

Reaching the Youth Market: Challenges and Successes

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Catholic Aid Experience

- ▣ Fraternal Youth Liaison – Two years
- ▣ Qualifications
- ▣ Job Focus – Outreach to Young People/Visibility for Catholic Aid

Challenges

- ▣ Sell idea to senior management
 - Does activity translate into membership?
 - Product opportunities for young adults
 - The sponsorship well

Challenges

- ▣ Young Adults – Where are they?
 - Not at our meetings!
- ▣ New ways of connecting –
 - Social Media
 - Volunteer Events
 - Social / Faith-based
 - Meetings – online or event-based

Challenges

- ▣ Work within your lodge system
- ▣ Roles
- ▣ Don't forget the seniors!
- ▣ Work with your sale force

Successes

- ▣ Events – do more than sponsorship
- ▣ Get involved with their organizations – already established
 - Community Service
 - Faith-based
 - Colleges – Information sessions, outreach

Successes

- ▣ Seek their involvement – youth councils, convention events
- ▣ Scholarships for specific activities – work with lodges
- ▣ Generate membership – work with reps
- ▣ Professional youth organizations

Questions?