

Page: Entry Information

Chapter

CAI Heartland

Chapter Size

Medium (261-510)

Category

Chapter Operations and Sustainability

Program Name

Launch of the Diamond Sponsor

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)

In fall of 2020, we meet with our business partners through Zoom to discuss ways we could assist and support them during the pandemic. One of the topics that arose during this discussion was the fact that we had various levels of sponsorship; Gold, Silver and Bronze but we did not have a higher level of sponsorship. The Chapter was shocked that during this challenging time, that business partners were telling us that we needed to charge more for a higher level of sponsorship and offer that higher level more benefits. At the time, we had fifteen members that were Gold Level Sponsors. The Board of Directors meet to discuss the possibility of changing up our advertising strategy to listen to our business partners. Honestly, we thought it was a little risky to ask our business partners to level up during a global pandemic and while we were only meeting virtually for chapter programs and events. We knew we needed to be creative since we did not know how long COVID-19 was going to be around and we needed to keep the Chapter strong.

We asked the business partners for their opinion, and we felt we needed to listen. We continued to gather information from business partners. We needed to know what additional benefits they would find of most value for the Diamond level. What would encourage them to level up? They told us more exclusive exposure to the CEOs of Management Companies, more exposure of their company name and logo and more higher-level sponsorships. We listened and created a unique sponsorship tailored to their requests and wishes.

In 2021, we launched the Diamond Level Sponsorship. We decided to cap the Diamond Level at only four sponsors. If no one wanted to participate, we would hopefully still have our 15 Gold Level Sponsors from 2020.

We felt the Launch of the Diamond Level Sponsorship would best fit in the Chapter Operating and Sustainability category.

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

CAI Heartland's mission is to strive to exceed the expectations of their residents. We work toward this goal by identifying and meeting the evolving needs of the professionals and volunteers who serve associations, by being a trusted forum for the collaborative exchange of knowledge and information, and by helping our members learn, achieve, and excel.

One of our goals at CAI Heartland is to exceed our members expectations and help them with what they need. The business partners were clear and told us exactly what they needed and wanted to see implemented in the Chapter.

We truly value our partnership and relationship with our business partners. We knew the Chapter would not succeed and continue to grow without their help and support.

During the COVID-19 pandemic, we were all scrambling to remain relevant and vital to our members. We needed to hear them and try our best to give them what they need to continue to excel in our industry during this challenging time.

The new launch of the Diamond Level Sponsorship met the mission and vision of our Chapter by listening to our business partners wishes and helping to achieve their vision for the future.

This new sponsorship also helped the Chapter continue to remain strong and financially secure during the pandemic.

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 impact on our chapter was amazing! We were able to offer our Diamond Level Sponsorship with exactly what they asked for, more value for their dollar. We created a unique 2021 Diamond Level Sponsorship Badge for each of them to use as their signature or to share on their social media channels. (attached) We also acknowledged the Diamond Sponsors through all outgoing emails from the Chapter and Staff in 2021. We created an "exclusive" happy hour for our Diamond Sponsors to network with our CEO's of Management Companies and our CAI Board of Directors. We talked about this exclusive event to build the excitement. We also shared the pictures on our social media channels. (attached) All these examples were crucial to the success of this initiative!

Our Diamond Sponsors found so much value in this new level of sponsorship that they all renewed their Diamond Sponsorships immediately in 2022!

An additional benefit to the chapter was the \$20,000 increase in our overall income for 2021! This was a benefit that we did not anticipate!

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

Some data to support our success from this initiative:

- we enriched our already strong relationship with four of our business partners
- our business partners felt heard and appreciated
- our business partners found tremendous value in the Diamond Level Sponsorship
- we sold 4 Diamond Level Sponsorships in 10 minutes!
- we increased our overall income by \$20,000 in 2021 compared to 2020

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

Absolutely! We continue to listen to our members. Based on their feedback, we have increased our Diamond Level Sponsorship number to accept two additional sponsors in 2022. This will continue to generate much needed income for the chapter by an additional \$12,000 in 2022.

We know without the continued support of our business partners we would not have navigated successfully through the pandemic. We continue to find ways to thank and acknowledge all our sponsors.

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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