WORKING AS A DISTRICT TO TRANSITION PRSSA MEMBERS TO PRSA

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No one size fits all
If we had the answer we’d all be doing it
Thinking, Pairing and Sharing works
Faculty/Mentors/Supervisors are influencers
Sallie Mae is real and she doesn’t have friends
WHAT TO STAY AWAY FROM

• Thinking long-term~ they are not, so you shouldn’t either

• Getting them involved for namesake~ want to be boss tomorrow, give them worthwhile tasks

• Don’t sell directly to them~ don’t tell them, show them

• Calling and leaving messages is old school. Email could sit for days! Text them
EPIC FAIL!!!

Subtitles are too mainstream
SURVEY SAYS…

According to the Buzz Marketing Group survey, Millennial-focused groups resonate with young professionals because they are innovative, tech savvy and useful. The survey also discovered that:

• 92% believe that today’s professional groups provide great opportunities to network.

• 52% reported that they are more likely to join a group that is invite-only.

• 81% would join a group that offers a concierge to help them use member’s benefits, as opposed to an organization that is self-guided.

• 58% already belong to a professional organization.

• 77% of respondents who are not members of a professional organization intend to join one.
HAVE YOU CONSIDERED?

• Incentivize with Prizes ~ gamification
• Giving Back ~ how to
  • For Bonus Points? Have someone they admire invite them personally.
• Provide the right platforms ~ Insta, Snapchat, Twitter
• Provide a different message
  • “grow professionally” could be that he or she is looking into how to get a promotion, learn new skill set, negotiate salaries/benefits
• Befriending leadership ~ mentorship programs/exclusivity
• Summer after graduation
PRSSA TO PRSA MEMBERSHIP DEALS

Leaves are falling, PRSA is calling!

Join PRSA by Nov. 30 and get a waived initiation fee along with FREE Chapter AND Section memberships.*

JOIN PRSA NOW!
QUESTIONS ?