



SOCIETY FOR
ALUMNI CLUB
LEADERSHIP

DRIVING THRIVING NETWORKS

No Generation Left Behind

Florida State University

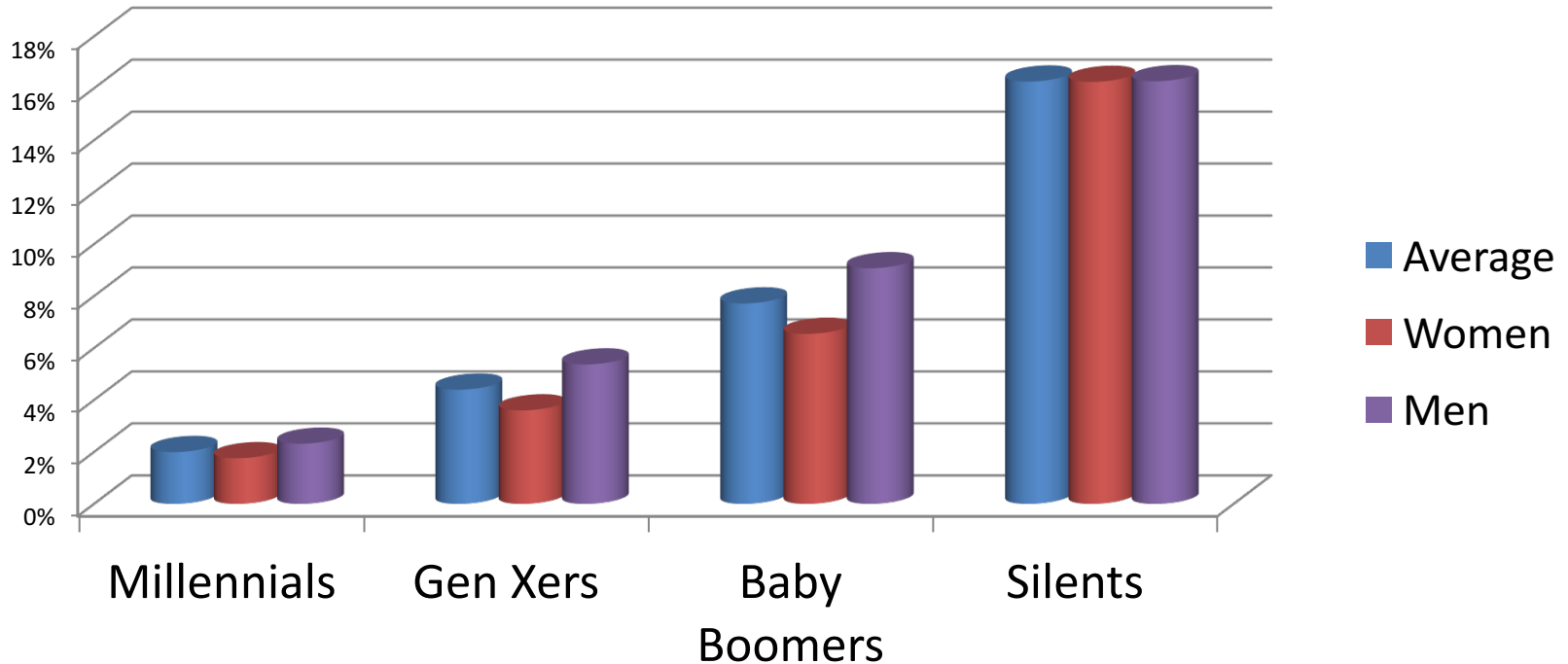
Seminole Clubs® and Chapters Leadership Weekend 2017

