

Page: Entry Information**Chapter**

CAI Heartland Chapter

Chapter Size

Medium (261-510)

Category

Membership Engagement

Program Name

Membership Promotional Video

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 Membership Committee was brainstorming on different ways to get more board members (CAVL's) to join CAI and get involved in our Chapter.

Our CED watched a video that another Chapter created to recruit new board members. She mentioned this marketing video to the Membership Committee and suggested that we create a similar video to help promote membership. Community managers often reach out to our CED and ask for a script or message to share with their boards about CAI. This was the perfect solution to give the community managers a resource to share with their association boards.

Our CED spoke to her fellow CED friend and asked if she could use some of the content to create a video for the Heartland Chapter. The CED in California North Chapter offered to help with the creation of the video. Our CED worked on the verbiage of the video to make it fit our particular Chapter. We found images of skylines in St. Louis, Kansas City, and Wichita to fit our membership. We contracted with the CED in California North Chapter to help create this video. Our CED had the opportunity to meet with a colleague at a recording studio to be the voice of the Heartland Chapter for our video.

The Heartland Board, along with the Membership Committee, made a decision to offer our Chapter quarterly webinars free to all current CAVL's in our Chapter. If they were a member of CAI Heartland, they would receive free quarterly webinars as long as their membership was active. We were excited to offer this to our board members as an additional perk to joining CAI.

After the video was finalized, we launched it at both our St. Louis and Kansas City Trade Shows/Expos over the summer. We showed the video to over 500 board members during our Expos.

We selected the Membership Engagement category for this award submission because our hope was that by creating this video, we would grow our membership and offer more value to board members and community associations in the Chapter.

How did this program meet the mission and vision of the chapter and CAI as a whole including fostering an inclusive environment that reflects and serves our diverse community? (20pts)

Our mission is to inspire professionalism, effective leadership, and responsible citizenship. These ideals are reflected in the associations that are preferred places to call home.

One of our Chapter goals is to educate community association leaders and increase awareness of who we are as an organization. This video offers resources to help instill leaders in the industry and promote the benefit of CAI membership. This promotional video increases our overall outreach to community associations and offers much needed education, advocacy, and best practices.

This new Chapter initiative is offering value to members, both new and pre-existing CAVL members, a convenient and easy way for managers and management companies to share the benefit of CAI with their community associations.

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.) (20 pts)

We had no idea what our reach would be after we launched this marketing video for CAVL's. Since the launch of our video we have over 44 new board members (CAVL's) in our Chapter!

We not only increased our membership but we added value to our new and existing members by offering free quarterly webinars. We were strategic on what programs we would offer for free. We selected legal, insurance, board boot camp, and reserve studies as our four quarterly topics for 2024.

An additional benefit that we did not expect was our overall public awareness of who we are as an organization. We had board members calling us throughout Missouri and Kansas asking about our free webinars.

Several of our business partners, community managers, and management companies were promoting our free webinars. In turn, this promoted CAI and increased membership in our organization. We were able to tell them when they reached out that this was a perk for CAI board members that were current members. We then sent them information about who CAI is, benefits of membership and an application to join CAI. We also gave any board that requested one free ticket to our quarterly webinars so they, too, could see the value in our educational programs.

Provide quantifiable data supporting the rationale for success. Include why this data is significant. (20pts)

Our biggest success from this program was the excitement that was generated within our current members. They were sharing our video with their clients and telling them what a value this was with membership and our free quarterly webinars.

We were able to get 44 new board members to join CAI Heartland from July 2024-December 2024 and we are continuing to obtain new members each month!

Our overall exposure to community associations in the last 6 months since our video launched has been amazing!

We have had more likes, followers, and shares on our social media channels than ever before! Our members have shared our promotional video with their clients and colleagues. City officials are reaching out to us to ask us about board training. We have conducted five board training sessions with local city municipalities in our Chapter since this video launched last year. We have built relationships with city administrators in our area to share board best practices and promote CAI to hundreds of board members that govern their community associations.

What are your plans to maintain the momentum of this program moving forward? (20 pts)

As a Chapter, we will continue to share and promote this promotional video to our members and prospective members. We plan on visiting our management companies this spring and giving them a one page flyer with a link to the video and all the pieces they need to share with their boards about the benefits of CAI. We also intend to launch a contest among the management companies to encourage some friendly competition to the management company that brings in the most new board members in 2025.

Additionally, we will ask our board members what educational programs they want to see so we continue to add value to their membership.

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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Download File (<https://caiawards.secure-platform.com/file/20556/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWZrPjUkIjJoyMDU1NiwiYWxsY2dOb3RTaWduZWZrVcmwiOiJGYWxzZSI6ImNm9U?CAI%20Heartland%20HOMEOWNER%20LEADERS%20Video%20Script.docx>)

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