

Application: 8766

Miller, Robin

Started at: 2/9/2023 02:54 PM - Finalized at: 2/9/2023 03:18 PM

Page: Entry Information
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Chapter Northeast Florida Chapter
Chapter Size Small (50-260)
Category Membership Engagement
Program Name New and Prospective Membership Engagement Strategy
<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>Membership is the lifeblood of our organization and the reason we exist. For 2022, we made a very active and intentional effort to attract and engage new members. Our efforts were cross-functional among our committees and initiatives, meaning there was a new member component in everything we did.</p> <ul style="list-style-type: none">• In our magazines, we reserved a page in every issue to recognize new members.• At our events, we had a membership "booth" at the registration table and distributed a Prospective Member Packet to each of our guests. We also had a special QR code going to our website on a sign at the registration table, as well as in our sponsor slide show.• Our EXPO trade show had a membership formal booth at the entrance of the exhibit hall. We also gave away a free annual membership with an enter-to-win game at the EXPO.• We held a complimentary social event at the Jacksonville Icemen ice hockey arena for members who had joined in the six months prior to the event.• We held a virtual Orientation session for new members.• We sent surveys to our members to better understand their experience and needs as a member.• Every month, new members were sent a welcome email from our executive director and membership chair, along with our new member packet of information.• We utilized our database system Wild Apricot to automate emails at certain intervals.• We also created a CAM Day video.
<p>How did this program meet the mission and vision of the chapter and CAI as a whole? (20pts)</p> <p>We were active and intentional regarding membership growth for 2022. The strategies and tactics listed in the previous question kept us accountable in every board and committee meeting to ensure member recruitment and engagement was part of every activity we did. We constantly referred to the list and the plan and made sure our membership committee was involved in our planning and implementation.</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>Our impact was seen in our year-over-year growth, as delineated in the next section. But, moreover, our efforts created a sustainable and easy process that can be completed each year and with each board and membership committee. They have a base formula that works and don't need to reinvent the wheel each year.</p> <p>The process developed in late Summer 2022 is as follows:</p> <ul style="list-style-type: none">o Immediately Upon Joining – Robin sends email and Member Packet, cc'ing the Membership Chairperson who then responds in kindo 2 weeks – technology check; sign-in, locate, sign-up for eventso 1 month Before Each Program – list of past 3 months new members; personalized note to inviting them to that evento First time event – post e-mail surveyo 3-months – first quarter check-in phone calls; how's it going? Are we accomplishing your goals? Committee?o 6-months – can we help connect you to someone or something?
<p>Please provide quantifiable data supporting the rationale for success. (20pts)</p> <p>Our efforts really seemed to pay off. In 2021, we saw a .05 membership growth over 2020; less than the 2.2% national growth. In 2022, we saw membership growth of 10.5% year over year, more than 7% higher than the national growth percentage.</p> <p>We have also seen incredible sponsorship growth between 2022 and 2021, about \$10,000 more.</p>

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

Yes, prospective member recruitment will always be part of our annual initiatives, as engaging members is paramount to our success. It's worth noting that a lot of our recruitment efforts will continue to be on CAMs, MGRs, MGT and CAVLs, we would like to increase that segment of our membership, especially because we'd like to be the premier organization for professional development, in spite of all the competition among providers in Florida.

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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Would you like to share a link?

https://www.youtube.com/watch?v=BsYu0yLZX_k (https://www.youtube.com/watch?v=BsYu0yLZX_k)

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