

ECHO & VANTAGE

CONSULTING

Rio Grande Valley Women's Chamber of Commerce:

From Struggles to Success -The Power of Strategic Focus

“

Cassandra is a creative genius—detail-oriented, adaptive, and an excellent problem solver. She consistently surprises me with how she identifies gaps and passionately supports our mission. I'm optimistic about our future as we grow, and she remains a key asset and strong advocate for strengthening our organization.”

Priscilla Sanchez,

President and CEO of Rio Grande Valley Women's
Chamber of Commerce



Cassandra Aguilon is a business growth consultant. Her clients are established six and seven-figure business owners who have hit a growth ceiling, are overwhelmed by inefficiencies, and need a clear, structured strategy to scale systematically without adding complexity.



About the Client:

RGVWCC, (Rio Grande Valley Women's Chamber of Commerce) is a small non-profit organization based in Texas. Priscilla Sanchez serves as President and CEO, working alongside Vice Chair of Technology Tina Ortiz and their respected board members. They advocate for the "American Dream," serve as a vital resource for their community and help support small, locally owned businesses by providing educational, economic, and social development across four counties.





The Challenge:

RGVWCC, a small women-owned nonprofit organization struggled to generate leads, clearly articulate its mission, and manage business operations efficiently.

The story of Rio Grande Valley Women's Chamber of Commerce begins with a series of operational and communication struggles that felt overwhelming for the team. Founded in April 2024, Priscilla Sanchez, the President and CEO of the chamber of commerce describes the early days as a whirlwind of trying to juggle too many responsibilities without adequate support. *"It's very frustrating because as a nonprofit, and being fully volunteer-based, you're also trying to juggle leadership within an organization like a chamber of commerce."*

Their main struggles were in areas of lead generation, acquisition strategies, and effective communication. Tina Ortiz, who manages the IT side of the organization recalls, *"In terms of the website, there were a lot of things lacking. We needed to build out a member/business directory for when new clients signed on, create workflow processes and SOPs; and set up automations and messages that could communicate with board members and clients."*



In addition, their website host did not understand the software, or the needs of the organization and frequently said that things were not possible, when in fact they were. For example, not being able to add new members to the business directory, or send out automated messages with new members' contact information.

Priscilla also noted, *"We were finding ourselves with a challenge that sometimes certain memberships would fall through the cracks."* She explained that when someone purchased a membership, there was no follow-up or welcome message. The board chair was responsible for monitoring new sign-ups, but due to the volunteer nature of the role, human error often caused memberships to slip through the cracks, hindering growth.

"Part of our goal is to be able to get enough revenue to get staff members paid. But for now, we all do this on a volunteer basis. Most of the money that we gain as revenue goes to operational costs and not really salaries. So it gets frustrating when there are communication gaps like this."

They needed reliable systems to address those gaps and prevent any leaks. Priscilla knew Cassandra from community events and recognized her expertise in business growth, SOPs, and lead generation. Initially, they sought help with lead generation but quickly realized that the chamber's unique needs were nuanced and required Cassandra to focus on systemizing their internal processes, workflows, management, and addressing broader organizational gaps.

"We were finding pain points that weren't being helped with, and then Cassandra came and filled in all those gaps."



The Solution:

Fixed the website's functionality, created systems and processes, and got the organization where it needed to be.

Cassandra came onboard in November 2024 and got to work on building the website from scratch. She set triggers in place for when a new member signs up, so board members know who to contact.

Tina recalls, **"Cassandra came into the picture and got us to where we needed to be. She's helped a lot in creating things that weren't in place before. She developed a membership process that sends out monthly resources to help small business owners grow, covering things like grants and business development."**

Priscilla noted, **"I feel like she [Cassandra] does so much. Her strength really lies in technology oriented things. She works with our marketing department, but less on the graphic design, and more on the communications aspect."**

When asked why she chose to work with Cassandra over any other consultant, Priscilla replied, **"We targeted her because after a brief conversation, I could tell she had a lot of passion and knowledge. She takes her work seriously, has positive reviews, and a track record of success. I really liked how she presented herself and spoke about her business, which led me to ask if she'd be willing to talk and see how she could help us."**

It took about a month for Cassandra to observe the organization as a volunteer board member, and get a feel for the systems and operations. By December, she had a solid understanding and started identifying gaps.

"That's when frustration with the previous website host hit, and Cassandra stepped in, helping us rebuild everything from the ground up."





The Results:

Increases all around! Website traffic went up by 177%, newsletter opt-in rate hit 22.86%, and memberships rose by an impressive ~112%.

Managing the IT side of the organization, Tina noticed, **“The results were immediate. After starting in December, Cassandra resolved key pain points within a day or two, and the software quickly delivered what we needed. By January 25th, just a month later, website traffic increased by 177%, showing the system's effectiveness.**

From December 18, 2024, to February 28, 2025, membership numbers grew from 137 accounts with 37 members to 207 accounts with 68 members. Sales during this period totaled \$8,550, including \$4,850 from the Golf Tournament, \$900 from new members, and the rest from miscellaneous sources.”

The website is experiencing strong engagement, high conversion rates, and significant revenue growth across key pages such as Member Onboarding and the Ambassador Program, which show opt-in rates of 53.85% and 60%, respectively. Visitors are actively signing up and engaging with the platform, highlighting a successful digital strategy that effectively converts traffic into active members and revenue-generating opportunities. On a day-to-day level, Tina explains that things run much smoother. **“There’s less stress because the website is functioning properly, and we no longer need to fix issues immediately, easing the workload on our volunteer team.”**

Priscilla noted that, **“Since Cassandra came on, I feel a huge burden lifted. I'm not as worried and can step away with a clear conscience. Before, I had to take the initiative on everything, but now that she’s created these workflows, my day-to-day tasks are so much easier. It’s been a game changer and a lifesaver.”**

When asked what their advice would be for anyone thinking of working with Cassandra or hiring her for their organization, Priscilla replied, **“My advice is to go for it—she knows her stuff, is an expert, and is fully committed to her craft. I'm lucky to have found her, and anyone who does is too. Don't miss the chance to work with her; she's truly amazing.”** “Do it!” Tina added. **“You have nothing to lose and everything to gain. I've learned so much from her, and I'd tell anyone to go for it.”**

Priscilla went on to comment, **“Cassandra is someone I greatly admire, not just for the services she provides, but for how she inspires me to be a better leader. Her execution is truly inspiring, and having someone like her on the team elevates the potential of the entire organization.”**

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