



# Member Engagement Program – DEI

ASAE partnered with its community to elevate diverse voices through authentic recognition campaigns, fostering engagement and long-lasting impact.

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# ASAE Community Voices

## Member Engagement Program – DEI

### Program Overview

ASAE strives to build a more diverse, inclusive, and equitable industry. By amplifying real voices, ASAE moved beyond written DEI statements to drive meaningful engagement.

### Objectives

- Increase member engagement
- Provide authentic recognition and inspiration
- Elevate minority voices within the community

### What We Did

Our multi-channel strategy included:

- Community-led video content featuring real voices
- Multi-year campaigns celebrating diverse groups
- Promotion across:
  - Social media
  - ASAE website: embeddable video galleries
  - Email marketing
  - Collaborate Community posts

# Results

ASAE's community-driven video campaigns successfully **engaged members** and amplified underrepresented voices, an effort that is still ongoing today.

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## 60+ videos created and shared

Authentic, community-led storytelling at scale

2

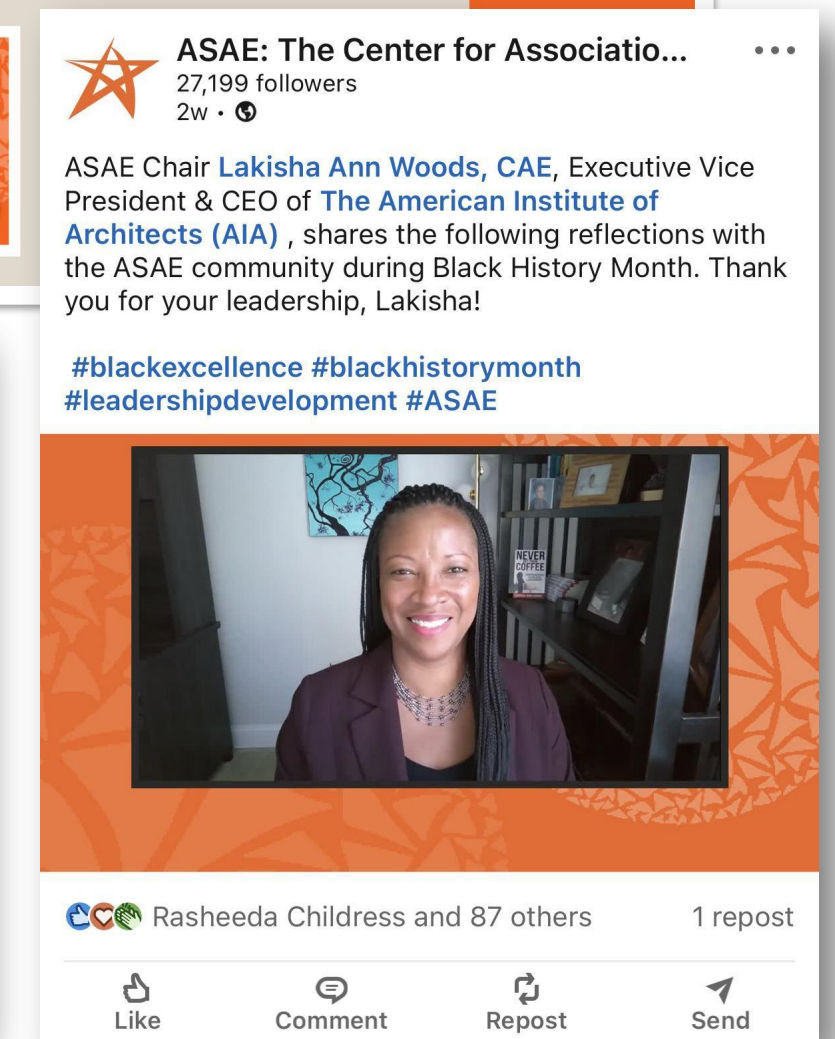
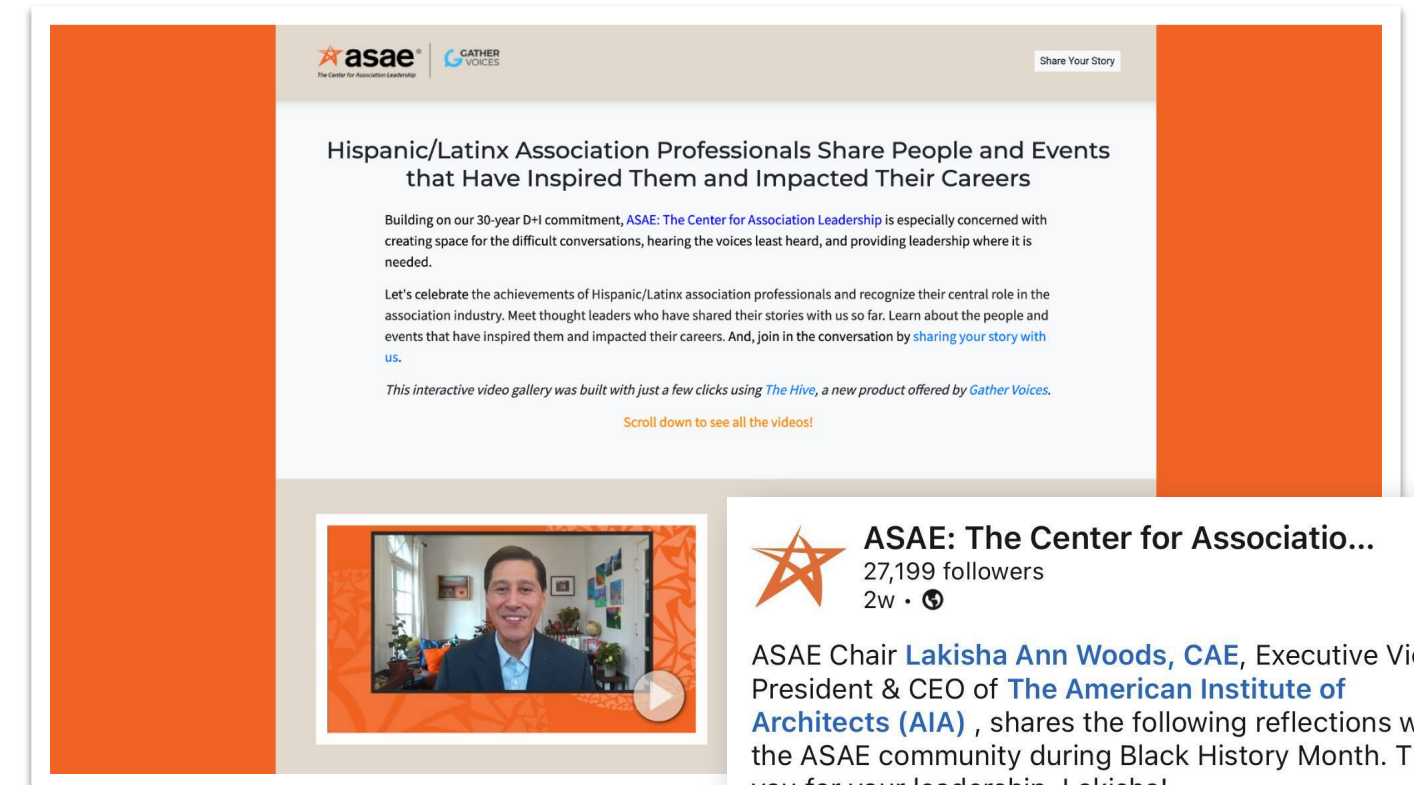
## High engagement across platforms

Content remained relevant over time

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## Community-led initiatives

Passionate members drove the program forward



# Schedule a Discovery Session

**Let's do this!**

Explore how we can support your goals.

Reach Out Anytime:



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