Application: 7432

Page: Entry Information

Chapter

Central Florida Chapter of CAI

Chapter Size

Large (511-760)

Category

Chapter Operations and Sustainability

Program Name

New Website and E-commerce Platform

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

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

In 2021 our chapter realized that the tools we had been using for event registration as well as having a platform for taking payments online were not user-friendly, efficient, or effective. We set to work to make our systems better. While a new website and e-commerce platform are not very exciting in terms of a wow factor, it is vitally important to the running of a chapter. The chapter must be able to take payments and have the money deposited into our bank account in a timely manner. The ability to have everything in one place and not use a third party was the key. Since this is
a proprietary system, we now have full control over the technology and can adjust it to meet the needs of an ever-growing and ever-changing chapter.

Having the right tools is imperative to the running of any business. By upgrading our website, we were able to streamline the registration process for events and make taking payments seamless. The member's information is stored for their convenience, and they can see the things they have registered and paid for from past events.

The website is very user-friendly and visually appealing. The CED can now make online changes to the service directory and not have to wait on our designer to do it. This also speeds up the process so that the members can have their updated information accessible to the other members.

Our website is www.caicf.org

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

This upgrade has enhanced our technology and kept the chapter in the forefront of e-commerce. Every enhancement we make to running the business efficiently adds value to our members and keeps the chapter fresh.

Funds that the chapter needs to execute events and provide services to our members are more quickly available. The more profitable the chapter is the more we can do for our charities that we support and the scholarships we give out.

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)

This upgrade helps the chapter be sustainable. Having such a streamlined process eliminates the possibility for things to fall through the cracks. Ease of registration assists with members attending events. Easier payment process with stored data allows business partners the ability to sponsor events with ease allowing for the committees to spend more time planning great events rather than assisting with manual payments and registrations.

Members belong to an association for many reasons however they want to belong to an organization that is current with well-working programs. It costs us more money to upgrade our website however in the long run it will save the chapter money. We will not have to pay the higher credit card fees or pass that on to our members. Our chapter operations are much improved.

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

Since launching the new website to the members in October of 2021
Woocommerce – Stripe activities

Total $ amount captured $153.870.00

Of Transactions 332

Date Range 8/30/21-1/26/2022

In addition to this revenue, we also billed through Quickbooks an additional $50,000 in transactions for businesses that had to send a check.

Stripe and Woo Commerce are some of the most used companies for the gateway and processor. We are still learning how we can combine that with Quickbooks to make the process of pulling reports more cohesive.

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

Most certainly! We will continue to be able to adjust the website to the needs of our membership as we have full access and autonomy over the site.

Website upgrades must be made part of our chapter goals. We will expect to make changes to the e-commerce platform as new events and sponsorship opportunities are made available to the membership.

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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