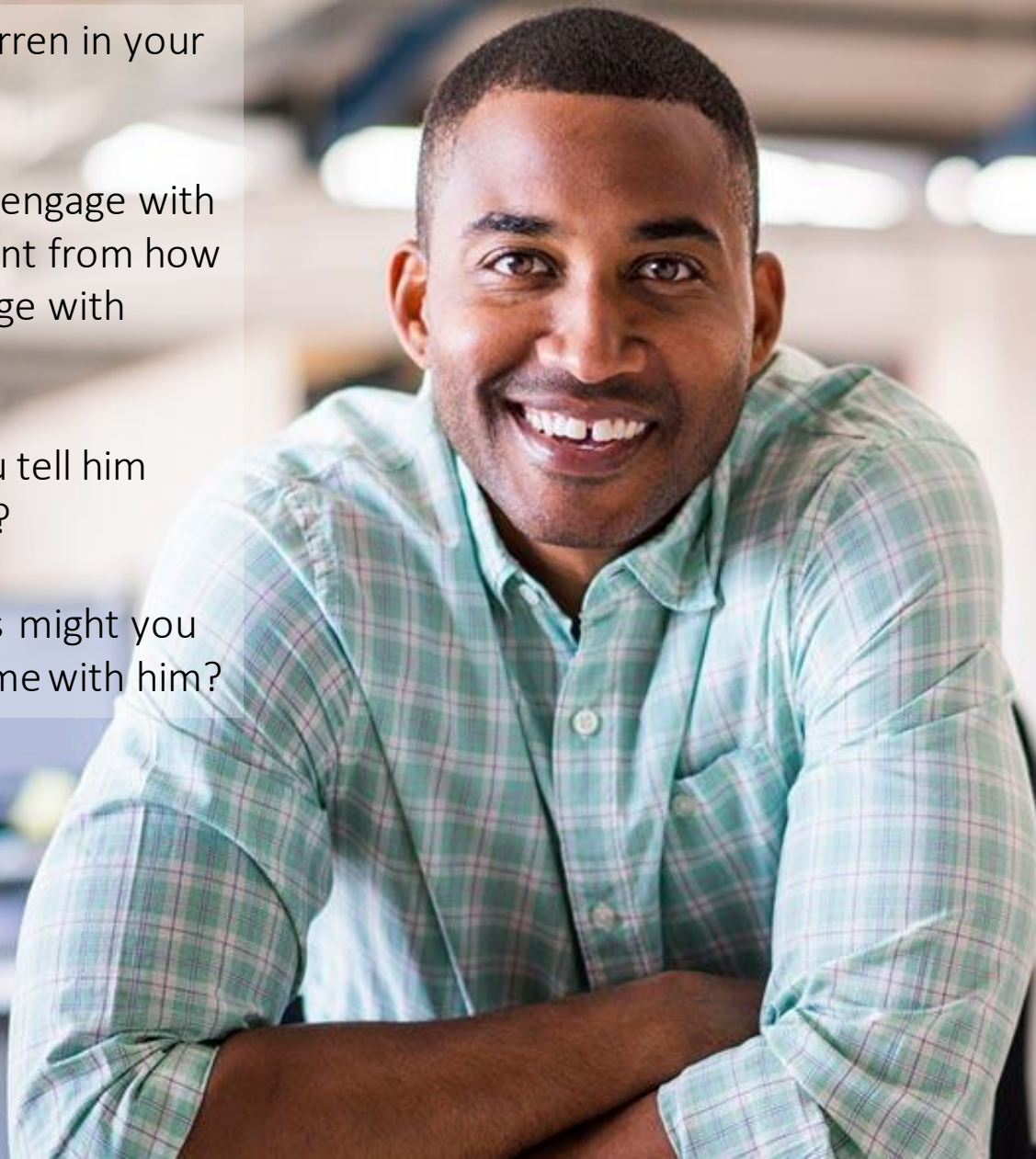
Meet DARREN—prospective new member

Do you want Darren in your club? Why?

How would you engage with him? Is it different from how you would engage with Sara?

What would you tell him about your club?

What challenges might you need to overcome with him?



