



## Words That Resonate

Develop an action plan which includes ideas, words and phrases that resonate with each generation:

**Traditionalists:** In general, they value the legacy of a company (DKG) including stability and reputation, so use words like honor, respect, value, and responsibility.

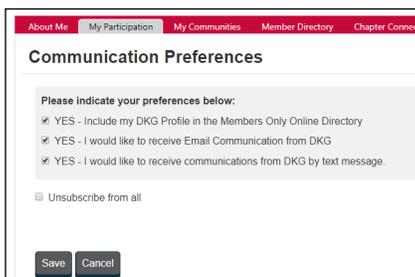
**Baby Boomers:** In general, they are idealistic and ambitious, appreciate legacy-oriented language, such as "Leave a lasting impression..." and "Want to make a difference..."

**GenXers:** In general, they want hard data, along with benefits, rewards, and respect of their time, so use phrases like "It's your time..." or "You will benefit by..."

**Millennials:** In general, they are known as socially aware and appreciate inclusive language, so use words such as global, diversity, and community.

## Putting Words into Actions

When a DKG member logs in to her MyProfile account on the International website, she has the option to choose her communication preferences (second tab)—emails or texts or both. Encourage your members to update their preferences and to share their profile in the directory.



## Multigenerational Approach

Multigenerational communication and marketing is a hot topic in growing and *to grow* organizations around the world. Considering a multigenerational approach can help us find ways to improve how we communicate and market within and outside of our organization to retain members and recruit new ones.

**Traditionalists** (born in the early 1940s and before) prefer face-to-face and phone interactions, although over the past few years they have increased their use of email.

**Baby Boomers** (born in the mid 1940s to early 1960s) are known to prefer personal interactions and having strong relationship skills, so they like face-to-face and phone contact, but have been quick to adapt to email and texting.

**GenXers** (born in the mid 1960s to late 1970s) are the first generation to be entirely comfortable with technology, which explains their love of communicating through all things electronic, including email, texting, and social media.

**Millennials** (Generation Y) make up the largest generation so we need them to grow. Born in the early 1980s to late 1990s, Millennials are the first generation to have completely grown up in the technological world and known to value instant access when it comes to communication.

While these descriptions are generalizations, they are starting points for knowing your members. You might survey your members to see what their preferences are for communicating with them. Send the same information via different media formats for communicating and marketing ideas.



## Marketing to Each Generation

Try these different marketing approaches for each generation:

- Traditionalists – personal phone calls, letters (mailings), print items (chapter brochures, professional newsletters)
- Baby Boomers – brochures, professional newsletters (print & electronic), Facebook
- GenXers - brochures, electronic professional newsletters, Facebook, chapter and state websites that can be googled.
- Millennials – Social Media (Chapters with Facebook, twitter, and LinkedIn reach younger educators), chapter and state websites that can be googled.

