Group C - Membership

2026 CEC Leadership Institute

Council for Exceptional Children

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.

Using Data Strategically

Units

Segment Communications by Member Type

Divisions

Partner with CEC to target interested non-members.

Data

Use membership data to guide outreach

Think Beyond Retention…
High Performing Components Use Data To:

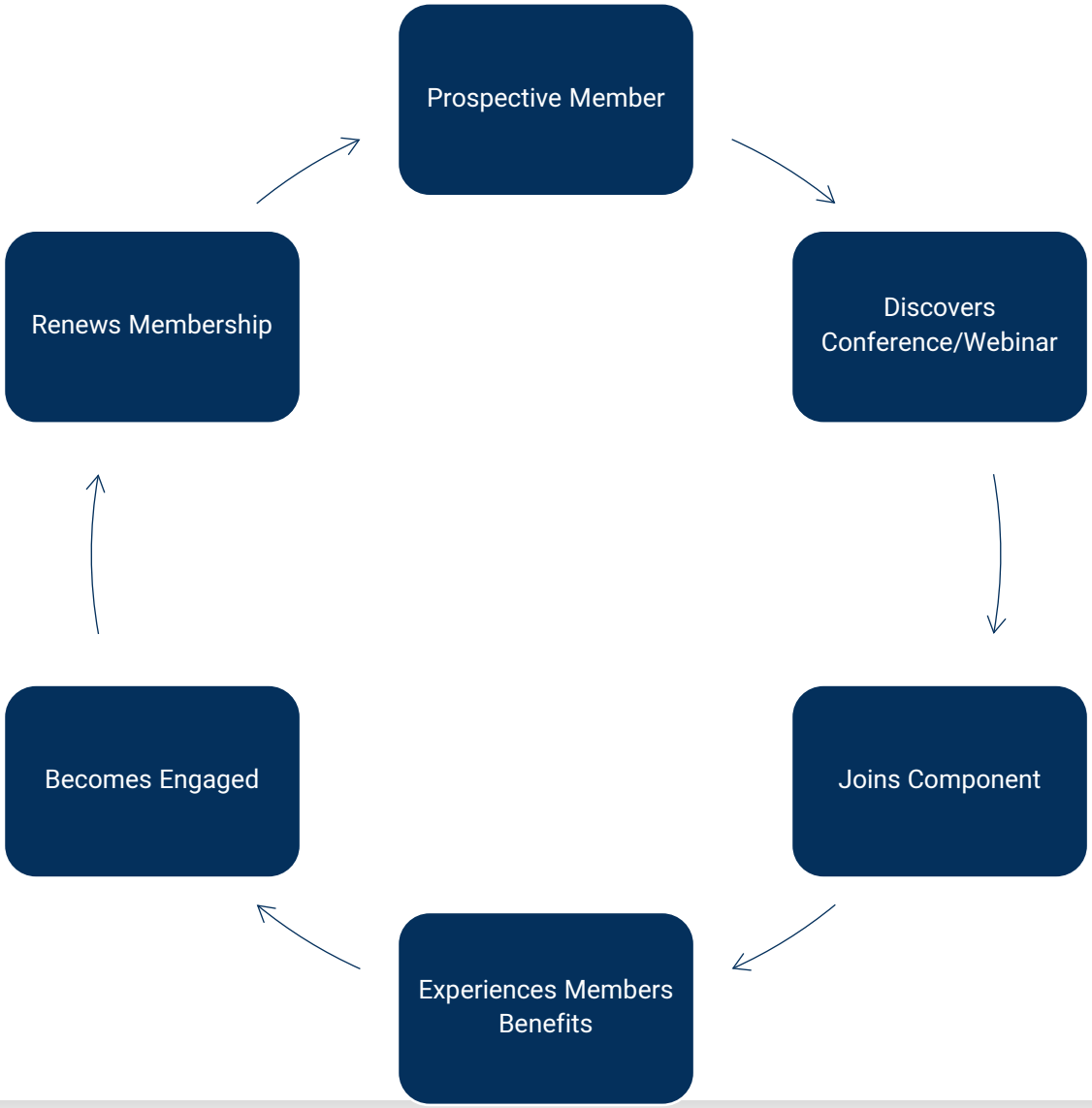
- Grow Membership
- Increase Engagement
- Re-Engage Lapsed Members
- Reach Prospective Members
- Demonstrate Unique Value

What is Your Greatest Membership Asset?

