

Let's Plan The 2026 StarChapter Blog — We Need Your Input!



Many of the StarChapter blog posts came to be because of the real conversations, emails, surveys and comments we've received from association chapter leaders, sponsors, vendors, what we've heard at conferences and what we've read in industry journals. We're committed to shaping our posts with the questions, trends and challenges chapters face. As we plan our 2026 blog, we wanted to reflect on what you told us was most relevant and important to your chapters and boards in 2025 and hear what you'd like to read and learn more about in 2026.



Top 2025 StarChapter blogs

According to Google Analytics, the most popular StarChapter 2025 blogs covered topics ranging from avoiding certain pitfalls during summer board retreats and improving email engagement using behavioral science. The top five posts were:

1. What Not to Do During Your Next Summer Chapter Board Retreat
2. The Five Love Languages: Showing Appreciation to Keep Association Chapter Volunteers Inspired
3. When That Chapter Board Member Won't Quit
4. Working Smarter: Using AI to Support Association Chapters
5. Improve Chapter Email Engagement with Behavioral Science: A Primer from Nancy Harhut.



There were a few things that stood out to us about these five posts:

Each post tackles a tangible challenge. Take the “Five Love Languages” piece. Chapters can only run when you have enough of the right volunteers, and boards are always looking for ways to keep those volunteers motivated and engaged. Though Gary Chapman wrote the book “The Five Love Languages” to help improve general relationships, implementing some of his suggestions into chapter operations can make your volunteers feel valued and motivated—and stay engaged—through actions like words of affirmation, time, acts of service, gifts and physical touch.

The 2025 posts didn’t leave you to figure out what to do with what you’re reading. They included relevant ways to apply the ideas to specific chapter situations, like using AI for drafting emails. We’ll never say AI is a replacement for the human and personal touch chapter that members thrive on. But, when you use it correctly, AI can be a powerful assistant that can help chapter volunteers work smarter and decrease stress. In addition to creating emails, it can help chapter events stand out and improve attendance by creating drafts of event descriptions and promotional blurbs for websites, emails and social media, providing compelling session titles and speaker bios, drafting panel questions and developing event flows and agendas.

Underlying these five StarChapter blog posts is the concern for making and keeping connections. More specifically, how connection and long-term engagement are central to a chapter’s success. Earlier this year, several StarChapter customers mentioned a presentation by Nancy Harhut. They told us how her insights helped their chapters improve their email engagement. (Nancy is the author of *Using Behavioral Science in Marketing*.) We explored this further and shared some of her lessons, including using emotional language to connect with customers and prospects and engaging readers by tapping into feelings like pride, belonging, curiosity, urgency and inspiration.

How does blog feedback help? Why does it matter?

Your comments help us easily understand what resonates with you most and curate the content you want to read. This is especially relevant and useful to us when you share how you plan to make changes in your chapter or have made changes based on what you’ve read.

Paying attention to your chapter needs ensures our blogs and our offerings overall stay useful, timely and engaging. When you tell us what you want to know more about, we understand what you



find most relevant as well as places where you need guidance; it also helps us better anticipate emerging trends around topics like networking, websites, disaster recovery response, etc.

Give us your feedback – it'll only take 2 minutes!

Commenting on our blogs is just one of the ways we can keep an ear to what's important to creating and maintaining successful chapters. Another way is by reaching out to you directly to understand what we're hearing and collect additional information.

This is one of those times—we'd love for you to complete our survey. It'll take about two minutes. In the survey, we'll ask you to share which of our topics mattered to you and your chapter most in 2025 and what you'd like to hear more about in 2026.

Want to be featured in a future StarChapter blog?

Where we can, we enhance our blog posts by including interviews and quotes from customers, where they share stories, tips, and lessons learned. When you complete the survey let us know if you have some of your own chapter stories you'd like to share in a future blog.

Thank you again for being part of the StarChapter community and for continuing to read and share our content. We look forward to hearing, and sharing, more from you, in 2026 and beyond!

