

In your opinion, what do snowmobile clubs and associations need to do in order to engage millennials and encourage them to become active participants in their activities?

By Tyler Heim

Snowmobiling is one of the most thrilling things to experience in life. Flying across Lakes and through trails, it's something that can't be passed up. Many millennials miss out on experiences like this because they don't give notice to things they've never tried before. It may seem impossible to reach them, but there are some things that can be done. To encourage millennials to participate in snowmobiling clubs, these clubs and associations need to entice millennials to participate in snowmobiling, better connect to social media, and encourage a greater focus on youth involvement in the clubs and associations.



One of the biggest things a snowmobiling club or association needs to do is to make millennials interested in snowmobiling. A common reason many people begin snowmobiling is because a member of their family introduces them to the activity. Without this, it can be difficult to instill an interest in something that many don't initially see a reason to participate in. A strategy snowmobiling clubs and associations should employ is gearing their advertisements towards families. Some millennials are just starting families. If a club or association can focus their efforts on making snowmobiling fun for the entire family, they can foster more membership from younger and older millennials. To go further, clubs and associations for snowmobiling should add more to what joining a club will do for a person. One idea is to offer more than just the ability to go snowmobiling; an opportunity for running certain parts of a club could entice people who want to gain experience in things such as management and business. Having that kind of experience on a resume could help a millennial get a job and would bring good publicity to the club and association. Using these techniques, these clubs and associations can increase the popularity of snowmobiling in their area, and engage more millennials in their activities.

With technology all around us, social media has become a big part of the lives of most millennials and should be a focus for snowmobiling clubs and associations. If a millennial has interest in attending an event run by the club or association, they may become interested in joining the club. Events such as potlucks or get-togethers could be posted on social media to entice those looking for something to do. These people may invite their friends causing more and more people to come in contact with the club. This will, in turn, increase the number of participants in the snowmobiling clubs and associations. To go along with this, a club or association could possibly partner with an organization that deals with doing stunts. An event such as this may push a group of generally unmarried millennials to fill the stands, increasing the publicity of the club. By utilizing social media and social events, snowmobiling clubs and associations can attract the attention of many millennials and increase the number of millennials interested in their events.

After finding more participants, many snowmobiling clubs, next, need to increase how much youth are integrated into the decision-making of club excursions and other activities. To start, clubs should give more importance to youth during meetings. For most young millennials,

they want to feel like they're a part of something important. A club could raise participation of the youth by creating youth activities during meetings or even allowing the youth to be a part of decisions for the club. Increasing the youth's participation will make meetings a more enjoyable experience for them, and may increase awareness of the club among millennial parents. Along with this, another thing snowmobiling clubs can do is help youth become certified to snowmobile. This may help the club's popularity by making it easier for a young person to join in on the fun of snowmobiling. Once the child of a millennial youth is certified, maybe even the parent will join in too. Both actions will then help millennial youth and millennial parents become more involved with snowmobiling clubs and associations.

To conclude, snowmobiling clubs and associations must give millennials a reason to join their activities, connect with social media, and hold youth activities during club meetings. Most people won't join a club that won't give them much enjoyment. With all of these strategies, these clubs and associations can engage millennials in their activities by giving the millennials the connections and opportunities they're looking for.