

WELCOME EVERYONE!

THE NEXT LEVEL

BOARD & COMMITTEE TRAININGS



CAM-UNITY

*Chicago's Business and
Association Connection*

THURSDAY

**MARCH 3, 2022
11:30 AM - 12:30 PM**

WWW.CHICAGOASSOCIATION.COM



INSPIRING ACTION:
STRENGTHENING
MEMBERSHIP
COMMITTEES

PRESENTATION PARTNER:

David Schreier
Associates
LLC



WELCOME EVERYONE

HOUSEKEEPING



Your microphone will be muted.



If you have a **question for the presenter**, please use the **Chat box** during the presentation.



If you would like to introduce yourself or write a general message to the group, please use the Chat box.



Important links will be referenced and placed in the Chat box during the presentation



For tech help contact Shelbi in the Chat box or by email shelbi@corpevent.com



CHICAGO'S BUSINESS AND ASSOCIATION CONNECTION!

**NETWORKING
EDUCATION
EVENTS**



www.linkedin.com/groups/8919482/



www.facebook.com/groups/CAMUnityConnection



<http://www.chicagoassociation.com/cam-unity>

STAY CONNECTED AND INFORMED!

PRESENTATION PARTNER

DAVID SCHREIER

David Schreier
Associates
LLC



- Consultants who specialize in capacity building for nonprofits: planning & evaluation; constituent & resource development, staff & board development
- Trained mediator and mindfulness instructor
- Has taught undergrad and graduate courses on nonprofit management and governance

GUEST PANELIST

KARYN LINN



- Administrator for The Rotary Club of Chicago
- 25 years in association management
- Capacity building, strategic planning, leadership development, and volunteer engagement
- Member of the Association Forum and the American Society for Association Executives and certified as a Strategic Planning Professional through the Association for Strategic Planning



**LET'S GET
STARTED!**

**WORKSHOP
FORMAT**

- Presentation
- Industry Expert Interview
- Q & A and Sharing of Good Practices
- Provide Takeaway Assignment
- Provide Additional Resources
- Opportunities for Follow Up



TOPIC: INSPIRING ACTION

STRENGTHENING MEMBERSHIP COMMITTEES

- Nonprofit organizations thrive when their key individual stakeholders - members and donors - feel their contributions of time and resources are making a meaningful difference.
- Membership committees can play an important role in spurring stakeholder engagement
- Being able to make the most compelling case for the benefits their organization brings to its membership, the industry, and the community can inspire action



HOW THIS WORKSHOP WILL HELP

TWO AREAS TO EXPLORE

This workshop will help membership committee members explore:

1. How to frame the impact and accomplishments of their organization in compelling ways
2. How to engage organization stakeholders in ways that let them identify the difference they want to make

COMMON CHALLENGES

FOR MEMBERSHIP COMMITTEES

- Dwindling and lapsing membership
- Trying to attract new members, esp. younger
- Getting volunteers on membership committees and wisely and effectively leveraging their time, skills, resources, and abilities
- Competing interests for time/money in members' and volunteers' lives

SO, HOW DO YOU STAND OUT IN THE CROWD?

MEMBERSHIP COMMITTEES

**ARE
AMBASSADORS**

- Closest to your organization's key stakeholders - members, donors
- Crucial conduit in two-way communication
- Hear what is on people's minds, share what the organization is trying to achieve
- Play key role in motivating, inspiring and engaging members, lapsed members and prospective members
- You carry the standard at the vanguard



WHY...

SHOULD I CARE?

- Key question to help you think about how to differentiate your organization
- Aside from staple personal benefits of membership, stakeholders want to feel they are making a personal difference
- If you can't offer that opportunity, another organization will

**YOUR
IMPACT**

**BROADER
THAN YOU
THINK**

HEARING ADVOCACY ORG. STAKEHOLDER GROUPS





INSPIRE

MEMBERS

- Invite them to join the mission of “your organization” and become part of societal change and improvement
- Help educate them on the vital work you do
- Have them help lead change and catalyze transformation through their time, resources, and relationships



MEMBERSHIP COMMITTEE MEMBERS

AMBASSADOR 'CAN BE's

- **Be VISIBLE** to members
- **Be PRESENT** at events, programs, activities, social media
- **Be INFORMED** of organization mission, goals, challenges
- **BE WILLING TO LISTEN** to member feedback, concerns, questions
- **Be INTERESTED** in member needs and interests
- **Be GENUINE** in letting others feel your commitment



**FRAMING
IMPACT**

**AND
ACCOMPLISH-
MENTS**

- Highlight what you do and your scope and reach
- Think about who benefits and how - not just members - think more broadly, direct and indirect beneficiaries
- What issues are driving your organization's planning?
- How does your organization meet an under-met need in its area?
- What proposed solutions do you have to these problems/issues?



ENGAGING

STAKE- HOLDERS

- Understanding their perceptions of your organization: Are your issues relevant today? How, why?
- How much knowledge and information do people already have about these issues?
- What kind of support is there for these issues?

HOW TO ENGAGE IN

TWO-WAY COMMUNICATION

- Personal calls - thanking for a gift, a membership, participation at an event - and always ask a question - e.g., What is it we're doing right? Are there other ways you'd like to see our organization be of service to the community?
- Survey - understanding the personal motivations and interests re: helping others, causes (e.g., underserved youth)
- Share stories - feature heart-warming stories of your members and inspirational things they've done/are doing.
- Others?



EXAMPLES

STORY TIME

- Industry Examples
- Attendee Stories

TAKE AWAYS

ASSIGNMENT FOR NEXT SESSION

At your next committee meeting and/or board meeting, put the following question to the group(s):

What difference do we make? (Think about benefits, impact, societal improvement)

Inventory all stakeholders who benefit directly and indirectly from your work

Collect responses - bring to next session!

ADDITIONAL RESOURCES

**CHECK YOUR
EMAIL INBOXES!**

CAM-Unity will be sending you a compilation of materials from Kim, Karyn and David in a follow up email this week including:

- Committee Charter/Description worksheet
- Committee Kick Off Meeting sample agenda
- Today's Volunteers Article
- Evaluation from today's session!

In the meantime, please check <http://www.chicagoassociation.org/> for more events hosted by CAM-Unity and its business and nonprofit association partners!

For more information contact Kim Branch kim@corpevent.com.

THANK YOU!



THE NEXT LEVEL

Board and Committee Training

David Schreier
Associates
LLC



Helping Mission Driven Organizations Find the Best Path Forward

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Experts at Elevation Your Organization



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CHICAGO'S
BUSINESS
AND ASSOCIATION
CONNECTION!

JOIN OUR
GROUPS TODAY!



*Upcoming
Event!*



CAM-Unity CONNECTS

Come meet, mingle, and enjoy light refreshments with members of CAM-Unity and their guests. Thank you to our gracious host, Dan Earles at Earles Architects + Associates

March 16, 2022

4:00 PM Central Time

566 W Lake Street, Suite 100, Chicago, IL 60661



earles architects
+associates

INNOVATING SUCCESSFUL ENVIRONMENTS

REGISTER TODAY AT [CHICAGOASSOCIATION.COM/EVENTS/](https://chicagoassociation.com/events/)