

Application: 8813

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Page: Entry Information
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Chapter CAI Heartland
Chapter Size Medium (261-510)
Category Chapter Operations and Sustainability
Program Name Website Makeover & AMS with Glueup
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) <p>We have selected the Chapter Operations and Sustainability category for this award submission because we took the leap and invested in new technology with the purchase of a new website and our first AMS. We had been using an excel spreadsheet to manage our membership and Constant Contact to send out email marketing campaigns. As our Chapter grew, we realized it was time to invest in a different system to help manage the day to day operations of the Chapter and make it easier for our CED to run our Chapter effectively.</p> <p>In 2022, our CED researched several different platforms that would include the following; new website, our first association management system, event management, email campaigns, surveys, invoicing/finance, mobile app and Zoom integration. After six months of research, talking to other CED's, and looking through the technology survey that CAI conducted with all the chapters, we decided to move forward with Glueup.</p> <p>We negotiated with Glueup and were able to secure a contract with them in July 2022. This was a huge endeavor for a medium size Chapter. We had not invested in a new website since 2015 and we have never had an association management system.</p>
How did this program meet the mission and vision of the chapter and CAI as a whole? (20pts) <p>One of our Chapter missions is to continue to find different ways to communicate more effectively with our members. Moving to Glueup gave our members more services and ways to communicate with our members and for our members to talk to each other. It seems everyone has preferred ways to communicate nowadays whether it be through their phones, emails, websites, social media, etc. Our Chapter continues to brainstorm on different forms of communication so we can offer more resources, services and value to our members.</p> <p>This was a goal for our Chapter for the last few years but with COVID we put it off to make sure we could make it successful when we launched the new system.</p> <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)

Since we launched Glueup, our members have had a better member experience with more resources.

We have added the following benefits and services to our members with the launch of Glueup;

- new and improved website with more features such as job postings, improved membership ads, featured news, faster and easier way to register and sign up for programs/events, advocacy resources for MO and so much more!
- our first association management system with fast and easy way to pay for invoices online, Zoom webinar integration for faster and more effective way to sign up for Chapter webinars, new and improved member engagement where you can see who is signed up a Chapter event, who is sponsoring and who is presenting.
- Chapter app to stay engaged from you phone wherever you are
- Improved way to stay connected with online business card exchange, community blogs, instance messaging between members in the platform and so much more!

We are finding more and more ways to stay connected with our members and keep them engaged in the Chapter.

We have received several emails and phone calls from our members says how happy they are that we moved to Glueup and how much more this new website enhanced their membership experience.

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

Although we are still learning the system, we think the whole process has been successful! We are sending weekly email campaigns and have raised our open rate from 40% to 45%! The average open rate for most associations is 34%. Our current click rate is 5%, while the average click rate for most associations is 1.3%.

We have better member engagement with over 52% of our members that have logged in and create a Glueup account to stay up to date on all Chapter news and information.

We are now able to better track our renewed and expired members with custom emails to remind them to renew or rejoin.

Our accounts receivable has decreased since we launched Glueup. Our members are now able to see if they have outstanding invoices as soon as they log in.

We are so pleased with the continued interaction with our members and being able to offer them more services to add value to their membership.

Based on the results, will the program be a regular part of the chapter's programs in the future and why? (20pts)

Our Chapter has invested in the Glueup platform and we have made the commitment to continue to use their services to enhance and improve our member's experience for year's to come. As a medium size Chapter, this was a huge investment for us. We are thrilled with the results so far.

We are hoping to continue to add more services and features as we continue to grow and learn the system.

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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<https://caiheartland.com/> (<https://caiheartland.com/>)

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