



TOWN HALL MEETING 4

Engaging & activating members of all generations

THE 5 GENERATIONS

1. _____
2. _____
3. _____
4. _____
5. _____

TRADITIONALISTS

WRITE A FEW IDEAS OF HOW TO BETTER ENGAGE ANY MEMBERS OF YOUR COMMUNITY IN THIS GENERATION:

1. _____
2. _____
3. _____

Other notes pertaining to this generation:

BOOMERS

WRITE A FEW IDEAS OF HOW TO BETTER ENGAGE ANY MEMBERS OF YOUR COMMUNITY IN THIS GENERATION:

1. _____
2. _____
3. _____

Other notes pertaining to this generation:



GEN X

WRITE A FEW IDEAS OF HOW TO BETTER ENGAGE ANY MEMBERS OF YOUR COMMUNITY IN THIS GENERATION:

1. _____
2. _____
3. _____

Other notes pertaining to this generation:

MILLENNIALS

WRITE A FEW IDEAS OF HOW TO BETTER ENGAGE ANY MEMBERS OF YOUR COMMUNITY IN THIS GENERATION:

1. _____
2. _____
3. _____

Other notes pertaining to this generation:

GEN Z

WRITE A FEW IDEAS OF HOW TO BETTER ENGAGE ANY MEMBERS OF YOUR COMMUNITY IN THIS GENERATION:

1. _____
2. _____
3. _____

Other notes pertaining to this generation:

WHAT WILL YOU TRY?

Make the commitment to yourself and your chapter. Write down some ideas you will try to implement within your chapter over the next few months. Come back to this handout anytime you've forgotten or need some inspiration!

1. _____
2. _____
3. _____



YOUR ASSIGNMENT

Fill out this handout if you haven't already. Then, try out one of the three things you've written just above. Come back with a report next month on how it went!

Sign up for individualized growth session with Caitlin (a few spots left!) to go into greater depth on branding, recruitment, and all things JCI GROWTH.

Head to JCIUSA.org/GenerationWHAT to learn more.

NEXT TOWN HALL MEETING: WEDNESDAY, MAY 19th @ 7PMCT
TOPIC: TIKTOK & YOUTUBE – SHORT VIDEO SOCIAL MEDIA TUTORIAL

