

Page: Entry Information

Chapter

CAI Alabama Chapter

Chapter Size

Small (50-260)

Category

Public Affairs

Program Name

Serve Team

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)

We started our very own Serve Team in 2021 with the goal to establish a long-standing committee that will provide the chapter and chapter members the opportunity to give back to our community and to promote CAI and CAI Alabama to the general public.

While the focus is on giving back to the community with this program, it is also a great way to get all chapter members from every chapter category involved for a common cause.

At the beginning of 2021, the Serve Team Committee held a Sponsorship Drive and recruited 10 business partners to do each a \$250 Serve Team Sponsorship. The money raised was used for Serve Team volunteer t-shirts that had all the Serve Team Sponsors' logos on the back of the t-shirt as well as for any equipment or supplies needed during the Serve Days.

The goal was to hold quarterly Serve Days, various in nature in order to give more members an opportunity to volunteer. The following 4 Serve Days were held in 2021:

1st SERVE DAY at Carver High School in North Birmingham, AL

- It was our first in-person chapter event of 2021! Members were thankful and excited to get together with other chapter members.
- Our members pressure washed, painted, landscaped, cleaned bleachers, picked up litter, cleaned carpets and painted a "It's nice to have you in North Birmingham" mural.
- We had 20+ volunteers plus several girls from the high school's soccer team worked alongside us on the projects.
- The Serve Day was organized in cooperation with Alabama P.A.L.S. (People Against a Littered state) and their Adopt-A-Campus program. Alabama P.A.L.S. donated trash bags for the serve event and we were able to get rid of 10 bags of trash.

2nd SERVE DAY at Shelby Humane Society in Columbia, AL

- We held a donation drive to help stock the Shelby Humane Society's supplies.
- On the day of the actual Serve Day, 10+ volunteers helped with anything that had to be done that day at the shelter, including puppy baths, laundry, dishes and yard work.
- One of our landscape company members sent a whole crew to help with cutting of the grass and weeds around the outdoor play areas, and three other landscaping company members volunteered to divide up the responsibility and to continue to maintain the animal shelter's grounds throughout the summer months when we realized that the Humane Society didn't have a plan in place for regular landscape maintenance.

3rd SERVE DAY: First Responders Appreciation Lunch in Hoover, AL

- The event was held on September 10th in remembrance of the 20th anniversary of 9/11 and in appreciation of all that first responders do for our communities.
- 15+ volunteers served lunch to almost 150 community heroes of the Hoover Police and Fire Department.
- One of our business partner member companies brought a BBQ truck and cooked hotdogs and hamburgers.
- Many CAI Alabama business partners and friends donated over \$3000 in door prizes that were given to the first responders attending the event.

4th SERVE DAY: Serve Lunch to the Homeless in Downtown Birmingham, AL

- 15+ volunteers served pizza, drinks and dessert to around 50 homeless men and women as well as handed out care packages that they had put together before the serve event.
- Some of the volunteers were members who haven't been to many events during the year as well as new members.

Supporting Documents:

1. 2021 Serve Team Photos
2. 2021 Serve Team Facebook Posts
3. 2021 Serve Team Emails
4. 2021 Serve Team Income and Expenses
5. Serve Team T-Shirts

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

The program met the mission and vision of the chapter and CAI as a whole in many ways:

- Building Better Communities: The establishment of our Serve Team went in line with CAI's mission to Build Better Communities.
- Building Better Community within our Chapter: It was a great way for our members to come together and develop friendships working alongside each other on a shared mission and goal.
- Outreach: Outreach is one of our chapter's key mission pillars. The Serve Team serves as an institutionalized outreach initiative that will stay with the chapter for years to come.
- Membership Engagement: The Serve events have engaged many different members and have been a great way to get together and network in low-Covid risk environments since our serve events have been outside for the most part.

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 establishment of the Serve Team and its Serve events throughout the year have impacted our chapter on many levels, but especially on the level of public awareness and membership engagement/value.

|| Public Awareness ||

Being out in the community organizing and volunteering for these events automatically created awareness of CAI and CAI Alabama. But also posts about our Serve Team on social media helped spread the word about CAI to member's Facebook friends.

|| Membership Engagement/Value||

Despite the pandemic and not having held in-person events until our 1st Serve Day in March 2021, the Serve Team events overall were additional in-person event opportunities for our membership during 2021 and a great way to really stay connected with our members. While the attendance at our Serve events might sound small for some chapters, for a small chapters as ours, we were amazed how many members we were able to get together in addition to our regular chapter event programming. Feedback that we received from members showed that they valued the opportunity to be part of serve events and were able to grow relationships with other chapter members.

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

|| Serve Team Sponsors ||

In 2021, our first year of the Serve Team, we had twelve (12) \$250 Serve Team Sponsors and raised \$ 3,000 in funds that were used for all serve activities and supplies. We were able to grow the number of Serve Team Sponsors to 14 in 2022. In addition to serve team sponsorships, we were able to mobilize members and friends of our chapter to donate prizes in value of more than \$3000 to our First Responder Appreciation Lunch.

|| Number of Volunteers ||

A 6-member committee was involved in the organization of the 2021 Serve Team events. Over 60 volunteers participated in one, two, three or all four 2021 Serve events.

|| Facebook Reach ||

Posts about the Serve Team created a record engagement on the chapter's Facebook page. 12 posts around the Serve Team were made in 2021. In total, over 4000 people were reached, over 400 engagements as well as more than 40 likes, over 20 shares and 10 comments were made.

|| Email Reach ||

Emails about Serve Events and Serve Team Updates were opened by an average of 30% of our entire member and non-member mailing list recipients. 12 emails around the Serve Team were sent in 2021.

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

The program will be a regular part of the chapter's programs in the future because:

-The Serve Team gives our chapter the opportunity to make an impact in our communities while at the same time we can provide opportunities for our members to build community within our chapter.

-Member attendance at Serve Days has been great.

-We were able to get members engaged that don't necessarily attend our other chapter meetings on a regular basis.

-All Serve Team expenses are paid by serve team sponsorships, so no extra financial burden is put on the chapter.

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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