

Application: 9939

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Page: Entry Information

Submitted By

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Chapter

CAI - San Diego

Chapter Size

Very Large (761-1200)

Category

Out of the Box

Program Name

California Legislative Action Committee - Fundraising with a Twist or Two

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)

While fundraising for Legislative Support Committees is a responsibility every chapter takes on, the San Diego chapter has developed creative, out of the box ways to meet and far exceed the chapter's yearly goal for the California Legislative Action Committee (CLAC).

In recent years, the chapter has added the following varied fundraising efforts:

Cocktails for CLAC - At various events, we work with the hotel to develop a special cocktail that can only be purchased with a CLAC Drink Ticket. We upsell the ticket from the cost of the drink so that we make a profit on every ticket sold. We also allow those drink tickets to be used for any drink at a regular bar. Business Partners buy the tickets for Managers and Homeowners as it avoids starting tabs at the bar and allows them to easily purchase cocktails for customers.

Closer to the PIN for CLAC - At our golf tournament, LSC representatives will sit at the Closest to the Pin hole and sell "CLOSER to the Pin" CLAC opportunity which allows a golfer to tee off from a closer tee. The opportunity allows for the Legislative Support Committee members to raise awareness of CLAC with participants while raising funds towards the chapter goal

CLAC Sponsorship at ALL events: For every that we do, we offer a simple \$75 CLAC sponsorship. This allows for easy, affordable sponsorship exposure for companies while raising incremental income. In addition, as we require all Business Partners to be sponsors of Educational Luncheons and Trade Shows in order to attend, purchasing a CLAC sponsorship allows them to purchase a Business Partner ticket to events.

CLAC Exhibitor Upgrade: For every trade show we offer a limited number of CLAC Exhibitor Upgrade options which allows those exhibitors to select their booth location rather than being assigned by staff.

The Bill Brief: Sent out twice a year, this email blast updates members and the industry on legislative issues currently on the docket. We developed sponsorships for this event where a company can sponsor one issue or both. The sponsors get their logos with click through links in the email blast. 100% of the sponsorship goes to our CLAC donation.

CLAC Wine Night: This event is a cocktail party at a popular roof top bar with all proceeds from event tickets, sponsorships and silent auction going to CLAC.

CLAC Sponsorships in Marketing Plan: We began including all CLAC sponsorships/fundraising opportunities in our annual Marketing Plan. This by far has been the most successful way to easily make and exceed our yearly goal. As will be demonstrated in the quantifiable date section of this submission, CLAC fundraising through the Marketing Plan has considerably eased the burden on the LSC and the chapter to fundraise throughout the year.

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

The following are the San Diego chapters mission and vision statements:

MISSION Statement

To provide homeowner association professionals and leaders with the information, education and support they need to ensure their communities can thrive.

VISION Statement

CAI San Diego is the recognized voice and advocate for homeowner associations and the premier resource for the development of all professionals and leaders who serve them.

To be sure, raising funds to support advocacy on behalf of the industry directly ties to both the mission and vision of the chapter. CLAC is the voice for the industry with the California legislature and their work is crucial for our members. Supporting them by meeting and exceeding our goal helps to fulfill our role in providing education and information to enhance the industry.

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)

Obviously, being able to meet and exceed our CLAC goals benefited our members immensely by securing proper resources for a vital part of our industry.

The Chapter's Legislative Support Committee members and our Board of Directors garnered a tremendous sense of pride with having our goals met and exceeded. Making fundraising easy has lessened the burden on volunteers. Volunteers can focus their energy on other areas of work rather than spending time soliciting funds.

Building fundraisers into events also has lessened staff time working on more time consuming efforts like silent auctions at events. Staff has been able to, again, focus on other work.

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

Below is a list of CLAC goals and final tallies for the past ten years which illustrates the value of implementing creative fundraising efforts for success. Goals are set by CLAC based on the number of members a Chapter has.

2014 Goal: \$25,412

2014 Contribution: \$12,680

2015 Goal: \$24,066

2015 Contribution: \$3,729

2016 Goal: \$23,622

2016 Contribution: \$15,027

2017 Goal: \$20,930

2017 Contribution: \$17,234

2018 Goal: \$20,094

2018 Contribution: \$22,823

2019 Goal: \$19,662

2019 Contribution: \$15,367

2020 Goal: \$19,155

2020 Contribution: \$17,761

2021 Goal: \$19,346

2021 Contribution: \$22,188

2022 Goal: \$18,799

2022 Contribution: \$20,963

2023 Goal: \$18,870

2023 Contribution: \$30,000

Below outlines some of the funds raised through various activities.

Marketing Plan Sales:

2022: \$7,494.75

2023: \$11,463.50

2024: \$8,858

Tiki Party Cocktails for CLAC Sales:

2022: \$1,480

2023: \$1,020

Closer to the Pin:

2022: \$600

2023: \$650

Bill Brief:

2022: \$800

2023: \$1,200

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

We can always look for new and creative ways to do fundraising. Some of our events do not have specific CLAC fundraisers and we can look to see if we can add something to them as additional sales. We can also look to educate Business Partners more about CLAC, its value to the industry. Understanding CLAC's purpose can aid in additional sales for CLAC sponsorships.

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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Would you like to share a link?

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