The Plan for Today

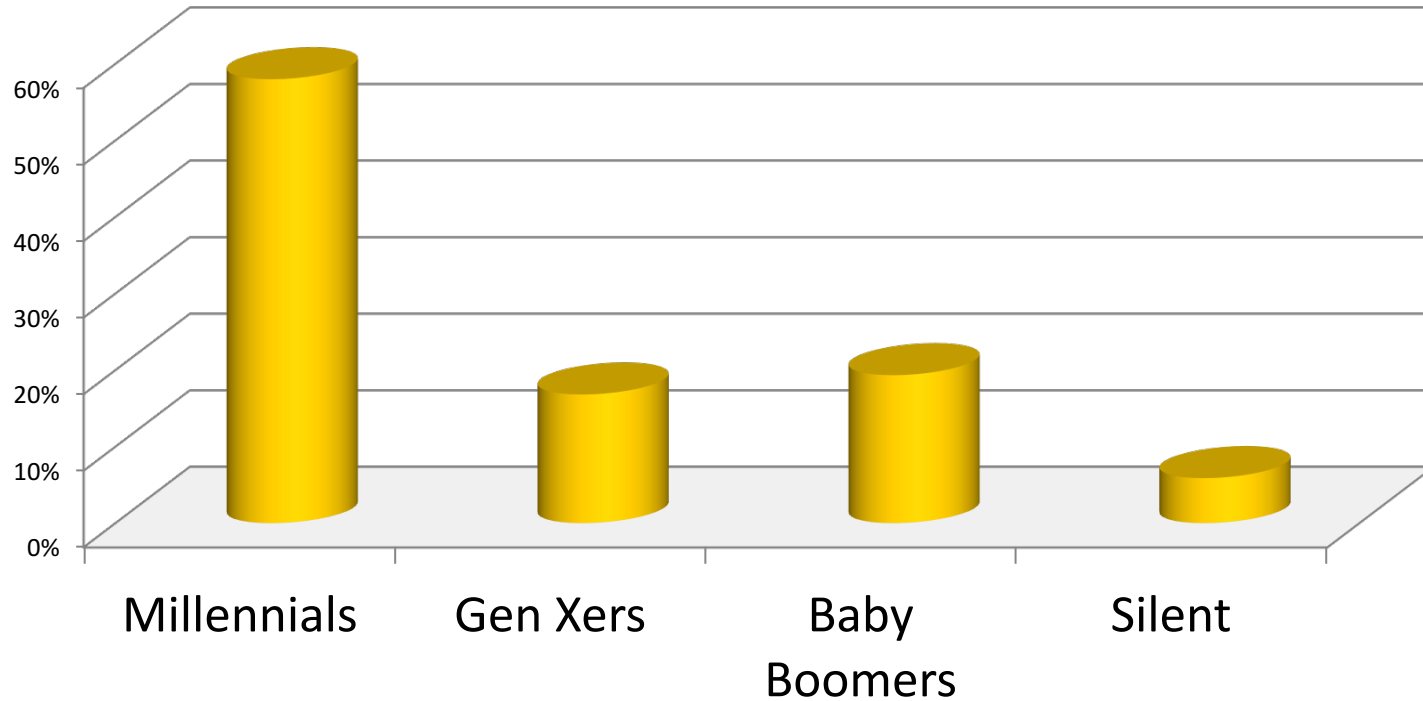
- Review FSU Alumni Association and volunteer leader segmentation
- Learn about baby boomers, gen Xers and millennials
- Discuss strategies to better engage them
- Share experiences and ideas in an interactive and dynamic environment



