

Application: 10064

Roth-Johnson, Cathy

Started at: 2/15/2024 08:24 PM - Finalized at: 2/16/2024 03:31 PM

Page: Entry Information

Submitted By

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Chapter

CAI Heartland

Chapter Size

Medium (261-510)

Category

Membership Engagement

Program Name

\$500 to 500 Members Campaign

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)

At the beginning of 2023, we had 452 members. Our Membership Committee came up with a new idea to encourage our members to recruit new members and get us to 500 members by the end of the year. We created the \$500 to get to 500 members campaign! One of our generous business partners offered to sponsor the membership campaign. We created a flyer and began promoting this initiative through email campaigns, visits to management companies and promoting at in person events. Each member would qualify for the \$500 if you referred 1 new manager, 1 new management company, 1 new business partner, or 1 new community association. Each new member that was recruited was asked who recruited them. We placed each recruiter into a drawing for the grand prize of \$500. If a member recruited three new members their name was placed in the drawing three times and so on. Once we got to 500 members, we announced to our members that we reached our goal and we announced on Facebook that we would be surprising a member by going LIVE on Facebook and visiting the lucky recruiter! We purchased a big check, balloons; and made it into a CAI "Publishers Clearing House" moment! We selected the Member Engagement category for this award because we wanted members to interact with each other and get excited about this new and fun membership campaign.

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

Our mission and vision is always to provide education, grow membership, create networking opportunities, and offer resources to our community association industry throughout our Heartland Chapter.

This membership campaign helped us grow our chapter by over 10% in 2023! We wanted to provide a fun and engaging way for our members to connect with each other and be excited about recruiting.

We also provided a networking opportunity for our sponsor, Premier Roofing Co. to interact with Nicole McGraw, CMCA, AMS our winner of the membership campaign. A Premier Roofing Co. representative was able to be present for the big reveal the day of the announcement.

One of the best moments of the big reveal was Nicole McGraw, recruited one of our co-workers, fellow manager Denise Koutsihilis. Denise happened to be there the day we surprised Nicole so were able to get a picture with Nicole and Denise together!

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.) (20 pts)

Not only did we grow our membership by over 10% in 2023, but we also got our members talking about this unique membership campaign. We had managers across the state wondering where we were on the day of the big reveal! We kept the excitement and friendly competition among members going throughout the year by giving months updates on who was leading as a recruiter. Management companies and business partners were enjoying the back and forth of who was in the lead. We kept them talking and interacting with each other and brought some additional fun to our members.

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

We grew our chapter by over 10% in 2023 due to this membership campaign. We had more engagement and enthusiasm among our members than ever before compared to other membership campaigns we have done in the past! All our members were truly excited to see who would win the contest.

Our Facebook following grew by 23 in December because we were making the announcement on Facebook!

With more members, we brought more revenue to our chapter and were able to provide our members more resources and education.

How can you improve this program going forward? (20 pts)

We plan on bringing this membership campaign back and keep the momentum going to continue to maintain our growth and become a large chapter in 2024.

Our members were so excited to see who won the contest on Facebook so we plan to continue to bring the fun and surprise someone else this year.

We are constantly brainstorming to come up with new ways to bring the fun for our members.

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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Thank you for your submission! We encourage you to submit another program in a different category.