

ABOUT CREW NETWORK

80 chapters
13,000 members
13 countries

CREW Network is a global organization that advances all women in commercial real estate through business networking, industry research, leadership development and career outreach.



CREW Network Customer Story

CREW Network understands there isn't always enough volunteer assistance at the local level to keep the chapter running at maximum efficiency or with uniform consistency, so it offers logistical support services at an affordable rate. Using vetted, association marketing technologies, CREW Network does the heavy lifting so the volunteer members can focus on the big picture.

60 of 80 CREW Network chapters utilize a service



32 use email marketing services



52 use event management services



55 have integrated chapter websites

Contracted services offered

Email marketing:

- + send event notices, newsletters and other blast emails, maintain nonmember contact list

Event management:

- + set up online registration, collect event registrations, produce nametags and other onsite materials, provide post-event summary reports and post-event invoicing

Website content management:

- + oversee the content presented on an integrated chapter website. Also responsible for editing, posting, and cleaning up outdated content as directed by the chapter contacts

CHALLENGE

Centralize connection and engagement for a global member network

As a result of COVID, members showed interest in having access to other Chapter's events and resources as well as the Network's global events. They had an event mobile app, but it was only utilized for the annual convention. They needed something that would bridge the gap for engagement across the entire Network, and something mobile friendly that would be suitable for all generations.



We know that 60% of our members open our emails first on mobile.



SOLUTION

The Clowder/CREW Partnership

Clowder's federated module provided exactly what CREW Network needed. The platform can provide multiple chapters access to a single app in a siloed and gated experience. CREW remains the overarching owner, servicing the Chapters events, posts and timely announcements in a single instance without having to manage multiple applications.

By participating in the federated app model, our chapters are now weaving in their local information amongst CREW Network's global news, resources and events.

Outcomes



One dedicated application for all of CREW Network



Access to networking and best practices through CREWbiz online community



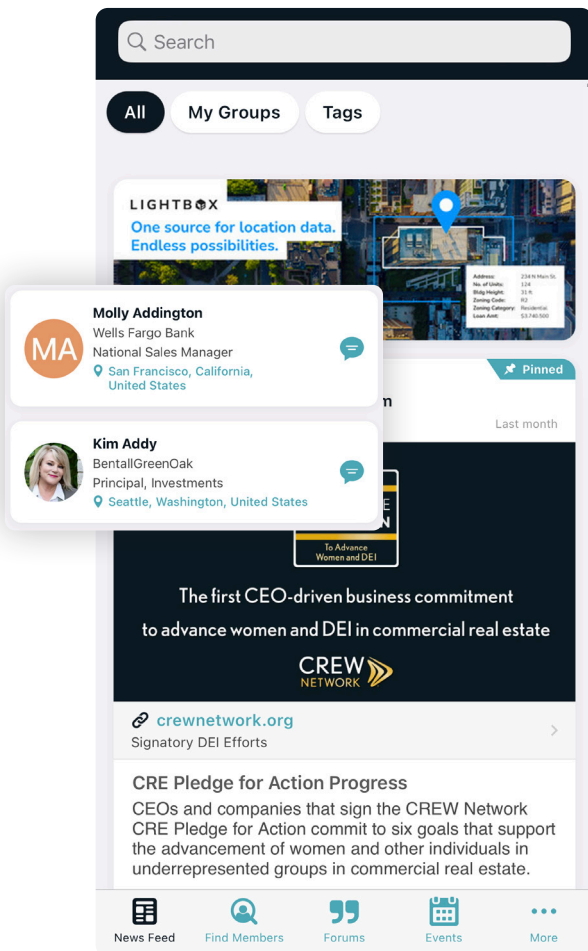
Find a Member - Directory Lookup



Events by Chapter



Job posts, career center, resources and so much more



Want to learn more? Scan the QR Code & Download our Demo App.