- Annual Conference
- Virtual Event Series
- Publications
- Networking
- Leadership Opportunities
- Advocacy

Turning Programming into a Membership Strategy

Think Beyond Event Registration…



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Build Campaigns Around Your Programming

Before the Event

- Join & Save Campaigns
- Promote Member Pricing
- Target Interested Non-Members

During the Event

- Welcome new members
- Offer a promotion to Non-Members
- Promote Committees & Leadership

After the Event

- Follow-up Resources
- Volunteer invitations
- Renewal Messaging

CEC and Component Campaigns

Feed the funnel

Send prospects toward CEC — and draw warm leads back to your component.

Track promo codes

See how your codes perform so you can double down on what works.

Win-Back and Lapsed Member Recruitment

01

Re-engage the lapsed

Reach out to members who've drifted away — they already know your value.

02

Be deliberate

Use a planned, multi-touch approach rather than a single hopeful email.

Workshop : Design ONE Strategic Membership Campaign

1. Work on the Membership Impact: Leveraging Your Value to Grow Membership Worksheet

2. Add the Campaign Created to your Action Planning Calendar

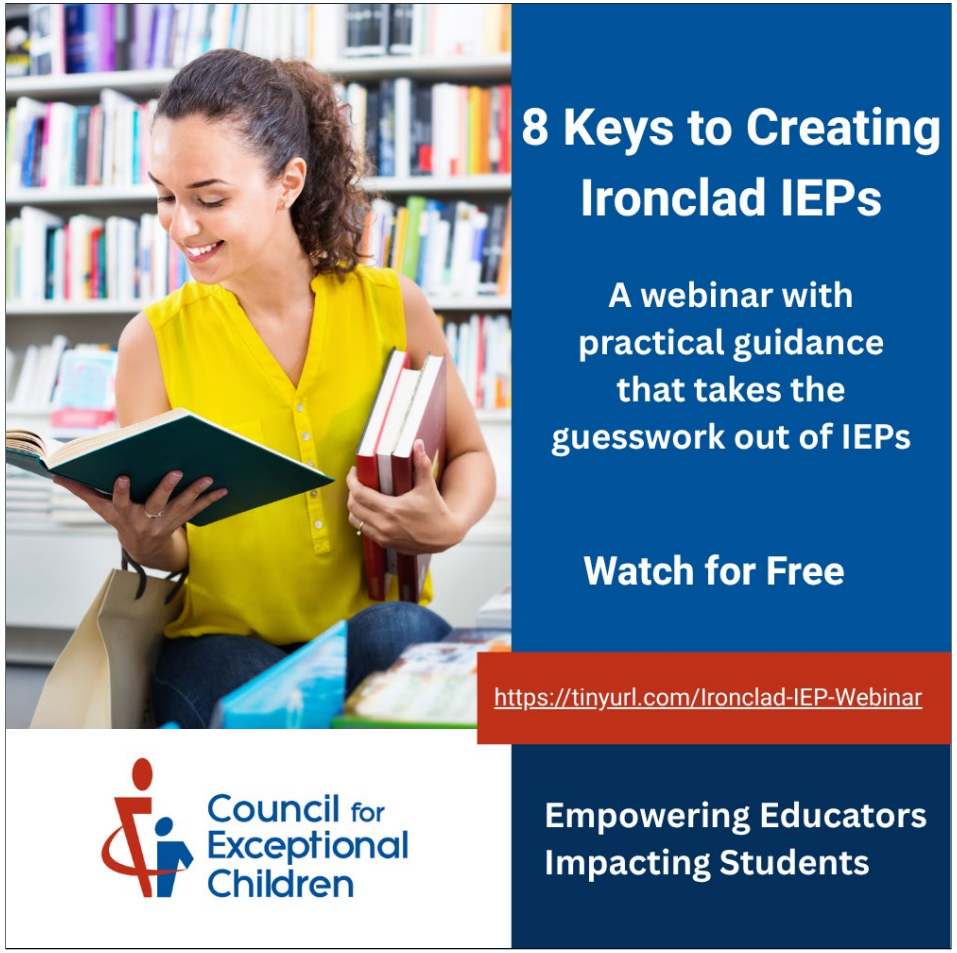
Share with the Group

1. What is your Strongest Membership Asset
2. What is One part of our Campaign
3. How Will you Partner with CEC

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



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

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2026 Membership Town Hall Schedule

September 24 at 7:00 p.m. ET
https://us02web.zoom.us/meeting/register/0AuKN_9_S-OUYuEEdGXlA

December 17 at 7:00 p.m. ET
https://us02web.zoom.us/meeting/register/lt94nAIiRDq4LfCeqLILfA

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THANK YOU!