

# Joy Duling

## The Joy of Membership



Joy Duling has been working with leaders of associations, trade groups and nonprofits since 2005, through her consulting practice which is aptly named The Joy of Membership. In that role, she has gained recognition as a speaker, online educator, podcaster, and a trusted advisor.

Joy has a talent for breaking down complex topics into frameworks that make change feel possible. That means your attendees won't passively listen... they'll actually take action!



**Joy Duling, Founder**  
The Joy of Membership  
JourneyCARE.app

### PODCASTS, GO LIVES (Short Format)

- 8 Stages of Member Experience and Why They Matter
- 6 Ways to Onboard Better
- 5 Techniques to Warm Up Member Renewals for Greater Retention
- 3 Types of Value That Members Look For
- 5 Signs That Managing Your Membership Is Too Complicated

### WEBINARS, BREAKOUTS (30, 45, 60 Minute Formats)

#### Designing Exceptional Experience: Does Your Association CARE?

Thriving associations make membership growth look easy, don't they? When you look closer, what these organizations really do is 4 things really well. In this session, you'll learn these 4 key principles of experience design and how to apply them to your own organization

#### The Journey Scorecard: An Essential Tool in Attracting, Engaging & Retaining More Members

When organizations find growth to be challenging, the problem can inevitably be found in one (or more) of 9 critical areas. The Journey Scorecard reveals where your organization has strengths and where there are gaps that are likely impacting your growth efforts.

### WORKSHOPS, LONG BREAKOUTS, RETREATS (Extended Duration)

#### Growth Guaranteed: A No-Fail Model for Membership Growth

Is it actually possible to \*guarantee\* growth for your organization? Yes, indeed! In this workshop-style session, you'll learn a 3-step process for creating growth in any membership-based organization. You'll leave this session knowing exactly where to focus and with a specific plan to make change happen!

# What Organizers Say...

*"Joy is one of the best presenters I've ever had the opportunity to work with.*

*We've run monthly expert webinars for a few years, and Joy's was among our highest rated with more than 96% of our audience of 250+ saying they learned something valuable that could help them accomplish their goals.*

*No wonder: Joy backed up every valuable point with proof, examples and stories that brought everything to life. I can't wait to work with her again."*

**Donald Cowper**  
Head of Content, Wild Apricot

*"Joy facilitated a presentation on Donor Experience for our audience at Donorbox.*

*She is a great presenter and facilitator. Joy has a style that's light, but knowledgeable, and is very approachable. Her content was well researched, and she brought a lot of knowledge about the subject to the table, all while making sure the audience was following along.*

*It was a great experience working with Joy and cannot recommend partnering with her enough!"*

The Donorbox Team



## Speaking Samples

Replays listed below can be accessed at [joyofmembership.com/speaker](https://joyofmembership.com/speaker)

- Chatting with Agnes & Cecilia (Podcast) *"The Member Experience - What's Changed"*
- Donorbox (Webinar) *"How to Attract, Engage and Retain More Member through CAREpoint Design"*
- NP Local (Podcast) *"Membership Organizations"*
- Chatting with Agnes & Cecilia (Podcast) *"100th Episode: CAREpoints on the Member Journey"*
- Planet Leadership (Podcast) *"Asking the Right Questions to Improve Engagement"*
- GIVE: a Philanthropy Podcast *"The Joy of Membership"*
- Associations Today (Live Video) *"Magnetism as a Strategy"*
- Influential Entrepreneurs (Podcast) *"Joy Duling"*
- Web Women (Podcast) *"What You Need to Know Before Creating Your Membership Site"*



We also invite you to listen to The Joy of Membership (Podcast), a weekly show published since August 2020.

[joyofmembership.com](https://joyofmembership.com)