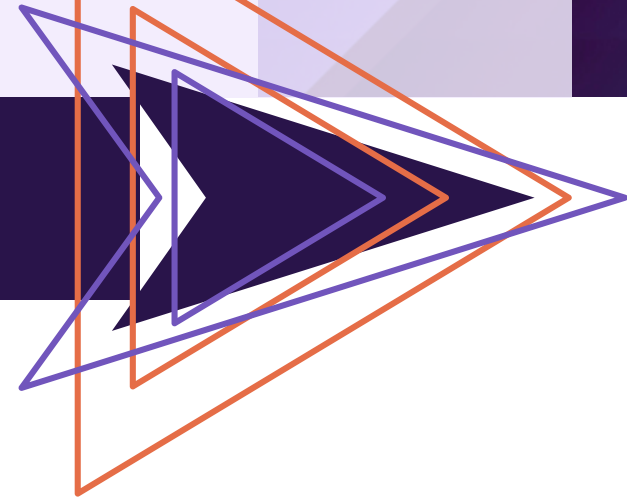
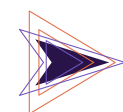


DISCOVERING SOLUTIONS
DRIVING CHANGE



Chapter Leader Workshop

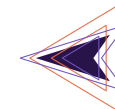
WELCOME

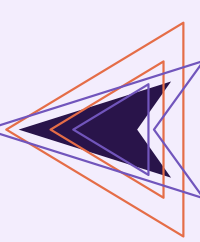
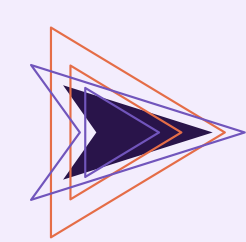


27-30

JUNE

Mandalay Bay Resort
LAS VEGAS, NV





THANK YOU TO ALL OUR SPEAKERS AND PRESENTERS

Vivian Greenway, CPC Rep

Marianne DiMola

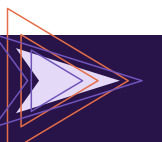
Nadine Carter

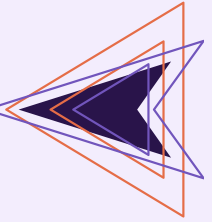
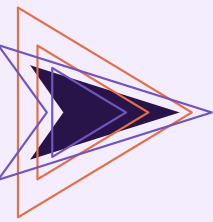
Pat Agius

Anne Llewellyn

Sam Walker

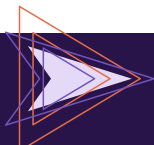
Cynthia Hopkins





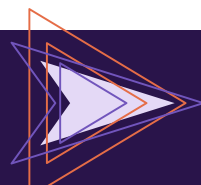
OPENING REMARKS AND WELCOME

Presenter: Dr. Vivian Greenway, CPC Rep



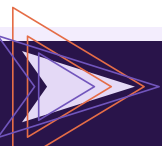
SPONSORSHIPS AND EVENTS

Presenter: Marianne DiMola



Sponsorship Tips - From the CMSA Sponsorship Committee

- Sponsorships are mutually beneficial to your chapter and the sponsor.
 - Sponsorships are not favors. Organizations need you and your audience to make their business run.
- Always have an open conversation about money.
 - Know the value of your sponsorships - audience breakdown, reach, etc.
 - Don't be afraid to ask a sponsor about their budget.
- Your Audience and Membership is your biggest asset.
 - Sponsors are looking for access to your audience. Their goal is to become a thought leader and go-to resource for your membership.



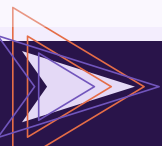


Sponsorship Tips - From the CMSA Sponsorship Committee

- Use the National Annual Conference to cultivate and recruit sponsorship support for local events.
 - Network with potential leads - exhibitors and sponsors are invested in CMSA and eager to connect.
- Follow Up is KEY
 - Be persistent in your follow up. Mix up your methods of follow up with email/phone call.
 - Always get confirmation of a sponsorship in writing
- Collaborate with Chapters. Share information with other CMSA chapters and don't be afraid to ask them for help with connections.

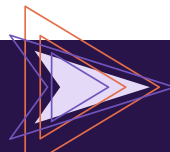
Sponsorship Tips - From the CMSA Sponsorship Committee

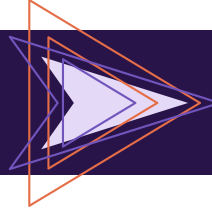
- Use networking tools - such as LinkedIn - to expand your professional connections and find leads.
- Designate a sponsorship Lead:
 - This person will be responsible for collecting and tracking leads, tracking outreach, and managing sponsorships. They will also be the point of contact for your sponsors.
- Build lasting relationships with sponsors
 - Always follow through with deliverables and ask for feedback.
 - Stay in contact with your sponsors throughout the year. As a best practice, connecting with sponsors once a quarter is a good baseline.



