

COMMUNITY BUILDING

How to grow and engage youth membership

BEGINNER

→ INVOLVING YOUNG PEOPLE NOT ONLY STRENGTHENS YOUR COMMUNITY TODAY BUT ALSO ENSURES THE LONGEVITY AND INNOVATION OF YOUR ORGANISATION.

OBJECTIVES:

- Build a **strong, active community of young members** in your organisation.
- **Foster youth engagement** through meaningful activities.
- Connect young people and provide a **platform for mutual support**.

ADVANTAGES:

- Enhance the **long-term sustainability** of your organisation.
- Brings **youth perspectives and needs** to the forefront of your organisation's work.
- Injects **fresh ideas and energy** into your organisation.



How to grow and engage youth membership

STEP BY STEP:

1

ESTABLISH A YOUTH COMMITTEE

- Set up a **'Youth Committee'** accountable to your Board of Directors.
- This committee will be **responsible for organising activities specifically for young members.**
- This **promotes leadership and involvement** within the youth community.
- Young people inspire each other, seeing others doing volunteer work makes them think, **'If they can, maybe I can too'** and consider getting involved.

2

BUILD A YOUTH MEMBERSHIP DATABASE

- Create a **database** to track youth members' details and interests.
- This helps you send targeted updates, event invites, and engagement opportunities, keeping them connected.

3

ORGANISE EVENTS FOR THE YOUNGSTERS

- Youth-specific events can have a greater impact than expected. Consider the following:
 - **Youth Weekends**
 - Host an annual **in-person event** and twice a year **online event.**
 - These provide opportunities for **social interaction and personal growth.**
 - **Tailor themes** to the interests of your youth members each year.
 - Include a **mix of educational, skill-building, and fun activities.** Themes may include open discussions on treatments, needles, hospital stays, future goals, and challenges.
 - These events create a **refreshing and safe space** where young people can share experiences and have fun together.

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STEP BY STEP:

- **Youth Day for Youngsters (and Parents)**
 - Organise a **day for youngsters aged 8-18** (and their parents if they want to stay and chat with other parents).
- **Impact of these events:**
 - For **Youngsters**: They meet others with the same condition, feeling understood and realising they are not alone. This boosts confidence, enhances social skills, and provides emotional support. It may also inspire them to volunteer or help with future activities.
 - For **Parents**: Encourages parents to give their children more independence and helps the children make their own decisions. Parents may also feel inspired to volunteer within the organisation.

4

OFFER MENTORSHIP

- **Pair younger members with older, more experienced members** for mentoring. Talking with someone close to their age can provide valuable support, and seeing older members thriving can be inspiring.

5

ENGAGE SCHOOLS AND UNIVERSITIES

- Reach out to **educational institutions** to raise awareness of Primary Immunodeficiency (PID) and attract younger members.

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STEP BY STEP:

6

TAILOR YOUR COMMUNICATION

- Use **social media platforms popular with young people** (e.g., Instagram, TikTok). Share engaging content such as stories from young PID patients, event highlights, and opportunities to get involved.

7

GATHER FEEDBACK

- Gather insights from youth members about **what's working and where improvements are needed**.

TIPS

- Keep **communication clear and casual** to appeal to younger members.
- Provide youth with **leadership roles** to keep them invested.