Application: 8795

Hancock, Vicki

Started at: 2/10/2023 03:01 PM - Finalized at: 2/10/2023 03:54 PM

Page: Entry Information

Submitted By

Hancock, Vicki

Email Address

ced@cai-michigan.org

Chapter

Michigan Chapter of CAI

Chapter Size

Large (511-760)

Category

Membership Engagement

Program Name

Let Us Enhance your CAI Membership

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)

Our new member program is our new member introduction to CAI-MI.
1. We download our new member list, so we can send out an email with our new member welcoming brochure, free event certificate and interduce them to they ambassador. The new member brochure is full of information about the Chapter with our annual calendar and new member kit sponsors.
2. We mail a welcome kit to our new members with copies of our latest magazine, e-newsletter, legislation update, annual calendar, directory, and our sponsor's swages.
3. Our ambassadors will reach out to them to invite them to our next event and arrange to meet them there.
4. Our ambassadors will follow up with the new member after the event to get their feedback on their experience.

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

This program enhances our new member experience with CAI-MI. We want to make sure they receive the information they need to be successful and become a respected leader in our industry. We are dedicated to help our members build safer, more prosperous communities through education, legislation, and networking.

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)

The program has improved our members first experience as members of CAI-MI. It shows we value them as members. The legislation update shows the Chapter is looking out for them and protecting their investment in their home, community, and business. They know they can come to CAI-MI to help with issues, provide the most current education. This program has helped develop lasting relationships and future ambassadors for CAI.

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

We have surveyed our new members about six months after they have joined to get their feedback on their first experience as members and what we can do to enhance our new members. We also request feedback from our ambassador to see how they think we can make the program better. Our Business Partner's feedback on this program has been out standing. We have received more sponsorship for this program.

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

Yes, this program will be a regular part of the Chapter in the future as it has really changed our new members experience. The program will evolve with the feedback from 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

fileUpload2

Download File (https://caiawards.secure-
platform.com/file/12857/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxMjg1NywiYWxsb3dOb3RaYWduZWRVcmwiOiJGYWxzZSIsImlnbm9y
New%20Member%20Brochure%20%206-24-22.pdf)

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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.