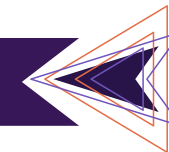
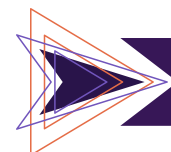
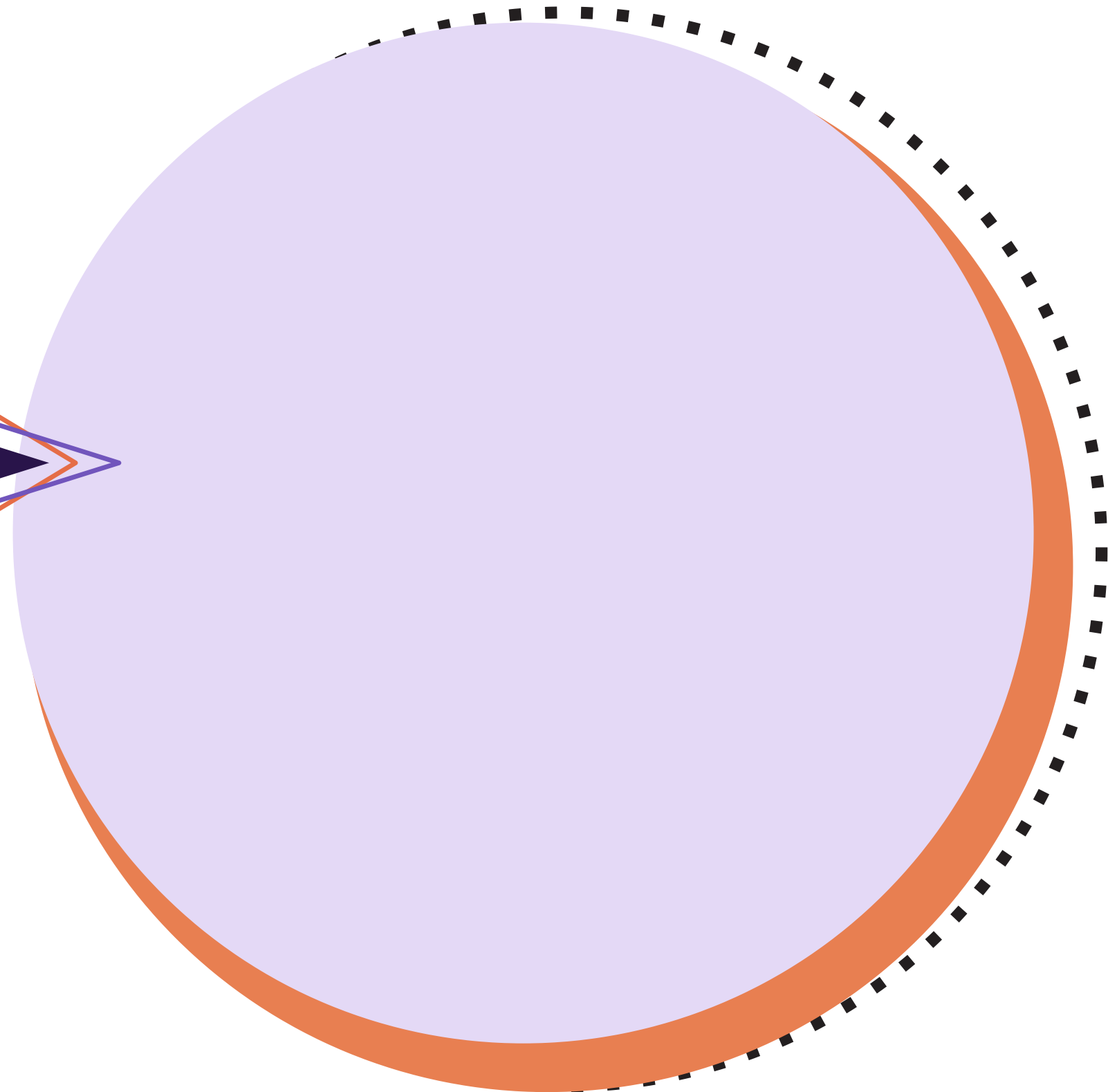
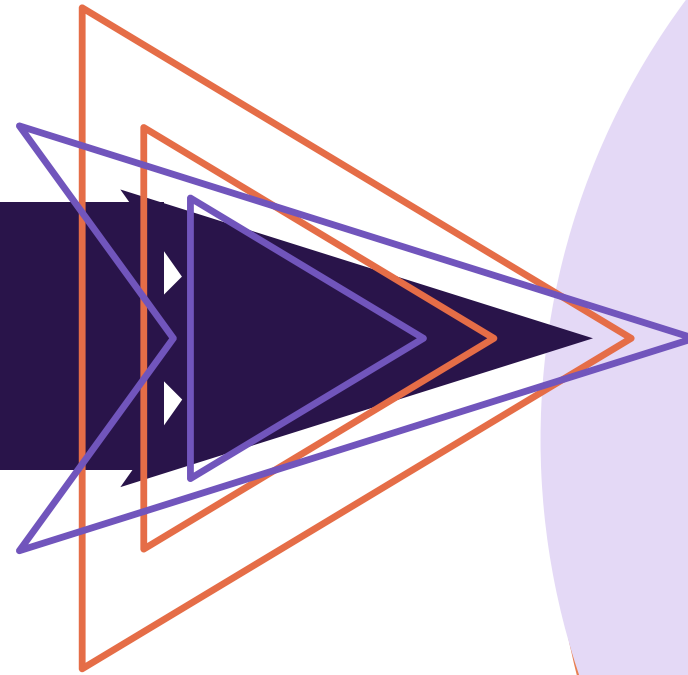
Sponsorship Tips - From the CMSA Sponsorship Committee