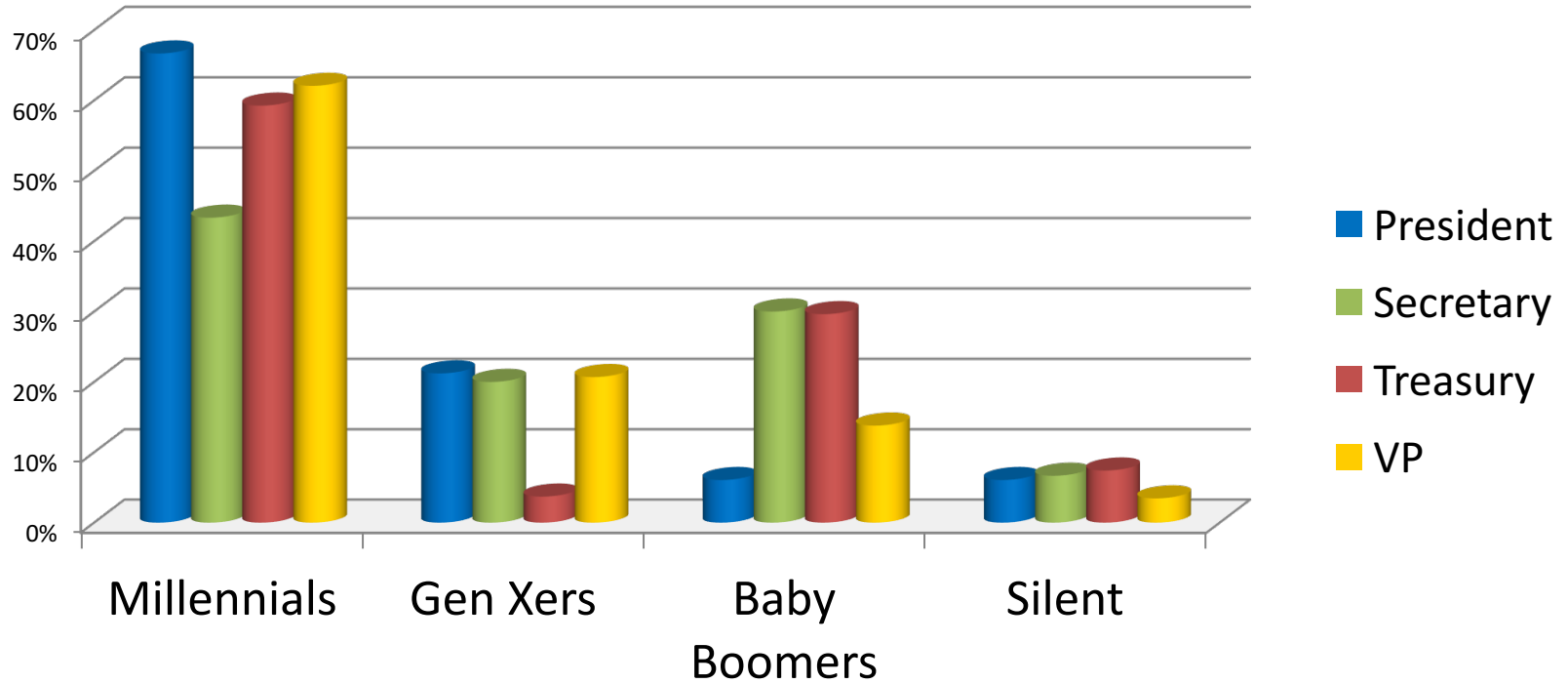
FSUAA Membership by Generation



FSUAA Leadership by Generation



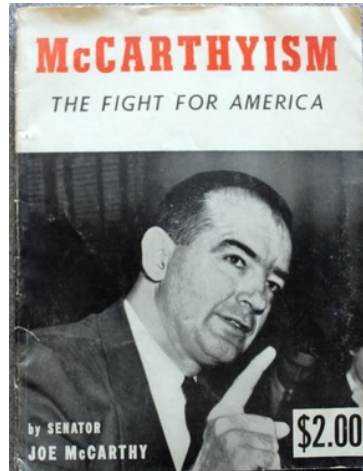
FSUAA Role by Generation



Baby Boomers: 1946 – 1964 (~50s and 60s)



