

Group A - Membership

2026 CEC Leadership Institute

Introduction

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Two Halves of Membership



CEC Headquarters

The national backbone — member services, the unified voice of the field, and recruitment that feeds every component.



CEC Divisions & Units

Where membership becomes local — the community and connection that make a member want to renew.

Membership is Everyone's Responsibility

1



Everyone

Recruitment and retention aren't one person's job — every leadership role shapes whether a member feels their membership was worth it.

2



The Membership Chair / Volunteer

Coordinates the day-to-day work. The rest of the team backs them up so it never rests on one set of shoulders.



Know Your Members

Accessing Your Data



Navigating the Portal



Downloading Reports



Reading Reports

Navigating the Portal – Signing In

User Account



Upload Photo

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Membership Info

Type: Individual Member
SubType: Professional Basic
Expires: 12/31/2026
Joined: 11/30/2025
Unit: Virginia

[RENEW MEMBERSHIPS/ADD DIVISIONS](#)

Account Actions

- ① Edit Profile
- ② Address Book
- ③ Contact Information
- ④ Demographics
- ⑤ Bio
- ⑥ Opt In and Out
- ⑦ Division Reports
- ⑧ Unit Reports
- ⑨ Pay Outstanding Orders

Demographics

Governance



Instructions on
How to Pull Your
Member Reports



Reading Reports – Key Fields

Contact

This field shows the Member ID # for the record

Member Description/Member Type

Provides the category and level of membership

Join Date

The date a member first joined or the date they reinstated

Expire Date

The date their membership lapses (typically 1 year from their join/renew/reinstatement date)

Grace Date

The date a member officially becomes inactive and no longer has access to their benefits

Key Membership Touchpoints



CEC Welcome

- CEC Join Email
- Email about Joining a Division

Division/Unit Welcome

- Personalized message welcoming to the community
- Templates are available



WELCOME!

Hello [NAME],

Welcome and thank you for becoming a member of the [UNIT] Council for Exceptional Children! We are so excited that you joined our international network dedicated to improving the success of children and youth with disabilities and/or gifts and talents. We are excited to see how CEC supports you, your talents, passions, and work.

In addition to the [amazing benefits](#), you receive with CEC International, our unit offers opportunities to connect with colleagues nearby, access local resources, engage in public policy efforts that impact your practice and your students directly, and attend local meet-ups and professional development events. There are several ways to get involved through volunteerism, events, and programs and while you can find these on our website, I've listed a few upcoming events and volunteer opportunities below:

- Highlight 3-5 opportunities, hyperlink when possible
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Key Membership Touchpoints



CEC New Member
Meet & Greet



Don't re-create the wheel!

- Encourage your members to participate
- They're an easy way to get members engaged

**Send this Code to
Your Members**



Key Membership Touchpoints



Ways CEC Can Help

- List with members expiring that month
 - Sent on the 20th by Will
- Email templates are available for you to use

Quick Tips: Renewal Outreach

- Add a personal touch
 - Thank them for their involvement or,
 - Mention something specific
- Remind them of the value of staying connected with your Division/Unit
- Make it easy
 - Include the renewal link (<http://exceptionalchildren.org/renew>)

Key Membership Touchpoints



Volunteer Square

- Engaged members are more likely to renew
- Start small with micro-volunteering
- Encourage your members to complete their profiles
- Reach out to members that express interest



Send this Code to
Your Members

CEC Resources You Already Have

New Member Meet & Greet

Membership Staff Support

Sample Communications

Promo Codes/Recruitment Support

Membership Reports

3 Things Every Component Should be Doing

1



Welcome every new member

2



Promote New Member Meet & Greet

3



Send monthly renewal reminders

Workshop



Complete Membership Action Plan



Review Monthly Membership Tasks



Use your Action Planning Calendar to schedule these ideas throughout the year. Assign each action to the month you plan to complete it, creating a clear, actionable roadmap for your Component.

Share with the Group

- 1 **One Membership Commitment** your component has
- 2 **One Next Step** your component will take

CEC 2026-2027 Recruitment: Back-to-School

First Recruitment Drive

- Active August 1- September 30
- You can help by sharing with your network
- The post will be shared when recruitment drive is live



8 Keys to Creating Ironclad IEPs

A webinar with practical guidance that takes the guesswork out of IEPs

Watch for Free

<https://tinyurl.com/Ironclad-IEP-Webinar>



Council for
Exceptional
Children

**Empowering Educators
Impacting Students**

CEC 2026-2027 Recruitment: Back-to-School

If you already have your own recruitment planned, use the code **CECBTS26**

- New and returning members save 20% on CEC membership
- This code will be active August 1-September 30

CECBTS26

Q3 & Q4 Recruitment



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**Let's Stay
Connected**

2026 Membership Town Hall Schedule

September 24 at 7:00 p.m. ET

https://us02web.zoom.us/join/0AuKN_9_S-OUYuEEdGXIA

December 17 at 7:00 p.m. ET

<https://us02web.zoom.us/join/lt94nAliRDq4LfCeqLILfA>

Let's Stay Connected

THANK YOU!