- Dealing with "No"
 - If you are given a "No" - ask what they would need to find value in the sponsorship.
 - Keep in contact with them as a potential future sponsor (unless you're told not to contact again) you never know what can change.
 - "No" isn't personal, it's business. Circumstances change. Make sure you keep the door open for future opportunities.



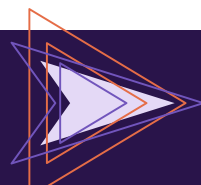


QUESTIONS?



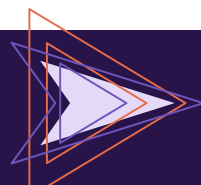
MERGERS, COALITIONS AND COLLABORATIONS - A PANEL DISCUSSION

**Panelists: Nadine Carter, Pat Agius, Anne
Llewellyn**



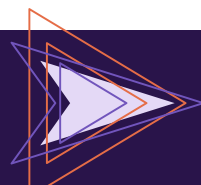
MEMBERSHIP AND FUTURE LEADER DEVELOPMENT

**Panelists/Presenters: Sam Walker and
Cynthia Hopkins**



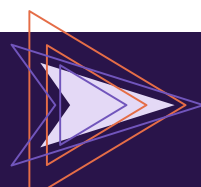
MEMBERSHIP RECRUITMENT: HOW DO WE GROW OUR MEMBERSHIP BASE?

It is crucial that we continue to grow our membership base and bring in new members who are passionate about our mission and committed to advancing the field of case management.



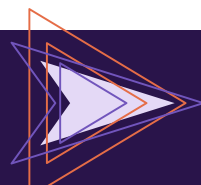
MEMBERSHIP RECRUITMENT: HOW DO WE GROW OUR MEMBERSHIP BASE?

- Reach out to colleagues and invite them to join CMSA
- Encourage peers to attend our events, webinars, and conferences
- Promote taking advantage of the numerous benefits and resources CMSA offers (networking opportunities, professional development, and access to the latest research and best practices)



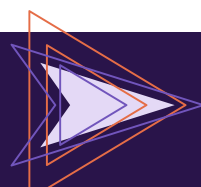
MEMBERSHIP RECRUITMENT: HOW DO WE ENGAGE THE NEXT GENERATION OF MEMBERSHIP?

- Engage the next generation of case management professionals
- Encourage students and recent graduates who are interested in pursuing a career in case management to become members
- Leverage the power of social media and digital marketing
- Use platforms like Instagram, LinkedIn, Twitter, and Facebook



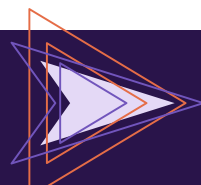
MEMBERSHIP RECRUITMENT: THE IMPORTANCE OF EXISTING MEMBER SATISFACTION

- Listen to members feedback
- Address members concerns
- Provide members with opportunities to contribute to CMSA's mission and goals
- Foster a sense of community and belonging among our members



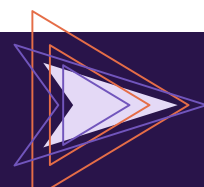
MEMBERSHIP RECRUITMENT: DEVELOPING A RECRUITMENT PLAN

- Recruitment requires continuous effort and dedication
- Regularly evaluate our strategies, measure our results, and adapt to the changing needs and preferences of our members
- Identify target audiences
- Develop a compelling message
- Leverage social media and digital marketing



