#HASHTAGS & HAPPY HOURS

44 Fun Ideas to Engage Millennials

WebLink
Grow Faster
#1 Go Mobile

85% of Millennials aged 18-24 own mobile devices.

Use group messaging apps to send your Millennial members updates about upcoming events and professional development opportunities.

#2 Gamify

2015 WebLink Summit Robot Adventure Contest

Games and contests not only give your Millennial members an incentive to come to events, but they also help your younger members spread the word about upcoming events to their peers. This heightens event awareness and ultimately increases overall event attendance.
#3 Socially Compete

Do an Instagram Photo Challenge encouraging members to post photos that relate to a specific topic using a creative hashtag. Select the best photo for a prize.

#4 Committee Up

Create committees focused on initiatives that Young Professionals (YPs) are passionate about, such as community service, education and social marketing.

Allow the YPs to run the show by incorporating them into the decision-making process. This gives them the opportunity to take on a leadership role and gives them the opportunity to actively contribute their knowledge and time to your organization.
Some of your members are experts in their respective fields. Ask those members to be your special guest speakers during happy hours and events.

TED talks are short impactful speeches used to spread ideas, each usually lasting 18 minutes or less. Check to see if there are any upcoming TEDx events (local, independently-organized TED talks) in your area and organize a group trip. If there are no TEDx events in your area, you can host a video night and show a series of informative and inspiring TED talk videos — allowing Millennial members to congregate, network and exchange ideas.
#7 Get Fit Tips

Join in on the fitness craze! Bring in someone to educate and motivate your Millennial members to focus on fitness.

#8 Friendvertise

Repost your Millennial members’ social media posts.
Room for Debate

Whether they are live or a video broadcast at your venue, hosting debate parties are a good way to get your YPs more involved. Just make sure to hold it on a week day to get the best possible turnout.

Mix it Up

Generation gaps tend to cause miscommunication in the workplace. Host round tables with multiple generations of members. This allows members from differing generations to explore their similarities and differences and learn from one another.
#11 Share Advice

According to a survey by staffing agency Adecco, 68% of recent graduates identified good opportunities for growth and development as one of their top professional priorities. Hold an educational seminar for professional development.

#12 Grow Them

Millennials grew up during the Great Recession and prefer to be in control of their money, but they aren’t always sure how to go about it. Bring someone in who is skilled in working with Millennials to teach about budgeting, investing and retirement preparation.
Millennials support social causes more than any other generation before them. Offer members the opportunity to volunteer and give to a variety of causes that help the surrounding community. Make sure to provide team-specific volunteer projects, ensure that volunteer opportunities are well communicated and let them know that their participation matters.

#13 Be Heard

#14 Hands On

Millennials are the first generation who, for the most part, weren’t taught craftsmanship in school. Invite your older members to help mentor hands-on events based on specific areas of expertise, and you may find that a simple woodworking event can forge new relationships.
#15 Get Cooking

Bring in a chef to teach a cooking class. A few ideas are gluten-free, vegetarian cooking, ethnic cuisines or quick meal preparation. Poll your YPs to see what interests them.

#16 Fun with Pics

Host an event to show how to use a variety of photo editing tools. Follow up with how to post the edited photos on Instagram.
#17 Speak Easy

Host a series of foreign language classes.

#18 Face the Music

Millennials define themselves by their interests more than by their careers. Offer instrument lessons, host jam sessions or start a band with your YPs.
#19 Write in Code

**Try something new**

Give your YPs a new skill they can use in the workplace. Bring in an expert or sponsor an online course that teaches them how to use html code.

#20 Put up Your Dukes

Millennials are a health-conscious generation, but they are busy too. Instead of the usual exercise classes, why not offer self-defense classes such as karate or kickboxing? They will learn how to protect themselves, have fun and be healthy at the same time!
#21 Bond Over Food

Let your YPs socialize by hosting or going to a food truck festival.

#22 Team Up

Participate in a community 5k or obstacle course. Millennials are natural team players, so anything you can do as a team will both engage them, as well as be fun for them.
Visit or arrange an *Art in the Dark* event. Bring in local artists to create art installations that are meant to be viewed in the dark. This is a great way to creatively engage your members and promote the local arts community.

A Pew study found that Millennials are more likely than older adults to say that there is “a lot of useful, important information that is not available on the Internet.” Take advantage of the statistics and organize book clubs.
#25 More Musical Fun
Sponsor local bands for happy hours.

#26 Move on Out
Watch movies outside together at a local venue.
#27 Play like a Dog

Animals lovers unite! Host a meet-and-greet at a local dog park and encourage members to bring their dogs. Your members will love the opportunity to network and socialize over play time with their pups!

#28 Create Fanfare

Go to local sporting events together.
#29 Bottoms Up

Craft beer is popular. Get a group of aficionados together and go to a microbrewery or craft beer festival. Promote responsibility by having designated drivers available.

#30 Hunt in the City

Sponsor a local scavenger hunt.
#31 Get Dangerous

 Invite your adventurous YPs to participate in excursions. Go skydiving, mountain biking, camping, rock climbing, rafting, high roping or anything else that interests them.

#32 Build the Team

Team building activities are great for groups and for people who have met each other but haven’t yet developed a relationship.
#33 Laugh Aloud

Bond over humor. Get a group to go to a comedy club.

#34 Amateur Hour

Create or join an intramural sports league.
#35 Light Your Fire

Get together for a bonfire, campfire songs, hot dogs and s’mores.

#36 Tee it Up

Combine the Millennials’ affinity for social causes and their love of fun. Sponsor a golf outing with proceeds going to a charity.
Female Millennials regard shopping as a group activity. Keeping this in mind, organize events and outings just for the girls.

#37 Girl Only Fun

Bicycle around town stopping in shops, cafes and other points of interest.

#38 Tour de Town
#39 Jolly it Up

Spread holiday cheer with holiday parties. Make them fun and relaxed, and don’t be afraid to have themed parties.

#40 Get Charitable

Plan a local engagement with your local chapter of a charitable organization such as Habitat for Humanity, the YMCA, Big Brothers Big Sisters, United Way or local food banks.
#41 Can Roundup

Start a canned food drive to benefit the less fortunate in your community.

#42 Plant a Garden

Start your own community garden and donate your harvest.
#43 Community Art

Get involved in a community art project, or simply host an art party of your own.

#44 Clean Up

Plan a service day to clean up your local neighborhoods.
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