

Page: Entry Information
Chapter CAI-IL
Chapter Size Extra Large (1201+)
Category Chapter Operations and Sustainability
Program Name Annual Partner Flexibility
<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 Annual Partner Program is CAI-IL's prepaid sponsorship and recognition initiative that benefits both participants and the chapter. Designed as a comprehensive solution for business partners and management companies, it includes sponsorship opportunities, advertising, attendee tickets, recognition, and other valuable benefits throughout the year. Participants receive consistent, high-profile visibility at major chapter events, while the chapter benefits from a reliable revenue stream that provides financial stability and sustainability.</p> <p>In 2024, 56 companies participated in the program, representing 20% of the chapter's business partners. This initiative fits perfectly into the Chapter Operations & Sustainability category as it generates over 30% of the chapter's overall budget of \$1,426,527 and has been a cornerstone of financial sustainability, even during challenging economic years.</p> <p>To plan for program growth and sustainability, we set out to update the program in 2024 to:</p> <ol style="list-style-type: none">1. Increase flexibility in advertising options to attract more partners.2. Add a new Management Company Copper Level with management-specific flexibility within the sponsor level.3. Offer discounted advertising pricing as a benefit of being an annual partner. <p>These enhancements demonstrate a proactive approach to aligning the program with member needs while strengthening the chapter's financial foundation. (see Attachment 1—Print_AnnualPartner_Packet_2024)</p>
<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)</p> <p>Vision of CAI-IL: CAI-IL is the premier organization inspiring community association excellence through best business practices, professionalism, effective leadership, and responsible citizenship by connecting homeowners, community managers, and business partners.</p> <p>The Annual Partner Program embodies this vision by fostering meaningful connections between business partners, homeowners, and community managers. It achieves this by offering sponsorship opportunities at all major chapter events, advertising options, prominent recognition in both print and digital formats, and flexible funding mechanisms for customization. These features ensure that business partners can engage with other members in ways that best suit their goals.</p> <p>In 2024, program updates prioritized offering partners greater flexibility in choosing how to utilize their benefits. For example, instead of requiring companies to adhere to predetermined advertising allotments, partners were given a flex fund where they could allocate their benefits toward the advertising and sponsorships of their choosing. This flexibility created an environment where individual business needs were met, allowing members to connect and engage in ways that worked best for them and thus increased the number of companies who wanted to participate in the program.</p>

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)

The 2024 Annual Partner Program flexibility updates delivered measurable benefits to the chapter and its members, including:

- 1. Increased participation: The number of participating companies grew by 5, further strengthening connections within the chapter. (See Attachment 2 Roster_AnnualPartner_Final_2024)
- 2. Financial growth: Revenue from the program increased by \$38,625, and the chapter reduced its UBIT liability from over \$22,000 to \$0.
- 3. Enhanced member value: Business partners could customize their benefits, including purchasing advertising at a 50% discount, which improved their return on investment.
- 4. Stronger management company engagement: The addition of a Copper Level specifically for management companies aligned sponsorship offerings with their unique needs resulting in an additional \$38,625 in revenue and a 3% growth in overall program income.

These results highlight the program's role in advancing the chapter's financial stability, strengthening member relationships, and enhancing the value provided to participants.

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

The program's success can be seen in several areas:

- 1. Revenue growth: The program generated \$38,625 more in 2024 compared to 2023, marking its highest revenue and participation since pre-COVID. (See Attachment 3 Report_AnnualPartner_Comparison_2020-2025)
- 2. Member engagement: Business partners participating in the Annual Partner Program represent 20% of the chapter's business partner membership, showcasing its wide-reaching impact.
- 3. Tax savings: The chapter achieved a \$22,000 reduction in UBIT liability through strategic updates to the program. This data highlights the program's financial impact, its ability to adapt to member needs, and its role in supporting long-term chapter sustainability. (See Attachment 4 Report_AdvertisingRevenue_UBIT_Comparison_2023)

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

The success of the 2024 Annual Partner Program demonstrated the importance of adaptability and member-centric flexibility. Key plans for sustaining this momentum include:

- 1. Listening to members: We will continue to gather feedback from business partners and management companies and adapt the program to meet their evolving needs.
- 2. Expanding flexibility: The program will maintain its customizable approach, ensuring that partners can optimize their benefits to achieve maximum value.
- 3. Refining offerings: The Management Company Copper Level, introduced in 2024, has been further evaluated and enhanced to attract more participants.
- 4. Promoting value: We will emphasize the program's proven benefits—financial growth, member value, and operational sustainability—to attract new participants and retain existing ones.

By focusing on flexibility, inclusivity, and member-driven innovation, the Annual Partner Program will continue to serve as a cornerstone of CAI-IL's mission and vision while supporting the chapter's long-term sustainability.

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

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