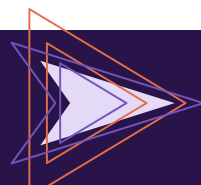
MEMBERSHIP RECRUITMENT: DEVELOPING A RECRUITMENT PLAN

- Host events and webinars
- Offer discounts and incentives
- Engage current members
- Partner with other organizations
- Attract new members
- Continue to grow membership base



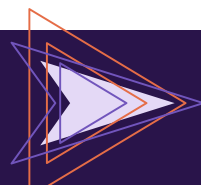
FUTURE LEADER DEVELOPMENT: RECRUITING AND CREATING "YOUR BENCH"

- NETWORKING and relationship building are key when recruiting members and board members.
- Employing an Executive Director (*or other type of paid position*) unites the board, eases the burdens/responsibilities for the board, and provides continuity when board member terms expire.
- Programming is key! We need fun activities, in addition to educational activities:
 - Wine & Canvas
 - Casino Night
 - Dine & Donate



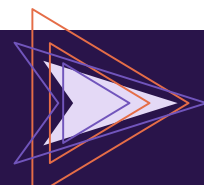
FUTURE LEADER DEVELOPMENT: RECRUITING AND CREATING "YOUR BENCH"

- Maintaining open and frequent communication with our board (*Suggestion: meet at least monthly - do virtual, if needed, and establish a routine schedule*).
- Chapter leaders can reach out to support each other and ask for help (*Google Doc with contact details*).
- Treating others as we wish to be treated develops strong relationships and makes everyone feel included. Kindness is universal.
- Start each meeting with the "Meeting Etiquette" (next slide).



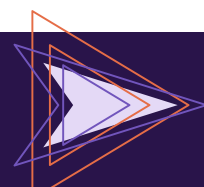
FUTURE LEADER DEVELOPMENT: MEETING ETIQUETTE

- *Everyone participates, no one dominates.*
- *State your “headline” first, then the supporting information as necessary*
- *Listen with care instead of “building your story”*
- *Respect each other’s thinking and value their contributions*
- *Treat everything you hear as an opportunity to learn and grow*
- *Disagree without being disagreeable*
- *Seek unity (not separation)*
- *Critique ideas, not people*
- *Stay open to new ways of doing things*
- *Bring your humor and have fun!*



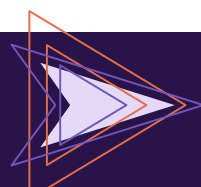
FUTURE LEADER DEVELOPMENT: RECRUITING AND CREATING "YOUR BENCH"

- Having diverse expertise on your board (i.e. marketing, social workers, nursing, etc.) helps welcome new members and brings extra knowledge to the chapter (remember: RN/SW not required to join the organization).
- Creating an educational coalition:
 - Offers other educational opportunities for your chapter
 - Provides time for the BOD to focus efforts on other keys areas, simultaneously (i.e. sponsorships, event planning, fun opportunities to supplement educational opportunities)
 - Increases networking and connection between chapters
 - Helps struggling and small chapters ease burdens
- Sponsorships are CRITICAL to the organization.



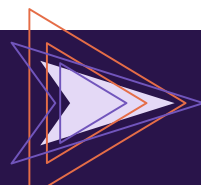
FUTURE LEADER DEVELOPMENT: RECRUITING AND CREATING "YOUR BENCH"

- Engage sponsors to volunteer when asking for sponsorship committees.
- Create committees (*social media, fall conference, public policy, programming, etc.*) and solicit assistance from various individuals for things that interest them instead of demanding they help with all things.
 - Wine & Canvas - SNF, hearing aid vendor, wound care
 - Casino Night - SNF, hospice, home health, wound care
 - Fall Conference - independent day, therapy, etc.



FUTURE LEADER DEVELOPMENT: RECRUITING AND CREATING "YOUR BENCH"

- The President should lead by example, and
- Remember, whatever the rest of the team isn't able to assist with, the President picks up which shows others that the President is willing to be an engaged part of the team, provides unity, and.....motivates the President to recruit help.



QUESTIONS?

Cynthia Hopkins
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(832) 661-7846

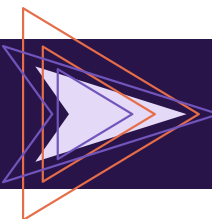
Dr. Samantha Walker, RN, DNP, CCM
samwalkerrn123@yahoo.com
(317) 435-8582

THANK YOU

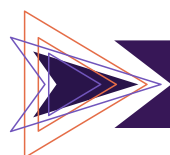
Closing Remarks and Q&A



2023




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