

Application: 10062

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Page: Entry Information

Submitted By

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Chapter

CAI Heartland

Chapter Size

Medium (261-510)

Category

Chapter Operations and Sustainability

Program Name

Launch of the Diamond Sponsor Level

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 end of 2020, we were struggling, like all CAI chapters, to try and find value for our business partners during the global pandemic. We had arranged a meeting with our business partners through Zoom asking them what we could do to help them during this most difficult time for their businesses. We wanted to make sure that they felt heard and valued as we were trying to come up with creative ways to give them more value for their advertising dollars. At the time, we had the Gold Level Advertising Package (our top level) for several years. Our board of directors decided not to increase any advertising packages, sponsorships, or programs during COVID. We were worried about our chapter's finances, and advertising is a large part of our revenue each year as a medium size chapter. As we were meeting with our business partners, we had several comments that we should raise our top tier for advertising to a new level. We were currently charging \$3300 for our Gold level package and in 2020 we had 12 companies that were Gold level advertisers. We thought it was ridiculous to add a higher level during the global pandemic when everything was so uncertain. We didn't want to put further strain on our loyal business partners, but we took a leap of faith and did what we said we would do and listened to our business partners. We created a Diamond level package and limited it to 4 partners, first come, first served. We asked our advertisers what they would be willing to spend to support the chapter during this time. We had a few business partners reply with \$6000. We thought we would never get four business partners to pay at this level in our medium size chapter in Missouri. We listened to the feedback from our advertisers on what they found most value in and we were surprised that some of the items they mentioned would not cost the chapter any additional funds but would add more value to the business partners. We launched the Diamond level sponsorship for \$6000 and we were astonished that we sold out in minutes! We kept the Gold level package and did not increase it for 2021. This one change brought in an additional \$10,800 in revenue for our chapter when we needed it most! We applied for the Chapter Operations and Sustainability category because we believe this one move helped to keep our chapter sustainable during the a challenging time. Since 2021, we have kept the Diamond level sponsorship and increased it to \$6500 in 2022, \$7000 in 2023 and \$7350 in 2024. We also added two more Diamond level spots for a total of six in 2023 and 2024. Since 2021, we have increased our revenue from this program alone by over \$70,000!

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, networking opportunities, resources, and advocacy to our community association industry throughout our Heartland Chapter. We believe we provided more opportunities for those Diamond level partners and due to the increase in revenue we were able to provide more educational webinars, programs, resources, and advocacy for our members throughout Missouri and Kansas.

This program brought more networking opportunities, education, and advocacy to our members and communities. Due to the increase in revenue since 2021, we have been able to provide more for all our members throughout our chapter. We have increased our overall revenue by \$70,000 since the start of this program!!!

With the additional stream of revenue, we were able to hire a new lobbyist for our chapter. This was a goal of ours for several years and we were able to make it happen in 2023 due to this added advertising level.

This alone has created so much value to all our members throughout our chapter!

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)

This additional stream of revenue has impacted all our members by increasing our advocacy efforts throughout our chapter. These funds allowed us to hire a new lobbyist, offer more education (doubling both in person programs and webinars in the past two years), and increase our membership by 38% since 2021. We have also increased our total assets by 47% since 2021!!!

When asking for additional feedback on services they found valuable, we were amazed to find out that one of the key benefits they wanted was their logos listed on the outgoing emails of the Chapter Executive Director and weekly email blasts. We also customized an exclusive signature image for each of them to use announcing they are Diamond sponsors for the Chapter. These additional benefits cost the chapter nothing but provided exposure, membership value and appreciate amongst our Diamond Sponsors.

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

In 2020 our total assets were \$112,958
in 2021 our total assets were \$114,538
in 2022 our total assets were \$152,174
in 2023 our total assets were \$165,477

That is over 47% increase in total assets for our Chapter!
This kind of growth is a game changer for a medium size chapter.

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

We will continue to listen to our valued business partners and keep our Diamond level advertising packages available. We have improved the program by adding two additional Diamond sponsors over the years and providing additional perks for them based on their feedback of what they find valuable. Example: they requested a CEO/Management Company and Diamond level sponsor get together once a year and an email shout out for each Diamond sponsor quarterly which we have added to the advertising package.

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?

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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.