



## IACCE Membership Webinar Series with Cathi Hight

**July 1, 2020 2:00 p.m. – 3:30 p.m.**

### **Membership During An Economic Recovery**



- How you sell membership when budgets are tight?
- What are members' expectations of the Chamber during recovery?
- How can you help members thrive during the recovery?

Yes, it's pretty grim out there. Everywhere you turn, there are media stories about business closures, layoffs, and the projected long haul to recover from COVID-19. Your members and the business community are experiencing a time unlike any other in history since the Great Depression. As business leaders, how can you help members and non-members navigate the storm

and be positioned for success when the tide finally turns?

This is a defining time for chambers of commerce. The Chinese symbol for Chaos is made from two words—Crisis and Opportunity. Don't let this crisis go to waste—explore opportunities to strengthen businesses in your community, grow your membership base, and communicate the value of your Chamber of Commerce.

#### **In this session, you will explore:**

- The chamber's role in helping communities rebound from COVID-19.
- How to assess and revamp your programming to align with business interests and needs.
- 3 strategies to communicate the value of Chamber membership during the economic recovery.



**July 15, 2020 2:00 p.m. – 3:30 p.m.**

### **Membership Personas Drive the Decision to Engage**

- How do we appeal to more than one decision maker in a firm?
- Do we really know our members and what they need and want?
- How can we communicate the benefits of membership to different types of members?

Creating member personas helps you to better understand the needs of people you want and serve. Personas can help you to recruit and retain more of the members you want. By understanding your members' motivations and drivers, you can create meaningful dialog with them. Learn how to create personas and develop targeted communications and programming that better meets your member segments' needs.

#### **In this session, you will:**

- Explore member personas and the benefits of creating them for your Chamber.
- Identify the information needed to segment your membership by common attributes.
- Discover how to use personas to develop targeted messaging, recruiting, programming and engagement.



**YOU  
CAN  
WIN  
THEM BACK**



**July 29, 2020 2:00 p.m. – 3:30 p.m.**

**Win Back Campaigns: Courting Dropped Members**

- Do you have as many dropped members as you do prospects?
- Which dropped members should you target to re-recruit?
- How can we influence dropped members to come back?

If you pulled a “Dropped Member List” from your database, you may be very surprised to see a list of thousands of previous members who were once part of your organization. *(Even if the count isn't that high, it's still a staggering number, wouldn't you agree?)* Yes, there are still countless of

new prospects who haven't heard of your organization, what you do and what you can offer them. Does it make sense to reach back to those who once invested and for some reason, decided not to renew their memberships?

Although not all dropped members are viable or willing prospects, it's worth exploring the potential of developing a Win Back Campaign to target and re-recruit them again. Before you go down that road, take the time to consider potential challenges, elements and strategies for a successful campaign.

**In this session, you will explore:**

- The Forgotten Lifecycle of Membership.
- A Four-Step Process to launch a targeted campaign for dropped members.
- Anticipated challenges for winning members back and strategies to overcome them.
- Elements of successful Win Back Campaigns.

**Three packages are being offered for this special opportunity:**

Package A: The 3 live webinars listed above along with the recordings and slides for only \$69

Package B: The 3 live webinars listed above along with the recordings and slides, plus your choice of a pre-recorded webinar from the Cathi Hight collection and registration for an upcoming live webinar that Cathi Hight host will host for only \$109

Package C: The 3 live webinars listed above along with the recordings and slides, plus your choice of a pre-recorded webinar from the Cathi Hight collection, registration for upcoming live webinar that Cathi Hight host will host, and 90 minute follow-up consultation with Cathi Hight for only \$199

[Register here.](#)



### Speaker: Cathi Hight – a promoter of “Good Change”

Cathi Hight is a Kaizen consultant and President of Hight Performance Group. Considered as the Membership Guru and the developer of **The Member Retention Kit** and **A New Approach to Tiered Membership**, Cathi helps associations meet the expectations of their members. She provides realignment strategies that help associations of all sizes manage constant change, deliver benefits that members value, leverage volunteer and staff resources efficiently, and effectively communicate the value of membership.



Cathi was a national trainer for ACCE (Association of Organization of Commerce Executives) for membership development and has been an instructor for the U.S. Organization of Commerce's *Institute for Organization Management* since 2004. Cathi has presented at numerous association and organization conferences, including the Great Ideas event for ASAE and the ACCE Convention. She is a member of the Austin Human Resource Management Association (AHRMA), the Association of Organization of Commerce Executives (ACCE) and the American Society of Association Executives (ASAE).

Cathi has a diverse career experience which includes being Vice President of Operations for the Chamber of Commerce of Hawaii, Senior Vice of Investor Relations and Growth Strategy for the Greater Austin Chamber, Regional Sales and Marketing Manager for both Dole Foods and Dean Foods, national manager for the Kauffman Foundation's FastTrac Entrepreneurship program, and a Motorola University Instructor for cycle time reduction and benchmarking. Her multi-industry background allows her to share best practices as a speaker, trainer, consultant and author.