Demographics

- Age 36
- Married with 2 kids
- Programmer
- University education
- Lives in a residential neighbourhood with proximity to downtown
- Very involved dad, spending evenings and weekends on activities with his family

Goals

- Find work / home life balance
- Job stability
- Saving for retirement

Motivations

- To stay ahead of tech trends and to continually add value in a fast paced industry
- To be the best husband and father he can be
- To create a sustainable environment for his two kids

Challenges & Pain Points

- Being able to balance everything with a wife who works full time and two busy kids
- Finding opportunities to network for work when he has so many work / home pressures
- Affording a house in a good neighbourhood and activities for his two kids

Where he gets information from

- His friends / co-workers
- Social media
- Traditional media
- Google

How he prefers to be communicated with

- Social media
- Email

Meet DAVID—prospective new member

Demographics

- Age 72
- Retired from the financial industry
- Married for 45 years
- University education
- Lives in the suburbs
- Active social life and very involved in community initiatives

Goals

- Enjoy retirement including travelling and spending time with kids and grandkids

Motivations

- To pass on knowledge and experience to younger generations
- To create a sustainable world for kids and grandkids
- To remain healthy and strong both physically and mentally

Challenges & Pain Points

- Health concerns
- Maintaining a strong social support system

Where he gets information from

- The local newspaper
- Friends and family

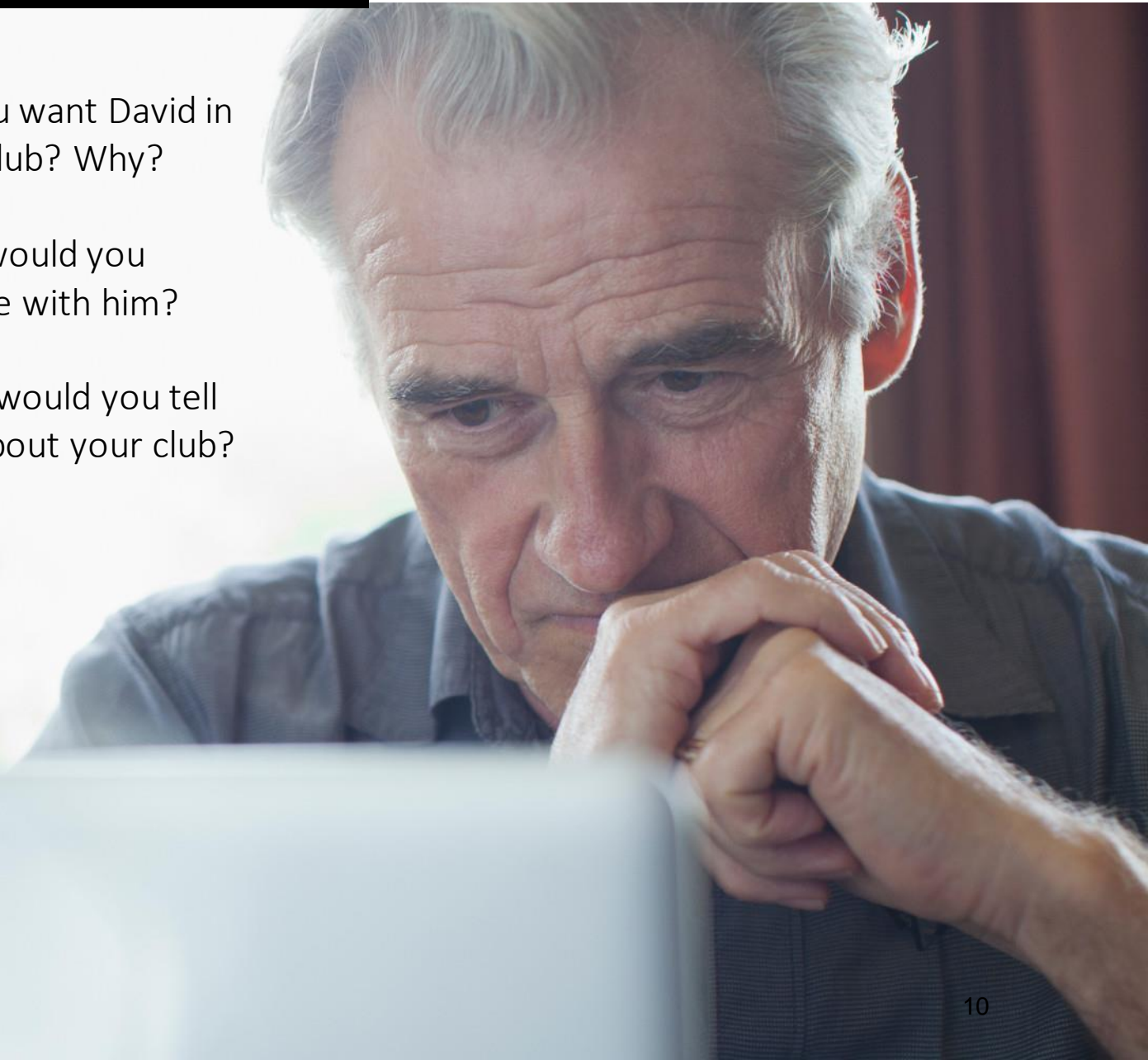
How he prefers to be communicated with

- Email
- Phone call
- Personal visit

Do you want David in your club? Why?

How would you engage with him?

What would you tell him about your club?



LESSON #2

Expectations vs. Reality





EXPECTATION



REALITY







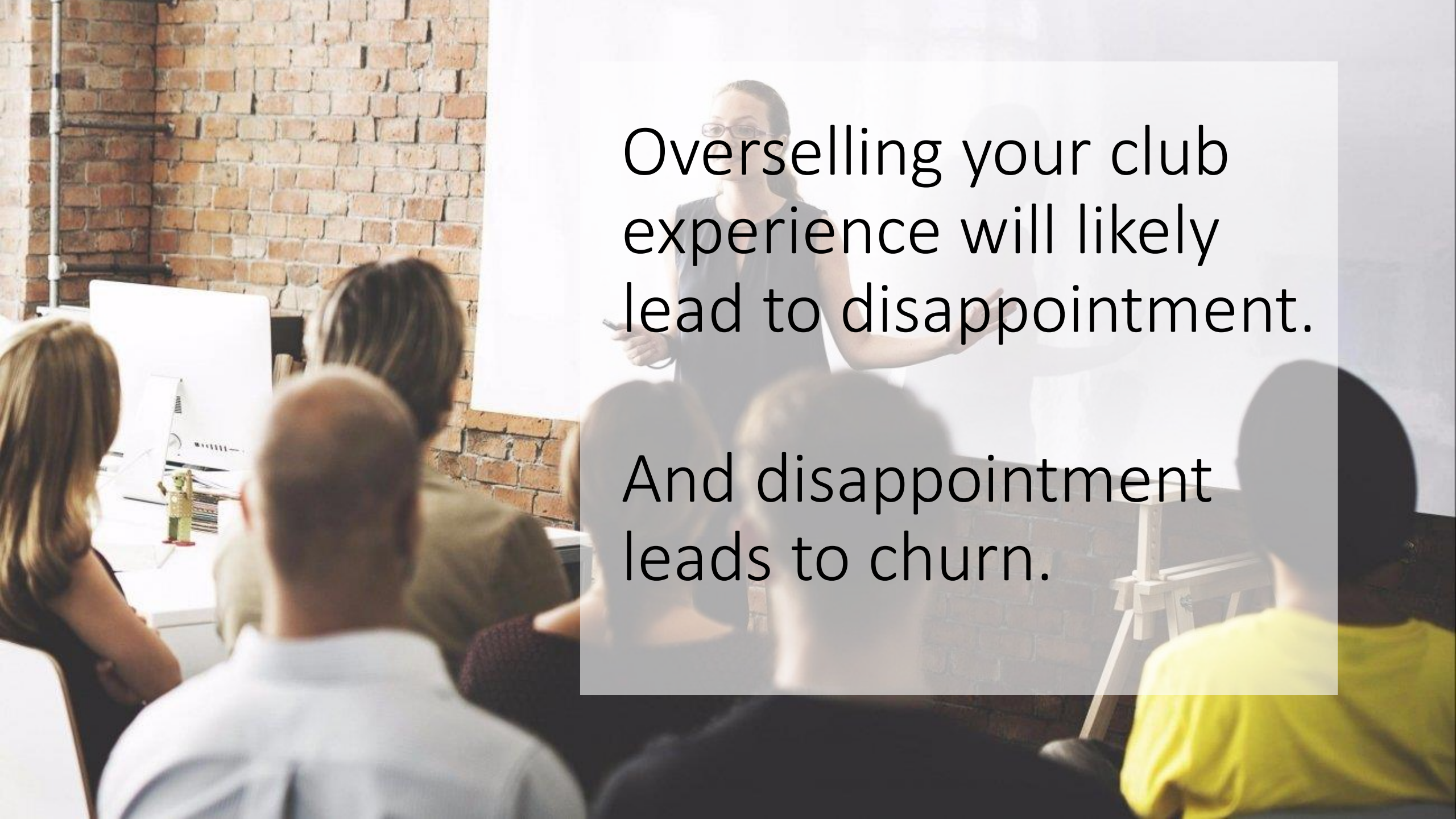
**Figures I have seen
show that the is
struggling to reach its
recruitment needs**

