

Lunch and Learn – May 17th, 2018

How to Involve Young Generations With Your Organization

Exchange of Ideas



For your events:

- Teams/student participation
- Family activities
- Site visits/open house for youth
- Social media (talk about them!)
- Reserve a number of registrations for youth at your activities
- Be flexible with your activity (add different options)
- Popular with millennials: inspiring speakers (ex. Professional athletes)
- Unusual locations for activities, themes

For your Board of Directors and committees:

- Youth council/committee
- Minimum 2 Board of Directors positions represented by young people
- Activity organizing committees represented by young people
- Less formal structure and jargon
- Mentors (experienced members of the Board paired with new members)
- Less formal and intimidating locations for Board meetings

For volunteer opportunities:

- PEI program
- Contacts with school boards, cégep, youth organizations
- Display/representation at places where young people go
- Symplik

Main reasons why young professionals get involved:

1. They believe in the cause
2. To improve their career prospects
3. Their friends volunteer
4. To explore their strengths
5. By obligation