

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 Madisyn Heaney

Millennials and Snowmobiling

How do you get anyone to do anything? You get them involved. For example, I am a volleyball player and in my younger years I didn't really enjoy playing the sport. However, with my friends always playing, I was around it all the time, and with that exposure it got me involved again. They didn't give up on me and kept encouraging me to try. Once I tried and realized it was fun and I could do it I was hooked. Every since then I've been playing volleyball year round. My point is that if you expose millennials to it enough chances of them trying it goes up. I think there are a few ways to engage millennials and make them active participants.



One way to make the younger generation more aware of the opportunities out there for them is to have more youth programs or to make the youth programs that already exist known. The president or local volunteers of the programs could come and talk to schools and educate them on what their programs does and all the opportunities they'll have by joining. This could be done throughout all the schools in the counties that local clubs are part of. By exposing young students to the love of snowmobilers and being outdoors is a great attraction for students. Snowmobile safety is also a big way to attract the younger generation, have local papers post ads about the class. Another way to engage younger generation is to make the snowmobile class free because if it doesn't cost them anything, more people are given the chance to participate. Once they have passed the course have incentives, like fun days where anyone can ride would help promote the sport. They could also have obstacle courses, sledding and other outdoor activities going on during this time if students are too young to participate. Educate them on how to get involved and be part of the club. If we want anything to grow we need to start with education.

Another way we could increase the involvement into the sport is by having snowmobile companies promote the opportunities the programs have offered or just have the companies promote how the youth would enjoy snowmobiling. There are many ways to promote the opportunities available, but if you're trying to reach out to the millennials the best ways would be to post ads on social media, have the schools talk or post flyers about it, put it in the paper, or have it televised on commercials. Snowmobile companies could put on fun days also. For example, a cancer ride or having a band at the last stop on the trail.

Promotion can also continue through the local clubs to get the youth more exposed to

snowmobiling, is to recruit and educate their parents to try it because parents have a huge influence on what kids can and can not do. For example, I was first introduced to snowmobiling because my dad was an active participant in snowmobiling. Local clubs could also organize rides for people in the local area or have set rides every weekend that anyone with a license can participate in. Rentals is another way to encourage youth to become active participants. Many millennials or their parents aren't able to afford snowmobiles so rentals would be a way to let anyone ride even if they can not afford their own snowmobile.

With social media being a huge part in most millenials lives that is another factor that could encourage them to participate in snowmobiling. For example having an app or social media account that posts and updates people on events or classes being offered nearby or by the club they belong to. Another way to get more participants is to have the youth who are already club members to post about all the goods times and good things that come with being a snowmobile club member.

These are the ways I think are best to get mellennials involved in snowmobiling. I honestly believe that if they try it a few times they'll be hooked because of the scenery and wonderful trails Minnesota has to offer, the fun it can bring to their own and friends lives, and the wonderful people they'll have the opportunity to meet that share passion as them.