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| Meet the CEO  Interview with Tree Hall – July 2020 |  |



How would you like to see Charity IT Leaders grow and change in the next three years?

I’d like to see us expanding our network, and connecting with more organisations, and more individuals. More than ever, our network, and the knowledge, expertise and innovation within it, is vitally important as we navigate through the challenges of the pandemic, and its long-term impact.

There is much that we can offer to smaller organisations in terms of support and expertise, and also a huge amount that they can share with us, so I hope that removing the qualifying criteria on membership will open our network to many new members.

I would also like to see us connecting with experts and leaders outside of the NFP sector. We face many of the same challenges, and approach them in different ways, so collaboration would offer significant benefits on both sides of the fence.

I would also like to see us building on the special interest groups and developing much more segmented and tailored communications for particular specialisms and areas of interest within our network. We have significantly expanded our online content over the last year, partly down to more effective relationships with our sponsors, and this offers us additional ways to target focused content for smaller groups of members.

What are the main challenges and opportunities facing Charity IT Leaders over the next three years?

Along with you, our members, we face a very real and immediate financial challenge. Our income is derived from two sources; membership and sponsorship, and both are at risk in the current environment. We’re working closely with sponsors to deliver excellent value for money with our partnerships, and to find creative ways to build networking and engagement opportunities online, given the huge restrictions on typical networking events.

We’re also working closely with our members to find ways to stay connected and engaged even through spending freezes and cuts. Your continued membership is vital, and the benefits from being part of the network offer very real value for money. So please, do renew your membership if you can, and if you are struggling, please email me as we want to find ways to support wherever we can.

What advice would you give to new members?

Don’t be shy! Get involved, come to meetings, read the emails and newsletters we send you. Follow us on Linked In and Twitter. There is so much content, knowledge and expertise that can be accessed through our members and our sponsors, so come along and make the most of it. And get your colleagues involved too. Membership is for your organisation, so your whole department can sign up.

Finally, spread the word. The more members we have, the greater our network, and the more we can do.  
  
What interesting fact about yourself might your peers be surprised to know?

I once appeared in an episode of ‘Brookside’ serving coffee to Nat and Georgia Simpson.