

FREE ONLINE WORKSHOP



Growth Guaranteed

The No-Fail Model for Attracting, Engaging and Retaining All The Members Your Organization Needs to Thrive

When you run a membership-based organization, growth isn't "nice to have". Growth is absolutely essential.

Yet, many groups are struggling to gain and maintain traction in a world that is undeniably changing around them.

In this free 75-minute workshop, Joy Duling, Founder and CEO of The Joy of Membership, will share her 3-step model for ensuring that growth happens for ANY association, trade group, professional society, community service organization, or membership-based nonprofit.

In short, if you currently have members but you'd also love to have more of them, you won't want to miss this exclusive online event.

WHO SHOULD ATTEND?

This workshop is specifically designed for those who have direct responsibility for planning and executing growth strategies.

- *Executive Directors*
- *Chief Executive Officers*
- *Directors of Member Services*
- *Membership Managers*
- *Membership Coordinators*
- *Member Specialists*
- *Membership Chairs*
- *Membership Committee Members*
- *Member Services Committee Members*
- *Board Members*



RESERVE YOUR SEAT TODAY:

joyofmembership.com/workshop

ABOUT THE SPEAKER

Yes, there is a "real" Joy in The Joy of Membership.

Joy Duling has been working with leaders of associations, trade groups and nonprofits since 2005.

For more than a decade, she also served as the Executive Director of a membership-based nonprofit which she helped launch from scratch and led to annual revenue of more than \$1M exclusively from membership contributions.

Joy has been widely recognized as a speaker, an online educator and a trusted advisor, twice winning the "Unsung Hero Award" from the National Association of Women Business Owners' Central Illinois Chapter.

She holds a Bachelor's Degree in Psychology and a Master's Degree in Social Work with Specialization in Policy, Planning and Administration. She has extensive experience in strategic planning, team facilitation, change management, and association operations.

But beyond industry experience and education...

Joy Duling is the calm voice you want to have in the room when you, your team, or your board is overwhelmed by ideas and options.

She's a trusted resource at the other end of an email or phone call who knows the answer, or can find the answer, when it's not clear what to do next in your approach.

She's a planner of systems and driver of progress that helps your organization achieve stretch goals.

She's a gifted facilitator of conversation, collaboration and constructive growth.

And she's approachable and accessible, which makes a quick phone call a great way to find out if working together makes sense.

Central Illinois is where Joy calls home, but through the magic of the internet, Joy and her team work with clients all over the globe.