Bill Etheridge, Ukip

Since 2011 until April 2016 there has been a steady decline in the number of subalterns, from 2,270 in April of that year, before the significant decline in numbers took place.

The total number now stands at 1,580, a drop of some 30 per cent.



A woman with glasses, wearing a dark sleeveless top, stands in front of a white screen, gesturing with her right hand while holding a small object in her left. She is addressing a group of people whose backs are to the camera. The room has a rustic brick wall and a white table with papers and a small green bottle on it. A wooden easel is visible on the right side of the frame.


Overselling your club
experience will likely
lead to disappointment.

And disappointment
leads to churn.

Three tips for managing expectations and first impressions


1. Be honest about what your club is about—unrealistic expectations usually lead to disappointment which is very hard to recover from AND creates negative word of mouth
2. No one likes to be sold to—if they're not interested, don't pressure them
3. When someone new is visiting your club you can tailor their experience by asking yourself two questions before they arrive:
 - What do we know about this person?
 - What does this person already know about our club? Do they already have unrealistic expectations?



A background image showing a pair of hands holding a white smartphone. The hands are positioned over a document or notebook, which is partially visible. The image is slightly blurred, giving it a soft, professional appearance. The text is overlaid on the left side of the image.

Create feedback mechanisms to ensure you consistently deliver on expectations

1. Ask for feedback at meetings
2. Anonymous feedback through a member satisfaction survey
3. Exit survey



LESSON #3

Quality vs. Quantity

Not everyone will
like you...

...and that's okay

”

You can be the ripest,
juiciest peach in the
world, but there will
always be someone
who hates peaches


~Dita Von Teese



“Nothing influences people more than a recommendation from a trusted friend. A trusted referral influences people more than the best broadcast message.”

MARK ZUCKERBERG
FOUNDER OF FACEBOOK



A photograph of three young professionals in an office environment. On the left, a woman with long blonde hair is looking towards the center. In the middle, a man with dark hair and a beard, wearing a blue button-down shirt, is looking down at a laptop. On the right, a woman with dark curly hair, wearing a blue and white striped shirt, is smiling and looking at the laptop. The background is slightly blurred, showing office shelves and equipment.

If you're still ready
to recruit young professionals...

TIP #1 Go to where they are

Find young professional groups to connect with:

- Chamber of Commerce YP groups
- RYLA
- Rotaract Clubs
- State / Provincial young professional networks (example: Young Professionals Network of Ontario, Buffalo Niagara 360)

TIP #2 Know your value proposition

Based on what you know about the specific group offer them something of value

- Collaborate on a joint project
- Networking opportunities
- Development opportunities
- Education opportunities (speaker series)

TIP #3 Create a feedback loop

Check in with the younger members of your club frequently and take their feedback seriously—
are they still getting value from their membership?

- Surveys
- In person conversations

Some additional resources

- [Engaging Young Professionals Toolkit](#)
- Market research on young professionals:
 - [Taking Another Look at Millennials](#)
 - [The Deloitte Millennial Survey 2018](#)
 - [Gen Z: The Elusive Generation](#)



THANK YOU

Questions?
Comments?