

Application: 10033

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Started at: 2/13/2024 07:52 AM - Finalized at: 2/13/2024 09:21 AM

Page: Entry Information

Submitted By

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Chapter

CAI-Channel Islands Chapter

Chapter Size

Very Large (761-1200)

Category

Public Affairs

Program Name

CAI Advocacy 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)

One of our chapter's strategic planning goals for 2023 was to promote our California Legislative Action Committee (CLAC) to:

- 1) Bring awareness to the overall mission of CLAC
- 2) Increase our fundraising efforts (meet our contribution goal of \$22,152)
- 3) Share grassroots efforts on how our members can participate / support CLAC

The chapter accomplished these efforts through:

- 1) An advocacy video to share CLAC's mission and how we can support CLAC's efforts
- 2) Chapter fundraising including Bingo, Boots, & Brews event, Buck-A-Door Campaign (associations make contributions), and November Food Drive Fundraiser (business partners and management companies contribute \$1 per food item collected, up to \$300 and is a direct contribution to CLAC)
- 3) Call For Action / Support CLAC was shared at our annual advocacy update luncheon, advocacy updates in our chapter magazine, Legislative Support Committee meetings/updates, and participation during CLAC's Advocacy Week.

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

Through the efforts mentioned above, we were able to promote and bring awareness to CAI and CLAC as the industry's leading advocate in California while empowering members that they too have a voice on the state level along with meeting our Annual Contribution Goal (that is suggested by CLAC based on chapter membership size).

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 chapter's advocacy video has been played at chapter events, shared on the chapter's social media, and included in email blasts sent to members for a better understand of what CLAC is and our advocacy efforts. We have received positive feedback on how clearly the video explains and illustrates the impact of legislation on our industry and how community associations can support our efforts. The CLAC Executive Committee was so impressed by the video that they have asked if they can use it along with our California Chapters to help promote advocacy efforts across the state and of course, we shared it with them! To view video, see QR code attached or go to: <https://www.cai-channelislands.org/state-advocacy>

We also increased our fundraising efforts by hosting, Bingo, Boots, & Brews.

Not only was this favored by members as "the best social event of the year" but we also raised \$10,000 as a direct contribution to CLAC. (the most we have ever raised for a CLAC fundraiser!) Through this event, the buck-a-door or more (associations make CLAC contributions), and our November Luncheon Food Drive Contribution, the chapter met its annual contribution goal.

Exposure to CLAC was also shared through our annual advocacy update luncheon, advocacy updates in our chapter magazine, Legislative Support Committee meetings/updates, and participation during CLAC's Advocacy Week. (See supporting material for a few examples)

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

CLAC is now using our advocacy video throughout the state!

The Chapter met its annual CLAC contribution goal of \$22,152. The Bingo, Boots, & Brews event is a great opportunity to promote CLAC in a fun atmosphere while raising almost 50% of our annual contribution goal!

We consistently share advocacy updates at our luncheon programs, in our magazines, email blasts, and on the chapter's blog to continue to bring awareness to CLAC.

Our Legislative Support Committee increased in size as we hosted committee meetings throughout the year and an increase in participation on CLAC's Advocacy Week by our chapter members.

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

Encourage managers to show the CLAC Advocacy video at their board meetings so board members and homeowners can participate / support CLAC. Our focus is to continue to utilize it as a "CALL FOR ACTION" for increased participation and increase fundraising through the buck-a-door campaign.... Our goal for 2024 is to have 50% of our contribution raised through the buck-a-door campaign.

After working with our Legislative Support Committee, we began to realize that most of our members want to hear advocacy updates. For 2024, the Chapter is hosting "open to all members" Virtual Advocacy Meetings. It is also our goal to have local legislators on these calls throughout the year. By marketing the meetings in this format, we believe it will bring more participation and a better understanding of advocacy to 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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Download File (<https://caiawards.secure-platform.com/file/16698/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNjY5OCwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9y80eR9vo0j3wOa5-EcApm0gJpoAKe8EZbWr36c?CAICICAadvocacyVideo.jpeg>)

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Download File (https://caiawards.secure-platform.com/file/16704/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNjcwNCwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9y2023_CLACE-blast.pdf)

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Would you like to share a link?

<https://www.cai-channelislands.org/state-advocacy> (<https://www.cai-channelislands.org/state-advocacy>)

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