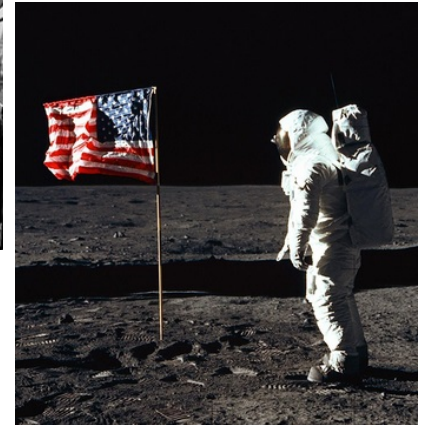
Vietnam War



Red Scare and Communism



Civil Rights Movement



The Space Race

About Baby Boomers

- Dedicated, independent, get things done orientation
- The most patriotic and religious of the generations, and value staying connected with friends more than others
- 70% of America's disposable income; will inherit \$15 trillion over the next 20 years
 - Set to give half to charity over the next two decades



Tips for Engaging Baby Boomers

- Offer adequate seating and with a low noise area – let them know
- Reserve areas for their class years
- Consider a paper mailer or the alumni magazine
- Engage an SMS-based texting campaign
- Acknowledge volunteers openly



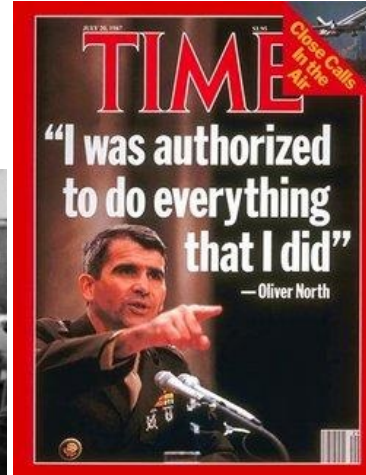
Gen Xers: 1965 – 1977 (~40s)



1st Woman on the
Supreme Court



AIDS Epidemic



Iran-Contra
Hearings

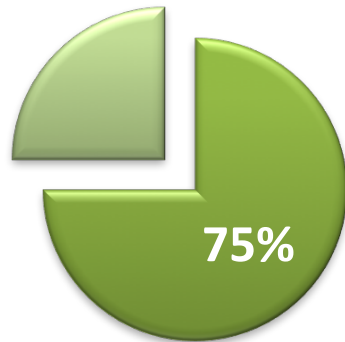


Berlin Wall Comes Down

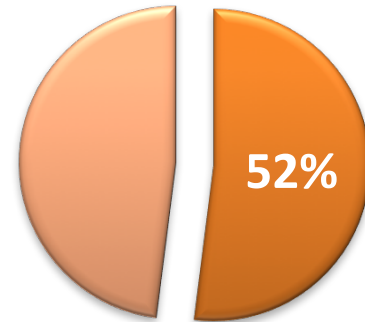
About Gen Xers

- Practical and entrepreneurial, 55% of company founders
- The highest current income, and biggest savers
- Huge family responsibility

Percent
Financially
Supporting
a Parent



Percent
Financially
Supporting
an Adult
Child



Tips for Engaging Gen Xers

- Targeting both millennials and baby boomers will capture Gen Xers
- Topics oriented around company leadership, and those that are healthy and family-oriented are winners – as are elder care and financial management
- Consider hosting a date-night event without the kids – but make it casual



Millennials: 1978 – 1995 (~20s and 30s)



Rise of the Internet



Stock Market Crashes



9/11 Attack



Earthquake in Haiti

About Millennials

- Political and religious independents
- Most racially diverse generation
- 85% give charitably either on impulse or to local causes
- Seek the approval and cohesiveness of their peers; while they don't trust others in general
- Struggle with employment



Tips for Engaging Millennials

- Use social media with sharing features
- Ensure there are ample opportunities to professionally network
- Embrace a mobile giving channel
- Coordinate volunteer events
- Be transparent and report results of everything



Winning Tips for All Ages

- Email is still king, 70-80% prefer it
- Social media is vital for all groups
- Make communications pointed and brief, scale down the fancy graphics
- Ensure your event strategy includes enjoyable opportunities for all groups
- Maintain regular communications



Thank you for Your Participation

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