

Application: 097

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Started at: 2/12/2019 05:27 PM - Finalized at: 2/14/2019 07:46 PM

Page: Entry Information

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Chapter

Greater Los Angeles Chapter

Chapter Size

Very Large (over 750)

Category

Membership

Goals and Objectives: 30 Points

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

RACE TO 1,000+ MEMBERSHIP CAMPAIGN

Starting 2018 with 922 members, the main goal of this membership campaign was to recruit at least 100 new members in order to pass the 1,000-member milestone mark for our chapter.

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

We designed a recruiter contest called Race to 1,000+ and two ancillary rewards programs to help us reach our goal. The Membership Committee was determined to include as many members as possible in the recruitment process so all could feel pride when we reached 1,000+ members. The focus was also on increasing membership in the Manager and Homeowner Volunteer Leader categories.

Race to 1,000+ was designed to bring in as many new members as possible. The Grand Prize was \$1,000 cash to be awarded to the member who recruited the most new members during 2018. It was designed to encourage recruiters to take advantage of the new membership structure for HOA boards and bring in HOA Volunteer Leaders by counting each member of an HOA individually.

A Recruiter-of-the Month Raffle supported our Race to 1,000+. It gave the Membership Committee a chance to publicly recognize a top recruiter monthly at our luncheons. Each chapter member who recruited a new member during the month was entered into a raffle for a chance to win a \$50 gift card, as well as qualify to run the Race to 1,000+. One chance was given for each Business Partner Company, Management Company, Community Manager and Homeowner Leader membership. Three extra chances could be earned for recruiting an association board of three or more. The top recruiter chosen each month not only received a gift card; they were also listed on our website's Home Page for 30 days. New members and their recruiters were also listed in our Focus Magazine.

In talking to our members, we also learned that some did not feel comfortable trying to recruit and "close the sale" of membership. Since we wanted as much participation in the recruitment process as possible so everyone could feel a part of growing our chapter, the Membership Committee, designed a Referral Rewards Program, with the tagline "Membership is Everywhere!" A member could submit the contact information of a prospective member to the Chapter Office online through our website or by completing and turning in a submittal postcard put at every person's place at every luncheon. If one's prospect joined the Chapter, the recruit could go to a "Treasure Chest" online and select their choice of \$25 gift card from the "Bounty."

Celebrating New Manager Members! In an effort to raise recruitment awareness, the Membership Committee joined forces with the Social Media Committee to highlight and celebrate new manager members. Committee members personally delivered "Welcome Satchels" to managers at their offices and took photos that were posted to Facebook, Instagram, LinkedIn and tweeted out to our followers. These satchels contained promotional items with the CAI-GLAC logo, such as coffee travel mugs, phone holders, etc. We also included a calendar, membership directory, flyers for upcoming events and other useful information pertinent to the new member's membership category.

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 satchel program was funded out of the Chapter's budget under Membership Development.

The Race to 1,000+ and its ancillary programs were self-funded. Sponsorships were sold at \$250 each to pay for the \$1,000 cash prize for the Race to 1,000+. We have learned that lower-priced sponsorships allow more of our members to afford to be a part of the campaign. Those sponsors were listed on the Home Page of our website all year and enjoyed a photo opportunity with the Recruiter-of-the-Year at the Awards Gala Luncheon, which photo appeared in the next issue of Focus Magazine.

The Executive Director funded the \$50 monthly gift cards with American Express Rewards points for the Recruiter-of-the-Month Raffle.

Members donated \$25 gift cards for the Referral Rewards Program Bounty. In return, their company names were listed in the Bounty section of our website. If their gift card was chosen by the recruiter, we conveyed the information to the contributor and encouraged them to reach out to the recruiter personally to congratulate them and possibly turn the recruiter into a business lead. (See attached Treasure Chest display)

What marketing techniques were used? (10pts)

Race to 1,000+ was launched through social media, an email blast and an announcement from the podium at the January 2018 Luncheon. The promotional piece was included in all attendees' handout packets at every educational event and announced from the podium at every luncheon during 2018. The promo also appeared in every issue of Focus Magazine. (See attached flyer)

Recruiter of the Month Raffle winners were announced at luncheons and presented their \$50 gift card so that all could appreciate their achievement. The Recruiter of the Month was also listed on the Home Page of our website. This not only gave them recognition, but also kept the member recruitment campaign on everyone's radar. (See attachment)

