



## You're Invited to Join Our Exclusive Community Membership!

**Thank you** to everyone who participated in the recent survey and to those who took a moment to consider it! Your feedback was invaluable in shaping our direction for this upcoming year, and I'm excited to share the next steps with you. Your voice is powerful, and I'm up for the challenge of making this year even more impactful!

### Overall Survey Insights:

- **95%** opened the email
- **81%** read 80-100% of emails
- **95%** prefer email format
- **67%** are interested in networking events
- **70%** requested food/drinks, presentations, and meet-and-greet opportunities
- **75%** requested daytime events, with a great interest in outdoor events
- **68%** are more likely to attend an event that was promoted through this community partner email; with an additional 31% indicated maybe, if no conflict in time.

For context, most sources cite only an average of 20-30% of recipients opening and/or attending an event that was sent via an email or newsletter newsletter. STACIA had an average of **95% opening**, with **81% reading between 80%-100%** of the content, and **68% reporting more likely to attend an event promoted by STACIA through this email distribution list.**

Additionally, survey results showed that up to 50% first heard of events through this email distribution and up to 30% of recipients attended various events promoted by STACIA community email distribution. As a second source, I was able to follow-up with some of our local event coordinators who confirmed their attendance, which matched the 20-30% increase in attendees brought in by the STACIA LLC community email distribution.

Lastly, the survey shared insight into the type of programs and events our community is interested and wanting to engage with.

With this in mind, I am thrilled to announce the launch of our **exclusive membership program** designed to elevate **community partners**, foster **collaboration**, and **amplify the impact** of your events and services.

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### About the Membership:

**This membership program allows me to continue promoting and distributing important community and business information, but in a more focused and effective way. Through**





**your membership, you'll receive tailored support that ensures your events and initiatives reach the widest audience possible, using multiple platforms and targeted communication.**

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## **Membership Benefits:**

- **Networking Opportunities** – Build meaningful relationships with like-minded individuals.
  - **Marketing & Advertising** – Amplify your services and events through various platforms.
  - **Career Development & Growth** – Access valuable resources to scale and elevate your career or organization.
  - **Promotion of Services** – Get your services and events promoted through our network.
  - **Speaker Endorsement & Event Promotion** – Access our platform for speaker opportunities and visibility at events.
  - **Collaboration & Connection Events** – Join us for virtual and in-person collaborations and exclusive member events.
  - **Professional Growth & Recognition** – Increase visibility with rotating logos on the website, pop-up social hours, microlearning opportunities, and recognition at events.
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## **Key Benefits:**

1. **Exceptional Communication Reach**  
With a 95% open rate and most readers consuming nearly the entire email, your membership offers rare visibility and attention that far exceeds norms (typically 25–40%).
2. **Direct Access to an Engaged Audience**  
Our recipients clearly trust and act on our emails, giving us a direct line of motivated and engaged people.





Helix Membership Packet  
Created by STACIA LLC, Specialized Training and Consultation

3. **Strong Demand for Networking & Community Events**

Two-thirds (and rising) express interest in events, plus preferences for food, mingling, and presentations. We have all the inside scoop for what people want at events.

4. **Optimized Event Format & Timing**

Daytime and outdoor event preferences suggest high turnout when scheduled thoughtfully; We know what your members want.

5. **Highly Effective Promotion Pathways**

The community partner email promotion channel demonstrably boosts attendance likelihood significantly.

6. **Showcases Superior Communication Value** Our email open rates are 95%, compared to a nonprofit benchmark of ~35%, meaning your messaging is seen and absorbed.”

7. **Members Hear You and Act:** With 81% reading most or all of our emails, you can be confident communications aren't ignored or skimmed.

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## Final Takeaways:

Your membership experience delivers **email engagement that far exceeds typical industry performance**, and **event preferences are clearly defined and actionable**. Here are the highlights based on the community survey:

- Our email reaches nearly everyone on our list.
- There is a significantly high level of email engagement.
- Event promotion via our community channel significantly influences attendance.
- Our membership not only connects people, it amplifies messages, engagement, and event success.

If you are someone

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## What's Included?

- Instant Community
- Access to Helix Events (approximately four per year)
- Marketing and Advertising
- Exclusive service and event promotion to extensive social network
- Speaker endorsement and matching
- Access to NBCC Credit Hours for approved programs\*
- Collaboration opportunities





## Helix Membership Packet

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\*additional fees may apply

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### Is Helix for You?

If you answer yes to any of these questions, then Helix is for you!

- Do you offer services, programs, or events for the community?
  - Does your professional or personal mission include wanting to be part of something meaningful, making a difference, connection?
  - Are you part of a non-profit, LLC, corporation, or other business looking for ways to better connect with other like-minded individuals/organizations as well as the community?
  - Are you an individual, considering the start up of a new business OR a new business starting out, and looking for additional resources, support, collaboration, inspiration?
  - Are you interested in expanding your personal and professional growth?
  - Are you interested in expanding visibility and engagement of your business, service, event?
  - Are you looking for creative connection events that are outside the typical networking events.
  - Are you interested in expanding your reach and getting new clients/customers?
  - Are you interested in connecting with other like-minded individuals/organizations as well as the community?
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### Ready to Join Helix

**Helix** symbolizes growth and transformation. Like a 3D spiral, it reflects the journey of each member, with each loop symbolizing you, the individual/organization, at the center of the journey, while the surrounding spirals reflect our role in supporting resilience, fostering meaningful connections, and guiding personal and professional development. I am looking for members who will collectively work together to support each other's missions and grow their impact. This is not a singles, political, or high-pressure sales group. **Helix is about connection, innovation, engagement, growth, etc. for the good of our community.** Become a part of a growing community that's committed to promoting collaboration, growth, and success for everyone. Let's work together to make this a year of transformation!

Click <https://www.connect2staci.com/> to sign up and secure your membership today. Early bird pricing is available for the 1st 50 members to sign up.





## Introducing Unique and Creative Community Events:

For 2026, we are bringing you a **fresh and exciting lineup of community events** designed to foster connection, collaboration, and creativity. Each event will offer something unique, from interactive networking opportunities to inspirational speakers and engaging activities.

## Teaser for Our First Event:

Get ready for an **EPIC start** to our community events! The first event will be a **dynamic and inspiring day** filled with:

- **Meet & Mingle:** A chance to connect with fellow community members, share your services, and explore exciting collaboration opportunities.
- **Inspirational Speaker:** Hear from a thought leader who will share powerful insights to help you grow both professionally and personally.
- **Future Event Glimpse:** Get a sneak peek at some of the **amazing events** lined up for the rest of the year that are sure to leave you inspired and motivated.
- **Attendee Takeaways:** Expect to walk away feeling **energized, motivated**, and with new **connections** that will help take your business to the next level, all while having fun in a supportive, engaging atmosphere!

This is just the beginning of the unforgettable experiences we have in store for you. Be ready to be inspired, motivated, and leave each event with a **smile** and a sense of renewed purpose.

