

Application: 8697

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Page: Entry Information
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Chapter Georgia
Chapter Size Very Large (761-1200)
Category Chapter Operations and Sustainability
Program Name CAI Georgia Annual Golf Tournament
<p>Each question is worth 20 points and will be scored using the following rubric:</p> <p>(1-5) Poor Didn't effectively answer the question</p> <p>(6-1) Fair Answered the question</p> <p>(11-15) Good Answered the question with more detail</p> <p>(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>The CAI Georgia Golf Tournament is an annual event that draws the largest number of members, sponsors, non-members (and spectators!) of any event hosted by the Chapter. This event fits this category because it is an event that produces a high amount of revenue. In fact, the revenue generated by the event is a significant percentage of the Chapter's overall revenue. In 2022, the Board authorized a location change for our event. The new location allowed for an increase in the number of sponsor opportunities, more attendees, and better budget controls for the event itself. The net revenue for 2022 was a whopping \$89,205, a 67% revenue increase over 2021.</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 the Georgia Chapter is as follows:</p> <p>Developing professionalism in the community association industry through education, advocacy, and business networking.</p> <p>By increasing the number of opportunities for business networking at this one, extremely popular, event, CAI Georgia exceeded its mission and vision!</p>
<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.) (20pts)</p> <p>The impact of the improved Golf Tournament was reflected as follows:</p> <ul style="list-style-type: none">- the financial benefit to the chapter (revenue of more than \$80K),- public awareness was heightened due to event advertisements along a major highway for an entire day.- The value to our members was enormous in that we were able to expand the opportunity to participate by 30%- The course was beautiful and conveniently located, so it was much better for our members, improving the chapter/member relationship- The event ran very smoothly, even with the double-digit growth, underscoring the chapter's operations - the executive staff and the committee members that managed the event details.
<p>Please provide quantifiable data supporting the rationale for success. (20pts)</p> <p>2022 CAI Georgia Golf Tournament - by the numbers:</p> <p>36 Eagle Sponsors - 25% increase over 2021</p> <p>12 Contests - 25% increase over 2021</p> <p>288 Golfers - 33% increase over 2021</p> <p>Income: \$89,205 - 33% increase over 2021</p>
<p>Based on the results, will the program be a regular part of the chapter's programs in the future and why? (20pts)</p> <p>This event is a long-standing tradition in the Georgia Chapter and the 2022 event was the 25th anniversary. It will definitely continue as an annual event, and we hope that the success with 2022's event will springboard our Chapter towards ideas to attract even more interest - and help us consider adding a second event in the Spring!</p> <p>Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.</p>

Would you like to upload additional documents?

No

fileUpload1

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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.