Cathi has been an active volunteer since high school. She has served on boards of directors and chaired committees and councils for non-profit organizations. Labeled as the "Turnaround Queen," Cathi was a council/committee chair for over 10 years for the Boulder Chamber of Commerce (CO) and has been granted Lifetime Member status for her service! She has also served on the board for the Hugh O'Brien Youth Foundation, YMCA of Boulder County, Boulder Area Human Resources Association, Business and Professional Women (Boulder) and the Austin Human Resource Management Association. Cathi believes that "a call to leadership is a call to serve" and enjoys helping others succeed.

When not working, Cathi's favorite activities are knitting, traveling and enjoying international cuisine, spending time with her two grandchildren and cats, Leo and Sonny, and binge-watching from her Netflix line-up!

#### CATHI HAS PRESENTED TO:

- American Association of Medical Society Executives
- American Society of Association Executives
- Association of Chamber of Commerce Executives
- Arizona Chamber Executives
- Arkansas Chamber of Commerce Executives
- British Columbia Chamber of Commerce Executives
- Canadian Chamber of Commerce
- Carolina Association of Chamber of Commerce Executives
- Chamber Alliance of New York State
- Chamber of Commerce Executives of Canada
- Chamber of Commerce Executives of Ohio
- Colorado Association of Homes & Services for the Aging
- Colorado Chamber of Commerce Executives
- Colorado Government Finance Officers Association
- Colorado Society of Association Executives
- Conference of Metropolitan Bar Associations
- Council of State Restaurant Associations
- Florida Association of Chamber Professionals
- Georgia Chamber of Commerce Executives
- Georgia Society of Association Executives
- Illinois Association of Chamber of Commerce Executives
- Indiana Chamber of Commerce Executives
- International Society of Hotel Association Executives
- Kansas Chamber of Commerce Executives
- Kentucky Chamber of Commerce Executives
- Louisiana Association of Chamber of Commerce Executives
- MAKO (Missouri, Arkansas, Kansas, Oklahoma) Chamber conference
- Massachusetts Association of Chamber of Commerce Executives
- Mid-America Chamber Executives
- Mid-America Society of Association Executives
- Midwest Energy Association
- Minnesota Chamber of Commerce Executives
- Mississippi Economic Develop Council
- Missouri, Arkansas, Kansas, Oklahoma Conference
- Montana Association of Chamber Executives
- National Corn Growers Association
- National Funeral Directors Association
- New England Chamber of Commerce Executives
- New Jersey Association of Chamber of Commerce Executives
- New Mexico Chamber Executives Association
- Oklahoma Chamber of Commerce Executives
- Oregon State Chamber Association
- Pennsylvania Association of Chamber Professionals
- Southern California Chamber of Commerce Executives
- Texas Chamber of Commerce Executives
- Texas Rural Water Association
- Texas Society of Association Executives
- Texas Society of Certified Public Accountants
- U.S. Chamber of Commerce
- Veterinarian Medical Association
- Washington Chamber of Commerce Executives
- Western Association of Chamber Executives
- Wisconsin Chamber of Commerce Executives
- Wyoming Chamber Partnership



**Don't Just Listen to Us!  
Here's What Our Clients Say About Cathi Hight**

*"Cathi Hight delivered exactly what my members needed: effective ways to identify the value their organization provides to the different types of members they have along with ways to deliver that value through an effective membership model."*  
–Lisa Weitzel, Illinois Association of Organization of Commerce Executives

*"What a great workshop! Cathi is so gifted and so knowledgeable about Organizations and our membership challenges!"*  
–Minnesota Organization of Commerce Executives (MCCE) Participant

*"Cathi Hight did a wonderful job at our Women's Leadership Conference. I had seen her speak at another conference a couple of years ago and so enjoyed the actionable information that I received, that I recommended her to speak at our conference. I was not disappointed. Our attendees were very impressed with her seriousness and "no nonsense" presentation. Cathi gives her audience real world, applicable information that is needed in today's rapid change work environment. I highly recommend her."*  
–Kim Eason Rozycki, Director of Events & Marketing, Cunningham Center, Columbus State University

*"I work with a variety of speakers, and Cathi was a delight – organized, detail-oriented and deadline-friendly. Better yet, she received great reviews from our attendees. One noted, 'Cathi's program actually allowed me to completely revisit how I perceive volunteer leadership and my own effectiveness.' Cathi is that rare combination of a professional who is a breeze to work with and delivers thought-provoking content."*  
–Wendy Kavanagh, CAE, President, Georgia Society of Association Executives

*"Thank you for bringing your membership expertise to the first-ever MAKO conference. In these challenging times, it's important for us to be reminded of the basics of member service as we constantly seek the 'new' programs that will make a difference. You helped us focus on both."*  
–Tracey Osborne Oltjen, President/CEO, Overland Park Organization,  
Chair of the Missouri, Oklahoma, Kansas, Arkansas Conference

*"Cathi Hight is a wealth of knowledge on membership issues and her presentations consistently deliver great value with practical takeaways. It's apparent that Cathi is plugged in to the Chamber network and "gets" the Chamber - you can count on her advice being timely and relevant."*  
–Shelley Morris, Executive Director  
CCEC (Chamber of Commerce Executives of Canada)