

	These notes were compiled from Discussion group sessions at the 2017 FOCA Fall Seminar for Lake Associations
# mentions ↓	> Best ways to find/engage YOUNGER VOLUNTEERS:
TOOLS TO USE / ROUTES TO FIND YOUTH:	
15	host events that will attract youth: fishing, water sports, wildlife count, environmental camp, nature walks, scavenger hunt, Iron Man competition, BBQs, canoe/kayak events, regattas, corn roasts, potluck meeting of the Board; host rainy day activities (e.g., board games); events for kids: environmental/nature events, adult&child canoe/kayak (because "kids come with parents"); for ages 2-10: fishing contests, environmental workshops (build a bat house, butterfly garden); hold kid-centred activities - nice for younger families to see there is a spot for them; offer short educational tours for youth (e.g., all about turtles by pontoon boat; fishing tips and trout issues; wildlife and plant experts); reframe events to attract younger people for annual regatta, canoe lessons, "fun" activities, socials (wine & cheese), poker run
10	use technology: post live link to webcams at the lake (especially for spring break up, weather); after events, post pictures on Facebook, etc.; become part of groups online; social media - use #hashtags; offer online participation (e.g., Skype) for events or Association meetings; social media (Facebook, Instagram), website, email; citizen science - online apps about turtles, plants, fish - enable young kids to see data and report their own findings
5	survey to determine concerns and interests; profile members to understand demographics (use Survey Monkey); ask a group of young people at the lake what they would like to see happen there; do a survey to determine community interests and vision for the lake; find out younger peoples' interests to maximize engagement - survey them, to generate knowledge of who you have and their interests
3	offer High School community service hours (40 hours mandatory for students) to help at events/meetings, or get them active on a project; try involving local kids for high school volunteer hours - make this known to the parents and teens of the association
3	find and develop common interests; embrace youth by trying new activities, new ideas; find issues that attract youth (e.g., fishing, invasive species, social events)
3	social pressure: Guilt! Hard to say "no" to a personal, one-on-one appeal; have the family apply pressure (mom and dad no longer willing to pay for the grown/growing children - encourage them to join on their own); asking members to educate their kids about lake issues and attend lake events
3	guest speakers that appeal to younger people; "record the Water Brothers, so younger children can watch it"
2	establish "environmental ambassadors" = peer influence; develop an Ambassador program for Millennials to share with others why they got involved + how
1	set up a community free library; distribute bookmarks with association info
1	put out a sign-up sheet for volunteers at a social event
1	hold a raffle with a top-of-the-line prize
1	build from the "Habitat for Humanity" model (which has no problem getting volunteers) - high school, college, business. Have a house. Join "Associations for Humanity"
1	co-host events: join together with other organizations (e.g., historical society, old schools)
1	mentoring by older association members

(continued) > Best ways to find/engage YOUNGER VOLUNTEERS:	
ESTABLISH CLEAR ROLES FOR YOUTH / SET JOB DESCRIPTIONS:	
2	specific/defined rolls for new volunteers of any age ("we need you do to this one thing"); define clear roles ("we need you to do this...")
1	create a "Top 10 List" about why to volunteer for the association
1	tell first-hand stories / testimonials from youth in your association
1	have a "pitch": protecting your property for current and future use
1	better communication about roles in the association
1	define what THEY will get out of it
1	keep communication clear and to the point
1	shift the emphasis from meetings to social media
1	young people are task-oriented - give them something to accomplish
1	explain to young people the benefits of serving on the association (e.g., resume building)
1	properly explain the association's value proposition
1	educate people about issues and how easy it is to get involved
SELECT JOBS THAT YOUTH CAN DO & WILL ENJOY:	
2	offer finite tasks: smaller commitment, something where they have expertise; reduce the number of meetings
1	engage the young on stewardship because they probably already love the lake
1	engage them in pleasurable lake maintenance / citizen science (e.g., quality of water, oxygen levels)
1	annual "bioblitz" or citizen science program
1	seek out youth who are passionate about causes
1	engage younger generation in the running of the regatta - very important
1	environmental day to clean up the lake
1	help older people with their chores (e.g., gardening, maintenance)
ASSIGN YOUTH SPECIAL STATUS / RECOGNITION:	
1	add a position to your Board, directed more toward a younger person; give it a title: "Chill Resilience Officer," "Social Director"
1	give special awards to teenagers for engagement
1	form a "junior association" of young members
1	offer a discount membership fee for young members
1	offer "Associate membership" to renters, younger family members
1	"we developed a member designation so Millennials could be Board Directors (Six Mile Lake Association)"
1	provide encouragement to those who do offer to be involved [praise them!]
1	target educational information at youth and distribute it to them
1	have a kids' section in the newsletter or on the website
1	give prizes for contests targeted at youth
1	give a gift card or membership discount if young people attend events
1	provide social opportunities for younger people
1	age 10 to mid 20s can volunteer to organize their own events (e.g., recording water/wildlife)