

CAI State Advocacy Day Planning Process Overview

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community
ASSOCIATIONS INSTITUTE

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CAI State Advocacy Day Planning Process Overview

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If you have any questions or concerns, please contact government@caionline.org.

CAI State Advocacy Day Planning Process Overview

Community Associations Institute (CAI)

Community Associations Institute (CAI) is an international membership organization dedicated to building better communities. With over 50,000 members, CAI has 64 chapters worldwide and relationships with housing leaders in a number of other countries. CAI members include association board members and other homeowner leaders, community managers, association management firms, and other professionals who provide products and services to community associations. CAI provides information, education and resources to the homeowner volunteers who govern communities and the professionals who support them. CAI advocates for and represents the 77.1 million people living and working in America's 369,000 community associations (homeowners associations, condominiums, and housing cooperatives).

What is a CAI State Advocacy Day and Why is it Important?

State Advocacy Days hosted by CAI's legislative action committees and chapters are events designed to engage CAI industry professionals, members, and lawmakers in promoting the interests of the community association housing model and advancing CAI's legislative agenda at the state level. Participants typically discuss specific issues such as proposed legislation, regulatory changes, or funding for important programs. A State Advocacy Day is an essential tool for CAI legislative action committees and chapters to shape public policy, build relationships with lawmakers, and ensure their members' interests are represented in state government.



Find Additional Resources on Our Google Drive



Templates & Examples Included:

- Emails and Virtual Calls to Action
- Advocacy Day Agendas
- 1-Pagers and White Papers
- Preparation Materials
- Other CAI Resources for Distribution

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CAI State Advocacy Day Planning Process Overview

State Advocacy Day Preparation Overview

1

Define Purpose and Goals

- Advancing CAI's legislative agenda and public policy positions by fostering direct communication between CAI member advocates and state lawmakers and their staff.
- Educating lawmakers on the public policy impacts of the issues impacting our industry, showcasing how their decisions and legislative initiatives affect their constituents and the state's community associations.
- Inspiring advocates and encouraging their continued engagement.

2

Arrange and Communicate Logistics

- **Location:** State Advocacy Days are often held at the state capital or another central location where lawmakers work.
- **Duration:** These events usually last one day but can extend into multiple days if the legislative session is complex or involves numerous meetings/legislative advocacy initiatives.
- **Cost:** These events are usually free to attend. Attendees may be expected to pay for their own parking and/or lunches.
- **Transportation for Attendees:** Hosts may organize buses or transportation for attendees. Attendees also should be provided with information on nearby parking (location, cost, etc.) and public transportation.
- **Other logistics:** Review the resource [Know Before You Go: CAI Advocacy Day in Your State Capitol](#) for other details to take into consideration.

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Create An Agenda

- **Morning Opening Session:** Often, there's an introductory session in the morning to outline the day's activities and provide updates on key issues.
- **Meetings with Legislators/Staff:** Attendees will meet with state senators, representatives, and their staff. During these meetings, members can present data, share personal stories, and offer insights into the real-world effects of policy decisions on community associations and their residents.
- **Panel Discussions or Guest Speakers:** There might be panels or presentations featuring experts, lawmakers, or other influential figures who speak on the policy issues at hand.
- **Networking Opportunities:** Many advocacy days include networking events, where members can connect with legislators, staff, and other industry professionals.
- **Event Debrief:** If possible, leave a bit of time towards the end of the event for attendees to debrief about their experiences, share information about which offices they interacted with, and discuss areas in which the event could be improved or better organized.

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State Advocacy Day Preparation Overview

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Preparation and Training

- **Pre-event Briefings:** Prior to the State Advocacy Day, participants are usually provided with training or informational sessions. This may include an overview of the key issues at stake, information on how to effectively communicate with lawmakers, and what to expect during meetings.
- **Materials:** Attendees may receive handouts, talking points, and data that highlight CAI's position on certain bills or legislative priorities. These resources ensure that everyone is on the same page and ready to effectively advocate for the industry.
- **Support from CAI Staff:** Throughout the process of planning and executing the event, staff from CAI headquarters will be available to support you by providing information, resources, political insights, and more. Don't hesitate to utilize this resource.

