

Application: 292

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Page: Entry Information

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Chapter

CAI-CV

Chapter Size

Large (501-750)

Category

Leadership

Goals and Objectives: 30 Points

Describe the main goal(s) of this program. (15pts)

CAI-CV Business Partner Mentoring Project

The purpose of the 2020 Business Partner Mentoring Project was to provide a written mentoring program for new and existing business partners to help them understand how best to maximize their investments of time and money in the chapter. The CAI-CV Business Partner Committee was frustrated that all of their mentoring programs fell short of expectations, typically because these programs were time-intensive and included having to train mentors and then rely on the mentor's schedules to meet with business partner members. The Business Partner Committee collaborated with the CAI-CV board to prepare a single brochure specifically designed for business partners that spelled out exactly what they need to do to build their business and maximize their visibility through CAI-CV. The 2020 Advertising & Sponsorship Plan achieves this goal by including simple step-by-step instructions for business partners in one easy-to-read brochure.

Define the strategies used to attain your goal(s). (15pts)

The Business Partner Committee surveyed business partner members and discovered that many were only involved in a few CAI-CV activities. They discovered that the businesses that found CAI-CV successful followed a certain pattern of activities and involvement. They also found that their existing mentoring programs were falling short of helping new business partners know how best to invest their time and money with the Chapter.

The CAI-CV board asked the Business Partner Committee to develop a single brochure that could be given to new and existing members to serve as a mentoring program - not to replace face-to-face mentoring, but to supplement it when meetings were impossible or delayed.

The Business Partner Committee also researched what most business partners needed to present to their parent companies in order to gain approval for an appropriate budget and volunteer time to maximize their involvement with CAI-CV.

They also investigated and prioritized every possible touch-point where a business partner might benefit from a CAI-CV activity.

These new findings were weaved into a single comprehensive document that was mailed and sent out electronically to existing members and prospective members..

Development & Implementation: 45 Points

In the next 3 sections, describe how the program was organized and executed within the areas of budget and marketing.

Budget Development (5pts)

Working with the CAI-CV board, the Business Partner Committee asked to use the Chapter's existing marketing plan as a springboard for their project. By doing this, they only needed to add eight pages to the Chapter's existing brochure at a cost of \$.22 per copy. They asked for additional postage to mail the brochure to prospects and to last year's corporate sponsors. The total budget for this effort was \$465.

What marketing techniques were used? (10pts)

Distribution of the new brochure included U.S. mail to existing corporate sponsor and prospects, hand-delivery to business partners at all CAI-CV events, electronic delivery to all business partners and management companies, and links posted on Facebook and Instagram. Additionally, a large section of the brochure was reprinted in Quorum, the Chapter's monthly magazine. A banner with a quick-link was posted on the Chapter's website and notifications were sent out on the Chapter's App. As prospects reach out to the Chapter, copies of the brochure are immediately sent. Copies are also given to all new business partners who join.

Who was your target audience? (10pts)

The target audience included three types of business partners.

Prospective Members

The brochure is designed to be easily understood by prospects. Prospects will find all the data they need to make a decision to join CAI-CV, including industry statistics that warrant membership. Prospects can easily identify the entire cost of becoming a successful member of CAI-CV. They also know upfront that they need to get involved by volunteering for a committee to maximize their investment.

New business partner members

Once a business partner joins, the brochure provides a step-by-step guide to maximizing their membership. Our goals for them are clearly laid out so they know that by taking these steps, they can expect to grow their business.

Existing business partners

The Business Partner Committee discovered many existing members did not fully utilize CAI-CV's opportunities to help them be successful. For example, they would purchase a sponsorship and not show up at an event. Or, they would take the title sponsorship of a program and not serve on the committee charged for overseeing the event. These participation-type activities were disconnected from sponsorships. The new brochure makes it clear what combination of activity and sponsorships will work to make the business successful.

Describe in detail how your program was implemented. Include deadlines, responsibilities and the implementation process. (20pts)

The Business Partner Committee began surveying members in July of 2019. The findings showed that business partners with the greatest success had dedicated professional marketing people employed to assist with building relationships with managers and board members. They discovered that these professionals had a pattern of activity that worked: Successful marketing through CAI-CV included maximizing face time with boards and managers. Building relationships was key. To do this, these businesses used a combination of sponsorships, advertising, committee volunteerism and attending events.

The next step was for the Business Partner Committee to distill these lessons and make them applicable to the majority of members who didn't have professional marketing people on staff. This helped businesses see what works and also to know upfront what doesn't work. The brochure is clear that if they choose only to invest money in sponsorships or advertising, they cannot expect to get a great return on their investment. They also need to volunteer and attend events.

The committee drafted their mentoring instructions and then incorporated them into the existing marketing plan. This draft was presented to the board for approval in August.

The brochure was edited and reviewed by some of the Chapter's HOA attorneys. The final brochure was printed and distributed electronically and by mail over an eight week period to solicit participation. Recruiting for corporate sponsors continues through February.

By January 1, 2020, CAI-CV had increased corporate sponsorships and total dollars raised significantly. Feedback from business partners has been fantastic. They are grateful for the assistance and some are already seeing positive results.

Results and Evaluation 25 Points

Using specific examples, describe the methods used to determine the program's success as it relates to your goal(s) (15pts)

The Business Partner Committee surveyed business members in January to determine the success of their program. The findings were overwhelmingly positive. The CAI-CV board asked for statistics to back up the Committee's findings. During the solicitation period between August 2019 and January 1, 2020, corporate sponsorships increased by 20 percent and committee volunteerism increased by 15 percent. These numbers are expected to increase during the first quarter of 2020.

The most impressive part of the story is that businesses that felt more secure about their investment in CAI-CV significantly increased their annual giving, raising more than \$150,000 in new money for the chapter.

CAI-CV now has a program that can be used for prospects, new members and existing members to help them maximize their investments in the chapter. This extra help of mentoring with this new brochure has dramatically increased business partner satisfaction.

How can the program be improved to use for the future? (5pts)

CAI-CV is continuing to blend the successful mentoring brochure with face-to-face mentoring. Our business partners and managers tell us that relationships are critically important for any business. CAI-CV is working to increase face time between business partners and our manager and board members.

How did this bring overall value to the chapter? (5pts)

This effort helped CAI-CV really understand the needs of our business partners who are the primary source of funding for the chapter. By developing a mentoring brochure that fills the gap when face-to-face mentoring falls short, the chapter has found a way to meet its member's needs.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.

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