



Member Engagement Program – DEI

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

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.

1

60+ videos created and shared

Authentic, community-led storytelling at scale

2

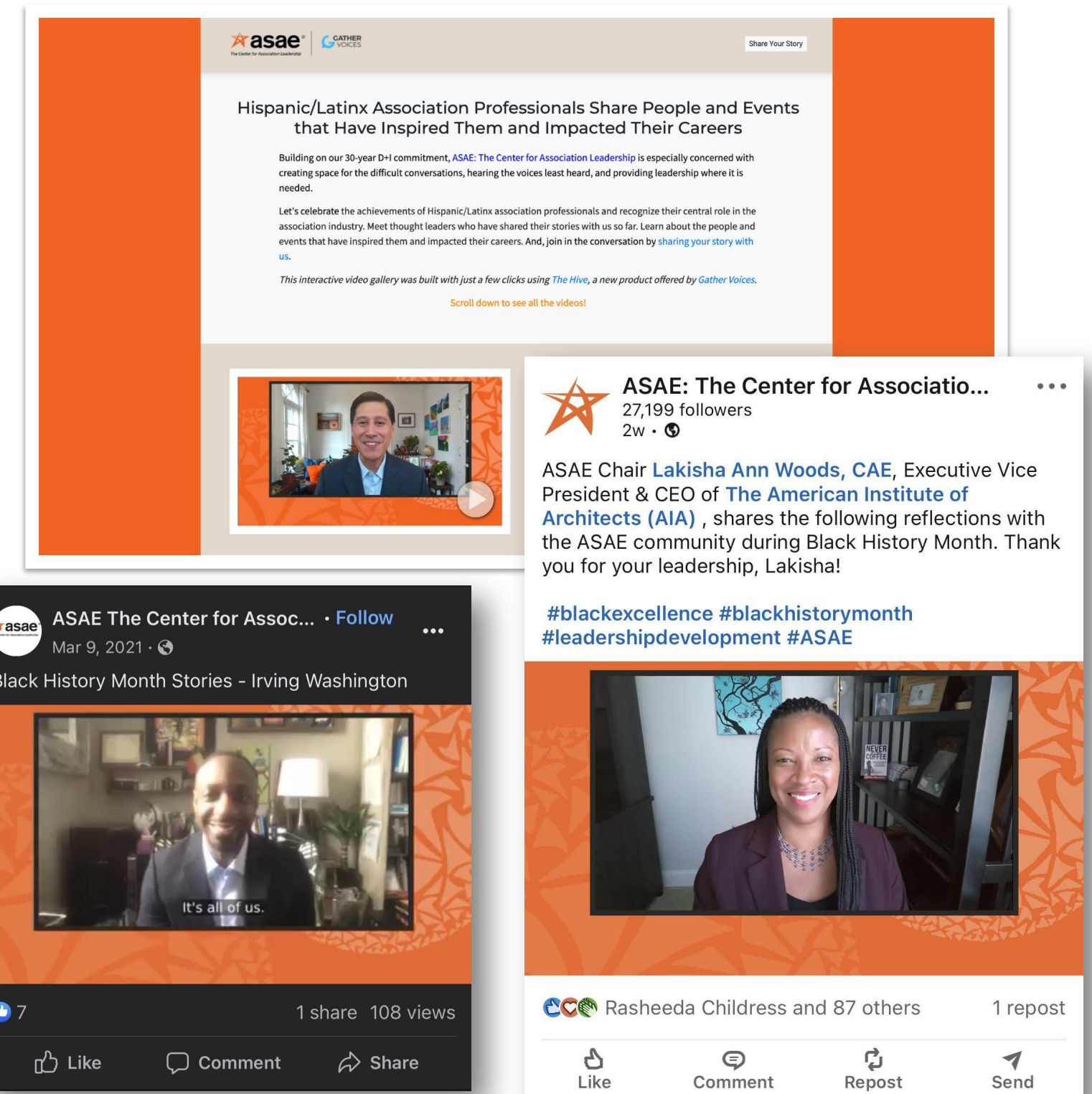
High engagement across platforms

Content remained relevant over time

3

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:



Chad Alger-Hardt, Founder

chad@ck-consultants.com | 773-350-2959



Kathryn Duszynski, Managing Partner

kathryn@ck-consultants.com | 206-310-9490