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Execute Advocacy Actions

- **Share Personal Stories and Data:** Attendees often share personal experiences, case studies, or examples of how specific laws or regulations impact their business or profession.
- **Table with CAI:** Many advocacy days include some level of "tabling," or setting up in the building where the event is being held to interact with passersby and tell them about CAI and the work being done in their state. Often, legislators with whom you were unable to schedule a meeting pass in the hall or stop by a table, which presents an opportunity to form relationships and offer support.
- **Call to Action:** A key part of the day often includes a virtual "call to action" where advocates from across the state who may be unable to attend in-person are asked to message their lawmakers and urge them to meet with CAI and explore our resources.

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Assess Impact

- **Distribution of Data and Resources:** These events present an opportunity to expose state lawmakers to CAI's robust portfolio of research, data, and resources. These resources can be handed directly to lawmakers during meetings or left with the staff in their office.
- **Increased Awareness:** Legislators are more informed about the issues affecting community associations and may be more likely to support policies that align with the industry's interests.
- **Strengthened Relationships:** Enables connections and collaborations between CAI, lawmakers, and other key stakeholders. Strong relationships can foster ongoing communication and future collaboration on critical policy issues.
- **Advocacy Successes:** In the long term, successful state advocacy days can lead to policy changes, regulatory reforms, or funding allocations that benefit the industry. Each year, CAI publishes a report at the end of each state's legislative session, highlighting the local grassroots advocacy efforts and the resulting legislative outcomes.

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Follow-Up and Reporting

- After the event, CAI will continue to engage attendees. CAI might organize follow-up efforts to track the progress of the issues discussed and maintain momentum on advocacy.
- CAI will feature details about State Advocacy Days in blog posts and on social media. Examples can be found below.
- CAI encourages attendees and local chapters to spread the word following successful events. Consider sharing information about the event in a blog post, a newsletter, a CAI chapter/company social media account, or another channel of communication.

Examples of Past State Advocacy Day Summaries

[CAI State Legislative Action Committees Educate Lawmakers on Community Associations](#) (April 2025)

[CAI LACs Educate Lawmakers on Public Policy for Community Associations](#) (May 2024)

[CAI State Legislative Action Committees Host Advocacy Days to Educate Lawmakers on Community Associations](#) (February 2024)

[CAI Advocacy Blog](#)



Examples of Social Media Posts on State Advocacy Days

[Florida](#)
(2025)

[Illinois](#)
(2025)

[Illinois](#)
(2023)

[Michigan](#)
(2025)

[Michigan](#)
(2023)

[Minnesota](#)
(2025)

[Missouri](#)
(2025)

[New Jersey](#)
(2022)

[Tennessee](#)
(2024)

[West Virginia](#)
(2025)



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Phases of Planning a State Advocacy Day

PART I: PRE-EVENT

- Sending invitations to CAI members and advocates.
- Collecting information from attendees, including state district numbers, contact information, and experience with advocacy.
- Scheduling meetings with legislators and constituents.
- Developing one-pagers and legislative talking points.
- Assembling packets to leave with legislators and staff. Packets should include: one-pager with bill positions or legislative goals, state specific industry facts and figures, 101 on community associations, etc.
- Creating an event schedule and meeting attendee assignments.
- Distributing a “Know Before You Go” email for attendees.
- Training webinar/preparation materials if necessary.
- Sending the virtual engagement component for members who cannot attend in-person.
- Communicating with legislators that CAI will be present in the state capital as a resource.
- Arranging and communicating logistics for attendees (time of arrival, transportation/parking, dress, etc.)

PART II: DURING EVENT

- Morning training if time allows.
- Attending meetings and leaving packets with officials and staff.
- Dropping off advocacy packets with offices unable to meet.
- Taking photos, including a group photo, and posting on social media to promote the event.
- Hosting a breakfast, lunch, or reception to invite legislators and staff for additional networking and education opportunities.
- Taking notes and keeping track of which legislators you met/interacted with.

PART III: AFTER EVENT

- Collecting feedback from attendees.
- Sending thank you notes to all offices visited.
- Connecting with lobbyist(s) to debrief specific follow-ups that may be valuable.
- Working with the chapter to promote a summary of the advocacy day to membership.
- Continuing to engage attendees in advocacy opportunities and developing their advocacy skills.

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COMMUNITY ASSOCIATIONS INSTITUTE

6402 Arlington Blvd., Suite 500
Falls Church, VA 22042
(888) 224-4321
www.caionline.org

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