

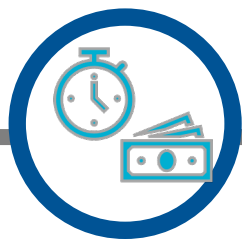
# Technical Services to **stabilize** and **grow your association**



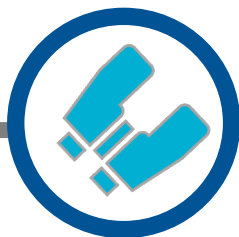




## Custom discoveries and roadmaps



Amplify your time,  
assets and  
technology with an  
updated strategy.



Explore your  
opportunities for  
growth within your  
existing system, or  
with new systems.



Learn how to  
prioritize and  
execute on your  
opportunities .



Learn new  
strategies that will  
protect and grow  
your revenue.



## Search engine optimization



Keep up with your site's status. It changes from week-to-week.



Turn site visits into sales by learning how potential members interact with your site.



Understand how online rankings impact your revenue.



Make your content easier for members and potential members to find.



## Cirrus Change Readiness for technology adoptions



Understand how staff perceptions and concerns could slow your adoption project.



Receive a custom plan to prepare your staff for the technology adoption.



Empower sponsors and leaders with digital change skills that will strengthen this and future projects.

## Online education



Create a customized education plan that fits your member needs.



Veteran designer can create courses for your members that assure quality and engagement.



Develop your complete education offerings with the guidance of an expert with 20+ years of curriculum design.



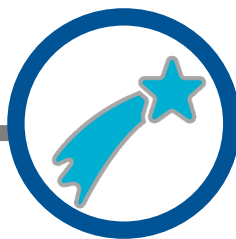
Create business plans to understand how your continuing education program adds to revenue.



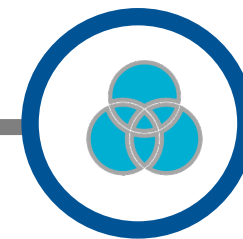
## Design services



Create targeted user journeys with design that's focused on visitor experience.



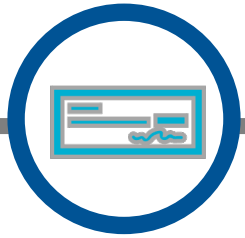
Promote your signature brand with services that focus on brand promise and intuitive flow.



Upgrade your site to deliver value with faster conversions.



## Yourmembership QuickBooks services



YM to QB and QBO  
Explained and  
documented.



100+ years of  
YourMembership  
experience.



Experts available on  
retainer or on an as-  
needed basis.



Expand your technical  
expertise with the  
Starkweather team.



# Custom training



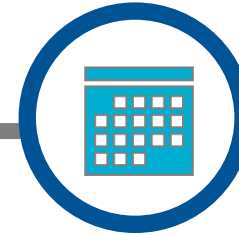
Sandbox site



Print and video  
documentation



Accountability and  
transparency



Spaced-practice



Focused and  
customized



## Custom documentation and workflow development



Protect your  
essential services

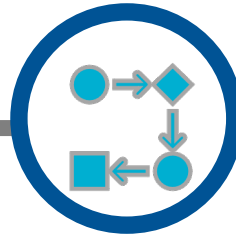
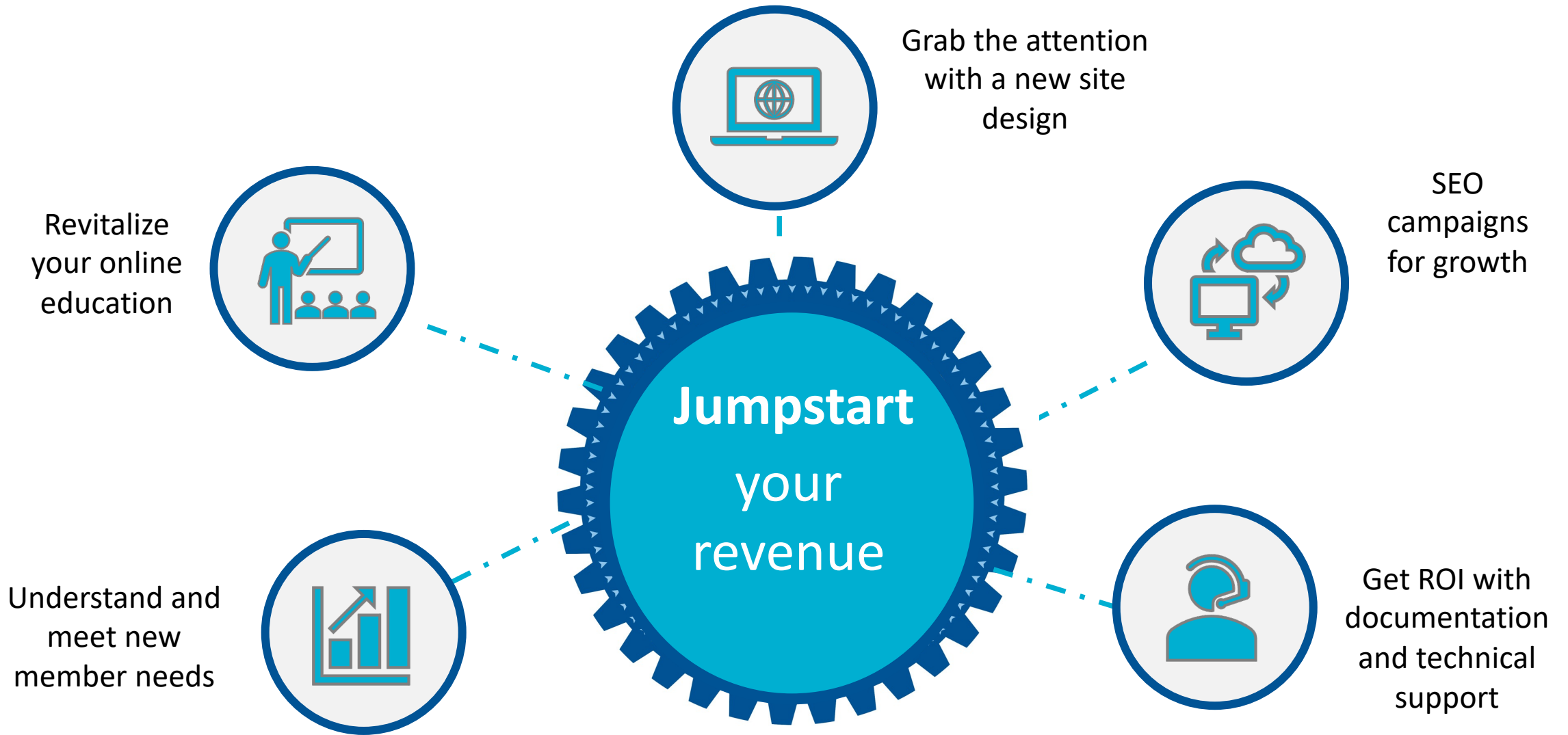


Chart-out important  
workflows



Ensure service  
consistency



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