

Page: Entry Information
Chapter CAI-NJ
Chapter Size Extra Large (1201+)
Category Out of the Box
Program Name Pickleball Palooza
If this was a joint program with another chapter, please list the chapter.
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) "Pickleball is where your serve gets better with age." In 2025, our Future All Star Team (F.A.S.T) Committee created a new event to bridge the gap of Young Professionals and Homeowner Leaders, with Pickleball Palooza, a Pickleball Tournament that raised money for Make-A-Wish New Jersey. This out of the box event has never been done by our chapter, or neighboring chapters and created an inclusive environment for all member types within our organization. The F.A.S.T. Committee, the chapters young professionals host their signature event, the Olympics, which raises about \$13,000 to Make-A-Wish New Jersey every year. This past year, they set out to host another "athletic" event to raise more money for Make-A- Wish, but to ensure that all member types could participate, growing the awareness of their mission with Make-A-Wish New Jersey. This event was not only a successful testament to the popularity of Pickleball but also allowed our vendor members in the sports and recreation categories, niche sponsorship opportunities, along with giving participants a full day of team building and networking. For the first time hosting Pickleball Palooza, we had a total of 24 teams and raised an additional \$2,100 for Make-A-Wish New Jersey.
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) Pickleball Palooza gained momentum within the membership, fostering an inclusive environment where the homeowner leaders came to play, and throw down to our young professionals, which created a great dynamic for our chapter. Not only does it add another member benefit for our homeowner leaders to attend and appeals directly to them, but it also showcases the growth within certain industry categories that might not always get spotlighted. We reached out to My Backyard Sports and EOSSO Sports Recreation for sponsorships and they didn't hesitate as this event directly correlates to their business. Offering a Court Sponsorship and Equipment Sponsorship opportunities were key and they were happy with that display. This directly promotes awareness and growth within the New Jersey chapter. Besides growth and awareness with the homeowner leaders , it also shows that the New Jersey chapter sees the importance of hosting out-of-the-box events like this so we are relatable to what's trending within Community Associations. The chapter knows that tennis courts are being converted to pickleball courts every season due to the popularity. We also know that our members, especially the young professionals enjoy competitive events where they can get moving, be active and win bragging rights for the "biggest dill". By listening to our committees, and trying something new, we're adding member satisfaction, member involvement, and engagement.

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)

With an event like Pickleball Palooza, it touches on all the things that CAI- the New Jersey chapter feel is so important within our industry.

1. Inclusion
2. Team Building and Networking
3. Giving Back
4. Membership Benefit Buy In

Our homeowners enjoyed the ladder-style tournament at the Pickle House and shared their knowledge of the game's rules and regulations with participating teams. This gap between young professionals and homeowners is a tough one to fill – and yet, you put them on a Pickleball court and magic happens. So much respect was had by all the teams and not only did we learn from each other, but now our Homeowners now have a member benefit that they feel they can participate in other than just straight educational programs.

This event emphasizes team building while also encouraging networking, as teams rotate courts based on wins and losses, allowing participants to interact with nearly everyone throughout the day.

They might have started off not knowing each other, but after a round on the court, they leave with a connection and some fun stories to share for the next time they are networking.

Giving back is the sole mission for F.A.S.T. and our membership really looks forward to these events that directly go towards Make-A-Wish or Adopt-A-Family. It allows the membership to be a part of something bigger and it fosters that sense of community.

Lastly, this is a huge benefit buy in. When our younger professionals are signing up with CAI – New Jersey, we try to get them on this committee or attend these events, because it's a great benefit buy in for them. They get to see firsthand how these events impact the community, but also their industry business. It's hard to have a bad day when you're sweating, laughing and playing Pickleball for a great cause. This is how we grow the membership as we have increasingly in attendance, getting them involved and seeing the true power of CAI and what it can do for them.

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

In 2025 Pickleball Palooza first launched as an inaugural event for the committee, so we don't have any statistics to compare it to from trending years, but we had 24 teams of 2 which brought in revenue of \$3,600 and with spectators welcome to come and cheer along, or substitute in, we raised an additional \$495 in revenue. This event brought in \$1,200 in sponsorships ranging from various sponsorships like our Court Sponsor, Equipment and Food Sponsorships.

We raised a total of \$2,130.00 for Make-A-Wish New Jersey.

We also gained more members to volunteer on our F.A.S.T Committee with a 5% increase, due to the interest in how they plan these events, execute and participate fully throughout the year. Offering events like Pickleball Palooza socially enhanced our presence on Linked IN and Facebook with member engagement in videos and testimonials. This type of marketing boosts our general CAI awareness but also helps push the chapter forward with new memberships.

Social media is always a medium the chapter thrives on for gaining momentum with both member growth and interaction. We had over 78 likes and 10 re-posts on videos leading up to the event, which measures the engagement of our new jersey members.

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

Just like Pickleball, this program isn't going anywhere anytime soon. The chapter will continue to create out of the box events that allow our members to all participate – enhancing the membership experience. Seeing the popularity among the homeowner leaders, our goal is to target more communities for their involvement and turn this into a homeowner event, so they have a committee initiative.

Building off of an event that we now knows has the strength to stand on its own, we now have opportunities to market this event to other member types. Like any new event, it can be intimidating to try something new, but the ladder style competition was a great way to create a little competitiveness for a good cause! The chapter incorporated sports, sweat, food and networking all for a good cause, leaving everyone ready to serve up the heat for next year! Who are we kidding, the Homeowner Team took everyone down!

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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