In order to highlight the Recruiter Rewards Program, submittal postcards were put at everyone's place at every luncheon. A little Treasure Chest icon was placed on the Home Page of our website with a link to the program explanation and Bounty listing. Periodic emails were also sent out with "Have You Been to the Treasure Chest?" (See screenshot of Website)

Who was your target audience? (10pts)

Our target audience was the current membership. Within the membership we hoped to engage members to start talking about CAI and its great benefits when they were at meetings of other trade associations or out at HOA board meetings, or visiting nonmember management company clients. By continuing to raise awareness and by making it fun to go to the Treasure Chest, we were trying to shift the recruitment responsibility from the Membership Committee to the membership as a whole. Everyone can be a recruiter---Membership is everywhere!

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

The decision to buy, fill and distribute the satchels to new manager members was determined in early August 2017 and approved by the Board so that funds could be included in the Chapter's 2018 Budget under Membership Development. Satchels and their contents were ordered in order to have everything ready to start distributing in February 2018.

The Race to 1,000+ Campaign was designed by the Membership Committee in November 2017 with rules, prize consideration and a Call for Sponsors promotional piece.

The Race to 1,000+ promo flyer was included in the Chapter Board's December 2017 Board Packet for board approval so that the campaign could be launched in January. The program was presented at the meeting by the two Membership Committee Co-chairs and approved by the Board.

The campaign was launched at the January 16, 2018 Awards Gala Luncheon at the podium after presenting the 2017 Recruiter-of-the-Year Award. A copy of the promotional flyer was included in every attendee's packet of handout materials. The Membership Committee took on the responsibility of calling and emailing to find sponsors for the Campaign. (See attached flyer.) The Recruiter Contest sponsorship was also included in a general way in the 2018 Marketing Plan, and five sponsors resulted from that outreach. The Membership Committee was charged with finding enough sponsors.

The Referral Rewards Program was launched at the February Luncheon with great fanfare and promotion. The Referral postcards were put at everyone's place, and attendees were asked to hold them up as the program was explained so their attention would be focused on the message. Members turned them in at the registration desk as they were leaving or mailed them to the Chapter Office periodically. The Chapter Office contacted the prospects, provided them with information, invited them to a future luncheon as a nonpaying guest and tried to close the deal.

The winner of the January Recruiter-of-the-Month Raffle was also announced and presented with a \$50 gift card at the February luncheon----the first of monthly announcements, which were both verbal and on a PowerPoint slide show with the Recruiter-of-the-Month's name and company and also a list of the Campaign sponsors .

The Membership Committee began delivering the satchels in mid-February as soon CAI-National made the January statistics available. When they delivered the satchels, photos were take of the recipients and a Welcome to the Chapter message went out through Facebook, Twitter, Instagram and LinkedIn with their photo holding the satchel. (See attached photos)

Membership growth was reported to the Board and to the Membership Committee on a monthly basis using a simple grid so progress could be seen. (See Membership Stats Report).

Results and Evaluation 25 Points

Briefly describe the methods used to determine the program's success as it relates to your goal(s) (5pts)

143 recruiters brought in a total of 240 new members, putting us over the 1,000-member goal. We were very proud to end 2018 at 1,017 total members.

More than 25 Business Partner and Homeowner Volunteer Leader prospects came in to the office through the new Referral Rewards Program and five new members were welcomed into the Chapter—and the business partners welcomed were in new service provider categories, which helped satisfy another of the Membership Committee's goals. This program not only generated leads, but also increased traffic to our website when chapter members explored the Treasure Chest to see what was available.

Using specific examples, tell us how you measured success. (10pts)

We measured success using CAI National membership reports.

Regarding the Referral Rewards Program, we felt that it was a good first-year start and have decided to continue it another year.

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

Regarding the Referral Rewards Program, our members turned in the prospects who they believed would benefit from CAI, but not until we started contacting those leads did we realize that the leads had no idea that we would be contacting them, and some had never heard of CAI. Some even did not recognize the name of the member who had passed us the contact. It was, therefore, more of a "cold call" and a harder conversation at first contact than we had anticipated. We are now contacting the initial recruiter and asking them to lay the groundwork, or at least give us some background.

The Membership Campaign also made us aware that we need to revamp our recruiting materials to make the benefits simple, clear and convincing.

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

It brought general awareness of the membership recruitment process and increased member engagement.

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