
Getting Young Adult Mensans Involved



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Who are Young Adults?

- Commonly referred to as Millennials and Gen Y
 - 18 to 30 year olds
 - Tech Savvy
 - Civic-Oriented
 - Global Citizens
 - Entrepreneurial
 - Pragmatic Idealists

Understand the Need for Young Adult Programs

- Fastest growing segment of Mensa membership
- Many YA members drop out after one year
 - Lapse rate is about 19% higher for this segment compared to the organization average
- Need to have reason for renewal
 - They do not have the same nostalgia that Gen X and Boomers have for Mensa
 - They need to feel a connection with each other and their community

First Steps to Starting a Young Adult Group

- Need to establish young adult group and leadership
- Local group leaders should introduce young adults to others at large events and motivate them to make the changes they want to see
 - Remember: young adults are generally self-starters, so give them freedom and them create their own group together
- Work to get young adults on the ExComm or connected to leadership for support, information, and resources
 - Having a voice adds value

Use Newsletters and Facebook to Promote

- Have pictures taken of young adults at local groups for the newsletter or Facebook to promote such events
- Give space in newsletter or special Facebook group if the group wants to write stories or events
- Special invites to young adults to events in local group

Activities Appropriate for Young Adult Mensans

- Young adults want to be able to bond with one another
- Enjoy activities other than just a dinner
 - Pub crawl
 - Scavenger hunt
 - Community service projects
 - Fundraising projects
- Once group is established, invite all members from local group to attend

Look for a GenY Local or Regional Coordinator

- Make position mean something – if not an ExComm position, an appointed officer reporting directly to ExComm
- Listen to new ideas from local GenY coordinator
- Encourage involvement and volunteering
- Not enough young adults in local area, look towards the region or the nation

Final Thoughts

Questions?

Thank you for attending!

Please make sure you have signed in so
you get credit!