

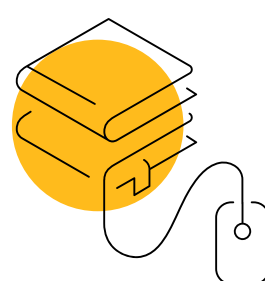


Six Ways to Attract Gen Z and Millennials to Your Membership Association Using Digital Credentials

Over **46% of associations** report engaging younger generations as a top challenge. Digital credentials can help address this by appealing to their distinct values, preferences, and priorities. **Here's how:**

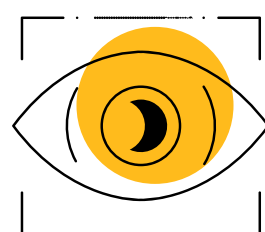
01 Offer Up-To-Date Learning Opportunities

As **Gen Z and millennials** are keen to upskill and advance in their careers, **digital credentials have proven** helpful in people's careers. **Analytics** from digital credentials like badge shares and member engagement can also help associations to update their offerings regularly.



02 Increase Brand Awareness

Given that **85% of Gen Z** relies on social media for product discovery, membership associations can utilize easily shareable digital credentials to promote their brand and generate interest among the audience.



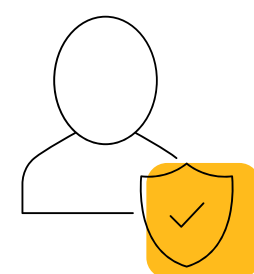
03 Tap into FOMO Marketing

With **69% of millennials** citing FOMO as their purchase driver, digital credentials, which are easily shareable, offer associations an effective tool to generate brand awareness and entice others to earn similar badges.



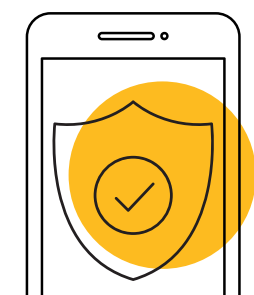
04 Showcase Association's Digital Savviness

Gen Z and millennials, being digital natives, are open to new technologies. By providing digital credentials, associations demonstrate adaptability and attract younger generations who appreciate innovation.



05 Help Younger Generations Demonstrate Their Values

Compared to a paper certificate, digital credentials tell a story. Particularly with Gen Z, who tend to be more **socially conscious**. Digital credentials help them to communicate and share their values with a wider audience.



06 Foster a Sense of Community

Younger members value networking with others. Digital credentials can facilitate this by allowing members to showcase their skills and expertise, fostering a sense of community and encouraging engagement.



Learn More

Digital credentials are a powerful tool to distinguish your association and appeal to Gen Z and millennials. They can also improve member and learner retention to drive growth. Discover more in our whitepaper "Growth Strategies for Professional Associations: Maximizing Revenue with Digital Credentials."