**Goals and Objectives: 30 Points**

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

The main goals of the CAI Excellence Awards program are as follows:

1. Redesign the chapter awards program and update the award categories.
2. Create a system to encourage more nominations. Historically, we have had difficulty getting nominations from the membership.
3. Bring back an Awards Gala event to provide for a better setting to present the awards. The chapter last hosted an Awards Gala in the early 2000s and our board and staff felt it was time to bring back this event.
Define the strategies used to attain your goal(s). (15pts)

The chapter created a new Awards Committee for 2019 and volunteers from the membership were solicited to join the committee. The committee began meeting in January, 2019 and set a schedule to create a new CAI Excellence Awards program for board approval in the Spring, and design strategies to encourage nominations. We decided the Awards Gala would be deferred to the year 2020.

The Awards Committee set the following strategies to promote awards nominations:
1. All award categories to be announced/publicized in the July/August magazine - early PR is critical; deadline for nominations was established as November 15, 2019.
2. Flyer with all award categories will be distributed at any upcoming CAI event.
3. Each Committee Member is asked to attend a different chapter committee meeting and help publicize each award category.
4. Award nominees would be announced on the chapter website/blog and social media as they come in, in order to provide visibility to those nominated and to encourage more nominations.
5. Friendship bracelets with a business card attached listing the award categories and nomination deadline to be distributed at the chapter’s Summer Picnic and other Summer / Early Fall events.

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)

The chapter’s 2019 Budget already included funds for the awards, since we have traditionally had an awards program presented at the chapter’s Annual Meeting & Holiday Party. The Awards Committee worked on creating a budget for the 2020 Awards Gala, including reviewing potential venues, and sponsorship opportunities. Once a venue was selected for the 2020 Gala, a budget was created, including food/beverage, entertainment, flowers, awards, ticket prices and sponsorship opportunities, in order to cover the expenses of the event and generate net revenue. The budget was developed and revised throughout the Summer of 2019 and was approved by the chapter board when the 2020 budget was adopted in the Fall.

Budgeted Expenses for Gala - $17,850
Sponsor Revenue Budget - $19,500
Attendee Revenue Budget - $11,000

As of the writing of this submission, $12,500 in sponsorship revenue has already been raised for the Dec 2, 2020 event, so we are well on our way to meeting the budget.
What marketing techniques were used? (10pts)

The chief marketing efforts in 2019 were targeted to promote the new awards program and to encourage nominations. The following techniques were employed:

1. The CAI Excellence Awards were announced/publicized in the July/August magazine as we determined early PR is critical to our efforts.
2. Flyer with all award categories was distributed at all chapter event in late Summer and throughout the Fall.
3. Each member of the Awards Committee attended another chapter committee meeting in order to help publicize the new awards program.
4. Award nominees were announced on the chapter website/blog and social media as they came in, including photos of the nominees. This provided visibility to those nominated and we believe this did encourage more nominations.
5. The Awards Committee created Friendship bracelets with a business card attached listing the award categories and nomination deadline and distributed these at the chapter's Summer Picnic and other Summer / Early Fall events. These bracelets (see photo attached with this entry submission) became very popular and we received very positive feedback that the bracelets served as a good reminder to submit an award nomination.

Who was your target audience? (10pts)

The target audience was all members of the chapter to encourage them to participate in the CAI Excellence Awards and help CAI recognize leaders in our organization and leaders in the industry, including community association managers, and community association elected homeowner leaders / boards.

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

The awards committee was tasked with targeting existing awards for sunsetting, and creating a new awards program to be presented to the Chapter Board by March, 2019. The board approved the new CAI Excellence Awards program at its March, 2019 meeting. See document attached with this entry that lists the awards, criteria, etc.

The awards committee determined to announce and open nominations in July, 2019. The announcement was made via email as well as in the chapter's July/August magazine.

The awards committee began reviewing locations for the 2020 Awards Gala in the Spring of 2019, with a deadline for site selection of July, 2019, in order to secure the preferred date and be able to create a budget for the event to present to the board in September, 2019.

Chapter staff began reviewing nominations as they came in and created graphics to promote nominees via email and social media in the Fall of 2019.

Select members of the Awards Committee and Chapter Board served as judges for the awards and reviewed all nominations after the November 15, 2019 deadline. Winners were determined in time to present the awards at the 2019 Annual Meeting & Holiday Party.

Sponsorships for the 2020 Awards Gala went on sale in October, 2019 as part of the chapter's annual sponsorship program.

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 primary reason for the decision to re-design our awards program was the consistent inability to receive what the chapter deemed an appropriate level of nominations for each award. Often, in prior years, we would receive two or three nominations per category and would often be disappointed that the membership did not take more of an interest in the awards program.

The changes made in 2019 and the marketing strategies devised by the Awards Committee fixed this problem. The numbers below illustrate the significant uptick in nominations:

2018 - Four Award Categories - 14 nominations received in total.
2020 - Five Award Categories - 48 nominations received in total.

This information alone was enough for us to declare this program an overwhelming success. Award nominations more than tripled from the previous year.

Planning for the 2020 Awards Gala is well underway. We have reached 63% of the sponsorship revenue goal and the Awards Committee is working on selling the remaining sponsorships.

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

The one area that needs significant improvement is the standards by which award nominations are judged. The Awards Committee did not establish standards for judging awards. The nominations were sent to each judge and they were instructed to select their winner in each award category. Votes were tabulated once all judges sent in their choices and the winners were declared. The judges who participated provided feedback and stated that a more organized process, including an in person meeting to review and discuss nominations, and the establishment of a point system and score sheet, would be more efficient and fairer in determining the winners. This system will be refined and implemented in 2020.

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

This program brought overall value to the chapter by highlighting excellence among our members by recognizing members with a CAI Excellence Award. The nominees received recognition and visibility in the chapter magazine, website and social media for their accomplishments and the winners were announced in front of 130 members at the Annual Meeting.

In addition, the introduction of a new Awards Gala will help raise additional awareness of the awards program the nominees, and the winners, and provide significant recognition for their accomplishments. The Gala will also provide a networking opportunity for members of the chapter while helping the chapter raise additional revenue to fund the organization.

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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