

Page: Entry Information

Chapter

CAI Alabama Chapter

Chapter Size

Small (50-260)

Category

Out of the Box

Program Name

Geographic Expansion Luncheon

Each question is worth 20 points and will be scored using the following rubric:

(1-5) Poor Didn't effectively answer the question

(6-1) Fair Answered the question

(11-15) Good Answered the question with more detail

(16-20) Excellent Went above and beyond with proven results and visible data

Describe the program and why it fits the category. (20pts)

CAI Alabama is a state chapter and has been trying to grow outside the Birmingham area where the chapter is located, and most events are held. We decided to host a luncheon over 200 miles away in South Alabama in 2021 where we already have several members but otherwise have not yet built strong relationships. An in-person luncheon opportunity in South Alabama would be of great interest to existing CAI members in the area.

We titled the luncheon "What is CAI and How Can a CAI Membership Help my Neighborhood" and Emily Jennings from CAI National was our presenting speaker.

We invited HOA and condo board members, businesses that work with associations, community association managers and community association management firms. We reserved a meeting room at the Daphne Civic Center. The cost of attending the luncheon was free and we provided a complimentary sandwich lunch. We had two business partner members sponsor the luncheon.

We promoted the event through our email list, social media posts as well as direct outreach to members as well as other prospective members in that area. Also, North Gulf Coast Chapter's CED was so nice and sent an email to North Gulf Coast business partner members that were located in close proximity to the Alabama state line.

We had over 41 registrations and 30 ended up attending the luncheon. While we were disappointed that several were not able to attend, we were at the same time still very excited to have had such a great turn out for a first-time luncheon in South Alabama. The feedback from the participants was overwhelmingly positive and several attendees indicated that they want to be involved with the chapter and help bring more events to this area.

Supporting Documents:

Luncheon Flyer

Luncheon Social Media Posts

Luncheon Photos

Luncheon PowerPoint Presentation

Luncheon Survey Results

Luncheon Follow-up Email

Luncheon Budget

How did this program meet the mission and vision of the chapters and CAI as a whole? (20pts)

The mission of our chapter is to grow outside of the Birmingham area. Hosting a luncheon in South Alabama was a great way to get the word out about CAI and CAI Alabama and to educate participants on why they should be a part of CAI and CAI Alabama. Also, it was at the same time great to be offering an in-person event opportunity for members we already have in that area and to finally to get to meet them. Several members attended.

What was the impact on the chapter and its members after completing the program? (Growth of membership, financially, public awareness, membership value, better chapter/member relationship, chapter operations, etc.) (20pts)

The program has impacted our chapter and members on many levels.

BETTER CHAPTER/MEMBER RELATIONSHIP

The geographic expansion luncheon gave the chapter the opportunity to finally meet some of our members in South Alabama and to start building relationships so that we will be able to offer more events in South Alabama in the future.

MEMBERSHIP VALUE

Since we have not been holding any events in South Alabama, all our South Alabama members gained in membership value. Members in South Alabama are looking forward to more events in their area.

GROWTH OF MEMBERSHIP

While CAI Alabama's chapter membership grew by 11.5% in 2021, we haven't yet gained many more members in South Alabama. But we are expecting membership numbers to go up once we start coming back to South Alabama. We will return in February 2022 for a joint chapter luncheon with the North Gulf Coast Chapter and a Board Leadership Development Workshop in August 2022.

Please provide quantifiable data supporting the rationale for success. (20pts)

EVENT ATTENDANCE

We had 41 registrations and 30 attendees at the luncheon. We were excited to have had such a great turn-out at our first luncheon in South Alabama.

MEMBERSHIP ENGAGEMENT

It was great to see that 8 existing CAI Alabama members attended the luncheon. Also, several members from the CAI North Gulf Coast Chapter attended the luncheon. After the luncheon, many participants stayed longer and had conversations with each other.

ATTENDANCE FEEDBACK

The feedback provided in the post-event survey was overwhelmingly positive. See attached.

EVENT SPONSORSHIP

We had two business partners sponsor the geographic expansion luncheon each with a \$400 sponsorship.

Based on the results, will the program be a regular part of the chapter's programs in the future and why?

The model of the geographic expansion luncheon worked really well in South Alabama and we plan on hosting luncheons in the same format in other areas of the state in the future.

We have two more geographic expansion luncheons in the same format planned for Huntsville and Auburn in 2022. Also, since we were able to build relationships with many of the attendees at the luncheon in Daphne, we are excited to be going back to South Alabama in 2022. We have a joint chapter luncheon with the CAI North Gulf Coast Chapter planned in February and a Board Leadership Development Workshop in August of 2022. We are hoping that after hosting initial geographic expansion luncheons in the other areas that more events will follow in these areas as well.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.

Would you like to upload additional documents?

Yes

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