

Page: Entry Information
Chapter CAI Central Virginia Chapter
Chapter Size Large (511-760)
Category Public Affairs
Program Name Comprehensive Community Outreach
<p>Each question is worth 20 points and will be scored using the following rubric:</p> <p>(1-5) Poor Didn't effectively answer the question</p> <p>(6-1) Fair Answered the question</p> <p>(11-15) Good Answered the question with more detail</p> <p>(16-20) Excellent Went above and beyond with proven results and visible data</p>
<p>Describe the program and why it fits the category. (20pts)</p> <p>The Central VA Chapter has made significant strides in building the CAI brand and increasing community awareness of the vital services and resources available to Community Association Volunteer Leaders, Community Association Managers, and Business Partners.</p> <p>Recognizing the growing need for education, advocacy, and professional networking, our strategic planning and budget process for 2024 prioritized targeted engagement initiatives to:</p> <ul style="list-style-type: none">- Expand CAI's reach within our state by strengthening partnerships with other CAI chapters.- Enhance public understanding of the role community associations play in fostering well-managed, high-value residential communities.- Educate our legislators in the Virginia General Assembly on community associations and the needs of those who live and work in our communities through Lobby Day, and initiative of our Virginia Legislative Action Committee.- Deliver high-impact programming tailored to the needs of each membership segment, while also bridging connections across groups to enrich the overall membership experience.- Hosting collaborative, cross-chapter events, such as the Strategic Planning Workshop, Board Leadership Training, and Legislative Updates.- Collaborating with other non-profits in the region to provide actionable outreach to our communities directly, both with hands-on skilled labor to improve housing conditions and financial support.- Support for another neighboring chapter for the duration of the year through an operational and administrative chapter-to-chapter agreement. Our Chapter Executive Director was able to stand in as an interim Executive Director for our neighbor chapter and ensure their sustainability during a transition period they experienced. <p>This comprehensive approach directly aligns with the Public Affairs category, as it promotes CAI's mission, enhances industry awareness, and strengthens relationships between CAI, community associations, and external stakeholders.</p>

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)

The mission of the Central Virginia Chapter is to provide education, networking, resources, and advocacy for community associations and the professionals and volunteers who serve them.

Our 2024 Public Affairs efforts were intentionally designed to:

- Foster inclusivity by ensuring that all members, no matter their membership category, had dedicated opportunities to engage, learn, and contribute meaningfully to the community through our chapter.
- Expand educational programming to make professional growth opportunities more accessible and affordable for community volunteers and association managers.
- Strengthen chapter visibility through strategic outreach, collaborations, and media presence, positioning CAI and our chapter as a trusted industry leader.
- Advance legislative advocacy by educating members on policy developments through LAC legislative updates and articles published in our electronic news journal.
- Educate our lawmakers on community associations through Lobby Day, where members of our LAC meet with the legislative body of the General Assembly to discuss open bills and initiatives to benefit our communities.
- Support community impact initiatives by working with project:Homes, in which we raised funds and provided skilled labor to improve the homes of underserved families in our community.
- Support a neighboring chapter to offer assistance during their transition period, directly exemplifying the mission and vision of CAI overall.

Through thoughtful strategic planning and execution, we created an inclusive, high-impact program that aligns not only with our chapter's mission but also with CAI National's goals of professional growth, advocacy, and industry leadership.

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)

Our programs significantly elevated the Central VA Chapter's profile across our state, driving:

Membership Growth – Our targeted outreach and expanded educational offerings led to a 25% increase in total membership.

Financial Strength & Sponsorship Growth – The increased visibility of our chapter's events and mission resulted in a 30% year-over-year increase in sponsorship revenue, reinforcing the value of CAI partnerships.

Record-Setting Educational Engagement:

- HOA Basics Webinar (Virtual): 57 attendees gained foundational knowledge of HOA governance.
- Board Leadership Workshop (In-Person): 30 attendees, in partnership with two neighboring chapters. This is an increase from only 6 attendees the previous year.
- Strategic Planning Workshop: attendees were a collaborative group across all membership categories, including two CAI National Representatives and features in Common Ground.

Our Community Association Manager Educational Offerings were strengthened in attendance and content. We were able to offer programs such as: CMCA & PCAM Prep Courses, Fair Housing & Community Association Law Update, Corporate Transparency Act Webinar, and our first-ever Knowledge Development Day, which held education in two rooms simultaneously, for a full day of 8 credits offered.

Stronger Community Impact – Our project:Homes partnership raised \$4000 in funds and mobilized skilled labor and materials to repair the home of a deserving family, further solidifying CAI's reputation as a community advocate.

Increased Legislative Engagement – We published two LAC legislative articles in our electronic news journal, educating members on legal and regulatory developments affecting community associations across our state.

Social Engagement & Networking Growth – Expanding social activities, both in our area and with neighboring chapters, resulted in record attendance

This multi-faceted approach not only enhanced CAI's brand awareness but also strengthened member engagement, financial stability, and public perception of the community association industry.

Our program's success is reflected in data-driven growth across key areas:

- ❑ Membership Increase:

- 25% year-over-year growth.
- 89.28% retention rate, up from 87.1% in 2023.

- ❑ Sponsorship & Financial Impact:

- 30% increase in sponsorship revenue compared to 2023.

☐ **Education & Professional Development:**

- 10% year-over-year growth in confirmed education credits.
- PCAM credit at a chapter level, resulting in our members now having access to PCAM credits across three in- in our region they can access with their Central VA Chapter member benefits.

☐ Event Engagement & Attendance:

- Record attendance across all categories, including the Annual Golf
- Tournament and Trade Show & Expo.

☐ Public Awareness & Legislative Impact:

- Two published LAC articles in our electronic news journal.
- Successful Lobby Day at the General Assembly
- Strategic Planning Workshop success led to 100% positive feedback and plans for continued expansion.

This data underscores how our Public Affairs strategy has driven tangible, meaningful growth, positioning CVC-CAI as an industry leader and valued community partner.

To sustain and build upon this success, we are committed to:

Formalizing Strategic Planning as an Annual Chapter Priority – We will continue expanding the Strategic Planning Workshop and integrate more long-term visioning initiatives to benefit members across all categories.

Strengthening Joint-Chapter & Legislative Collaborations – The formation of the Cross Chapter Committee will ensure ongoing partnerships with other CAI chapters and our LAC, keeping our advocacy and education efforts at the forefront.

Expanding Public Relations & Community Awareness –Increase CAI presence in local media and online platforms. Enhance community outreach efforts to attract new members and engage the broader community in CAI's mission.

Securing Additional Sponsorship & Funding – With 30% growth in sponsorships, we aim to further diversify funding sources to support larger-scale educational programs and community initiatives.

By leveraging the success of our 2024 Public Affairs initiatives, we are poised for even greater impact in the years to come, ensuring that CAI remains the leading authority in community association education, advocacy, and networking.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.

Yes

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