

Page: Entry Information

Chapter

Arizona Chapter

Chapter Size

Very Large (761-1200)

Category

Chapter Operations and Sustainability

Program Name

Chapters Unite

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)

Based on the title of this award category, the merger of the Central and Southern Arizona chapters of CAI was a classic example of an opportunity for sustainability.

We all know how the pandemic has affected many trade associations and many chapters within CAI have struggled as well to keep members engaged, keep the lights on, pay staff and have face to face events. The last two years have been very difficult for everyone but when we look back at 2021 Central and Southern AZ chapters took the risk of becoming one to help save both chapters.

This is a little history how both chapters got to this point. The Southern and Central Arizona chapters have had several conversations over the years about being one. Most of the time the conversation occurred when there was staffing transition for SOAZ. Each time the SOAZ board came up with alternative solutions when working on becoming one. But in 2020 COVID19 proved to be the catalysts that ignited discussions and inevitably changed the perspective of the current SOAZ board of directors to ask the Central AZ board of directors if they would entertain the idea.

In addition, prior to the merger, SOAZ Board hired the Central AZ chapter to manage day to day operations in April 2019.

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

Chapter Mission

As the leading organization for community associations our mission is to provide resources, support to community association members, volunteers, and professionals through education, unified advocacy, and leadership development.

By merging the two chapters, it created more resources to both chapters' members and allowed the chapter staff to be more efficient and effective with their time by not duplicating processes for each chapter regarding membership management, financials, board meetings and event planning and executing. Both chapters were already unified through the Arizona Legislative Action Committee, but once a whole state the membership could take advantage of Central's resources that the Southern chapter was unable to provide. SOAZ members now received an educational magazine that was not available to them before. They now had access to a printed membership directory that the chapter did not create before. A better website with more local and national educational resources then prior.

The size difference prior to the pandemic and just as we became one was 800 members for Central AZ and 200 for Southern AZ. By becoming one, all of Southern Arizona members or not now have exposure to what the Central AZ chapter was offering to its members and nonmembers.

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)

Once approved by CAI HQ Board of Trustees and all the legal paperwork was completed which took a couple months from 2020 into 2021. We needed to complete the dissolution of the Southern AZ chapter and the legal name change for the Central AZ chapter into CAI Arizona so we could use the existing IRS number and the Phoenix office as the main location of the new chapter.

2021 was our first year as one and unfortunately the pandemic still in full swing, the board and staff were convinced they made the right decision being one. Both the Phoenix area and Tucson area added events in addition to their normal schedule and all face to face. The board still meets through Zoom because of the distance and it works well. The chapter sold out all events in both areas from tradeshow, golf events to bingo in both areas. We did offer several combined manager educational events through Zoom because we wanted more participation and felt some events should be live and others combined to bring unity to both regions.

At the bringing of 2021 the chapter and staff inherited 200 members instantly and also grew another 175 members through out the year. It was an increase of 5.7% in membership growth. In 2020 the revenue was about 80% compared to 2019 which was our highest income year for Central AZ which we use as our bench mark because of their size. In 2021 were increased to 85% of where we were in 2019. So we are pleased with our growth.

By being more financially stable we were able to finish \$100,000 more in the money market than the year before just as Central AZ. We added new membership management software as a better method to track member and nonmember participation in all chapter activities and each member is able to see all their participation in classes for their continuing education credits.

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

After the merger was completed, purchased membership management software for \$1750 for the year. Included email blast capability, event registration, tracking of emails opened by individuals and also invoicing. Now that the chapter was over 900 members, the chapter needed a more sophisticated way of communicating. This program saved \$3000 a year for web maintenance of two websites, \$1200 a year for Star Chapter for SOAZ and \$780 a year for email blast platform.

All legal changes for each business were completed by the CED, to include IRS notification, banking institutions, merchant services, Arizona Corporation Commission, AZ Dept. of Economics, Google, post office and all other types of businesses to be notified of the SOAZ dissolution and name change of Central AZ, which required every business we have a contract with to change our legal name to CAI Arizona.

Please review the 2021 Business Plan that was presented to CAI HQ Board of Trustees explaining why it made sense to become one chapter. In addition to the business plan are documents of the chapters' legal status and the paperwork required to make those changes.

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

The merger of the two chapters has proven to be a sound decision. By becoming one, both chapters were able to maintain a level of service they wish to provide to their members. They have been able to increase social media and engagement through the new software for member management.

A growth of almost six percent during a pandemic with events sold out. The staff taking on 375 new members in 2021 from 200 in SOAZ to new members throughout the year. We are pleased with the results and the membership seems happy and engaged and the chapter will remain CAI Arizona indefinitely.

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?

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