

Attachment A: Board Members' Suggestions about how to recruit more younger members (people in their 60s)

1. Reach out to local real estate firms to motivate them to let their older clients making "retirement moves" (both those moving into homes in Seattle from elsewhere and those moving within Seattle) know about *Wider Horizons*.
2. Offer cultural (music and art) events that would appeal to younger people. Or publicize existing ones that would appeal to a younger audience (like the Lippe concerts).
3. Plan events with younger people in mind (including forums).
4. Make sure website pictures and language reflect what would appeal to younger people.
5. Offer to make presentations to organizations that enroll/include younger members (the Women's University Club, e.g.).
6. Look at special populations, like the visually impaired, to whom making more social connections would be appealing.
7. Be active; offer more strenuous activities, like walks/hiking. Highlight active events in the Newsletter.
8. Infiltrate other groups (like Jeanne Marie's sister Claire's cancer survivor group) and talk up WH.
9. Distribute flyers at gyms.
10. Contact pickleball participants (Susan Fleischmann plays pickleball at several locations).
11. Offer grandparents strategies to engage their grandchildren (presumably grandparents who are younger).
12. Or a group for members and others about dealing with difficult daughters-in-law.
13. Many of our original members joined because they were activists. See if we can recruit younger activists.
14. See if there is research on activities by decade to see what activist people in their 60s are most interested in (e.g., travel, adventure, etc.). [It benefits people to travel with another person to avoid paying more for lodging.]
15. Recruit younger members to our Board of Directors.
16. Focus on "who we are." Not on services. We are not selling frailty/decrepitude. We should seek out members who want to build community with others.

17. We want to emphasize a culture change in which elders are not viewed as needy people, but, rather, people who may well want to “live large.” Where will we find such people? Senior centers?
18. Tap into people with a lifelong disability who need connection rather than community. A person is not their disability.
19. We should offer a class on how to get around on the bus (Barb O. could teach it).
20. Think about events like “beer with/for a cause” that could interest younger people. To the extent younger people know about us, that is the beginning of “a funnel” that brings in younger people as members.
21. We could target altruistic younger people interested in aging, via, e.g., through the UW School of Social Work.
22. Recruit among people who have aging parents.
23. Bring an intergenerational lens to the Forums we offer.
24. We need a reality check—look at what we are learning along the way as we try out different approaches.
25. Recruit at community centers.
26. Identify HR people who run corporate retirement programs and give them our information. Offer to participate in their program.
27. Remember when we are with medical professionals that they can become frontline recruiters for us. Could this be a village to village initiative?
28. Check out the VtV network with a query about who has had success in recruiting younger members and what they did. Jeanne Marie and Bob will write the query after Denise checks to make sure all the Board members are on the VtV list. Then another Board member will receive collate the responses.
29. Invite others to enroll in life planning classes we could offer.
30. Consider other topics for classes that may appeal to younger people.
31. We are the message we want to convey. What would transforming our thinking about aging look like? Everything we do is the message to those we want to have join us, including our state of mind about ourselves and aging.