

Application: 9958

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Page: Entry Information
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Chapter CAI Alabama Chapter
Chapter Size Small (50-260)
Category Out of the Box
Program Name CAI Summer Games
<p style="text-align: center;">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</p>
<p>Describe the program and why it fits the category. (20pts)</p> <p>Every year, CAI Alabama's Social Events Committee organizes a Summer Social and always strives to surpass the previous year's Summer Social with the goal to enhance the event and attract more current and potential members.</p> <p>During a brainstorming session, the committee came up with the idea of theming last year's Summer Social as "CAI Summer Games". The plan involved hosting the Summer Social at a venue that offered space where we could set up silly mind games that guests could play while socializing, eating, and drinking. Attendees would keep track of their scores on a scoring sheet. At the end of the "CAI Summer Games", the top scorers would receive 1st, 2nd and 3rd place medals presented on a podium, just like at the real Summer Olympics.</p> <p>Brock's Gap Brewing in Hoover, AL was selected as the perfect venue for the Summer Social. It had plenty of outdoor space with seating, including seating under a pavilion as well as a covered stage where we could set up all the games. The time for the Summer Social was set from 4:00pm-7:00pm so that everyone could come straight from work to the event. The covered stage was great to have since in that way the event could be held rain or shine. Attendance was free for CAI Alabama Managers and Homeowners.</p> <p>The Social Events Committee recruited 11 business partner members to sponsor the event to cover the rental fee, food, drinks, and a step-and-repeat banner that was used as a photo backdrop where attendees could pose with silly Olympic Games props. At the end of the event, the step-and-repeat was also used as the background for the Olympic award ceremony.</p> <p>Last year's summer social turned out to be an extremely unique and successful summer social with almost 60 attendees. Everyone had a great time either by playing the games and/or watching others play the silly games. The CAI Summer Games ended with a big drawing of door prizes and of course with the medal ceremony and prizes for the winners of the 2023 CAI Summer Games!</p>
<p>How did this program meet the mission and vision of the chapter and CAI as a whole? (20pts)</p> <p>The mission of our chapter is to provide networking opportunities and last year's themed "CAI Summer Games" Social successfully encouraged so many current and prospective members to attend the event. The added games at the event made networking so much easier and more fun for everyone compared to a typical social gathering. We received requests to host another "CAI Summer Games" social next year during last year's social.</p>

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)

The program has impacted our chapter and members on many levels.

|| BETTER CHAPTER/MEMBER RELATIONSHIP ||

The "CAI Summer Games" gave the chapter the opportunity to socialize with many of our members and guests but also gave our members and guests the chance to connect with each other in a fun and social atmosphere. Many event attendees played the games and participated in the game challenge while others just watched having a wonderful time as well. The feedback from attendees was overwhelmingly positive. Several of our members are asking for a 2nd "CAI Summer Games" Social.

|| IMMEDIATE FINANCIAL IMPACT ||

11 Business Partners gave a total of \$2,850 in event sponsorships and we ended up with a positive net income of over \$1,000.

|| DELAYED FINANCIAL IMPACT ||

The CAI Summer Games created big excitement among all members. All but one of the "CAI Summer Games" sponsors signed up to be a sponsor of last year's golf tournament as well.

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

|| EVENT ATTENDANCE ||

With 60 registrations and 52 attendees, the summer social was one of our biggest Summer Socials for the chapter so far. Click on the provided link below to watch a video presentation from the event.

|| EVENT SURVEY ||

An event survey was sent to all attendees after the event. 17% of the attendees responded. The feedback was overwhelmingly positive and everyone that filled out the event survey would consider attending another CAI Summer Games in 2024. Please see the attached event survey results.

|| EVENT PROFIT ||

The summer social created a profit of \$1,135.86 with a total income of \$3,455 and total expenses of \$2,319.14. See the attached Summer Social Event Budget.

|| POSITIVE IMPRESSIONS ON SOCIAL MEDIA ||

The posts for the summer social had a combined reach of over 750 and over 40 post engagements and 30 likes and reactions on Facebook and Instagram. See the attached report with social media posts and numbers.

|| EVENT SPONSORSHIPS ||

We received support from 11 business partners wanting to sponsor the "CAI Summer Games" Social. The total amount raised in event sponsorship was \$2,850.

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

With all the positive feedback and requests received to do a repeat "CAI Summer Games" Social, we've decided to host a 2nd CAI Summer Games this year. The plan is to do it at the same brewery but this year we plan on encouraging members to bring their spouse, partner, or a friend as well as their children. The hope is that inviting everyone's family will make it an even more interactive event and get members to get to know each other, including their families, even better.

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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No File Uploaded

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Download File (<https://caiawards.secure-platform.com/file/16868/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNjg2OCwiYWxsYXN0b3RtaWduZWRVcmwiOiJGYWxzZSIsImNbm9yO3%20CAI%20Summer%20Games%20Photos.pdf>)

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Would you like to share a link?

<http://tinyurl.com/bdhn43v> (<http://tinyurl.com/bdhn43v>)

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