

**Page: Entry Information**

**Chapter**

Western Oregon Chapter

**Chapter Size**

Large (511-760)

**Category**

Chapter Operations and Sustainability

**Program Name**

CAI Western Oregon Sponsorship Kick Off

**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)**

The Sponsorship Kick Off was developed as a proactive financial sustainability initiative designed to strengthen the Chapter’s operational stability and long-term planning capabilities. Rather than continuing with sponsorship revenue collected sporadically throughout the year and tied to individual events, the Chapter restructured its approach into a strategic annual funding model that secures the majority of sponsorship commitments in a single day at the beginning of the fiscal year.

Prior to implementation, sponsorship revenue was unpredictable and received incrementally, creating cash flow challenges and limiting the Chapter’s ability to confidently project annual income. The Sponsorship Kick Off consolidated sponsorship commitments into one structured event, providing immediate and reliable working capital that stabilizes operations from day one of the fiscal year.

What makes this program exceptional — particularly for a Chapter of our size — is the magnitude of revenue generated in a single day.

When the program launched in 2014 for the 2015 fiscal year, the Chapter secured \$33,000 in one day. At that time, it was a meaningful infusion of funds. However, the true impact is reflected in its dramatic and sustained growth:

2023: \$91,228.50

2024: \$104,512.65

2025: \$152,582.00

2026: \$201,668.25

From 2015 to 2026, revenue increased by more than 500%, growing from \$33,000 to over \$201,000 — secured in just one day.

For a Chapter of our size, generating over \$200,000 in a single day is transformative. This upfront funding now represents a substantial portion of our annual operating income and allows the Chapter to begin each fiscal year with financial confidence and stability.

This early infusion of funds has significantly improved financial forecasting and operational planning. With dependable sponsorship revenue secured at the start of the year, the Board and staff can strategically allocate resources, plan programming with confidence, and make informed long-term decisions rather than reacting to financial uncertainty.

The program directly supports Chapter sustainability in several key ways:

Resolves historical cash flow challenges through upfront working capital

Enables multi-year financial forecasting and strategic growth planning

Strengthens fiscal responsibility by allowing leadership to budget conservatively while investing intentionally

Supports employee retention through stable compensation and competitive benefits

Creates financial capacity to implement operational improvements, including event management software that improves efficiency and member service

The Sponsorship Kick Off exemplifies Chapter Operations and Sustainability because it strengthens the Chapter’s internal financial framework, governance, and operational efficiency. It is not simply a revenue event — it is a structured sustainability model that has transformed sponsorship from transactional income into the financial cornerstone of the organization.

By securing substantial revenue in one day, the Chapter has shifted from managing financial uncertainty to operating from a position of strength, scalability, and long-term sustainability.

**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 Sponsorship Kick Off directly advances the mission and vision of both the Chapter and CAI by strengthening relationships within the community association industry, promoting fairness and access, and fostering an inclusive environment where businesses of all sizes can meaningfully participate.

At its core, CAI’s mission centers on building better communities through education, collaboration, and professional support. The Sponsorship Kick Off supports this mission by creating a structured, transparent, and equitable system for vendor engagement — ensuring that opportunities are not limited to those with the largest marketing budgets, but are accessible to the full spectrum of industry partners.

To foster inclusivity and fairness, the Chapter intentionally designed the program with:

Tiered sponsorship pricing to accommodate businesses of varying sizes and financial capacities

À la carte sponsorship options to support smaller or emerging business members

Randomized selection times to ensure equal opportunity in sponsorship selection

A structured process that eliminates favoritism and promotes transparency

This model removes barriers to participation and encourages healthy competition grounded in fairness rather than financial dominance. Vendors are assured that they do not need “big dollars” to be valued contributors to the Chapter. Instead, the program reinforces that every member — regardless of company size — has a seat at the table.

Additionally, the Kick Off provides a unique opportunity for vendors to gather collectively at the beginning of the year, strengthening professional relationships and reinforcing a sense of shared community. The personalized time slots assigned through random selection allow the Executive Director to connect directly with each sponsor, express appreciation, and ensure every participant receives individual attention and recognition.

By creating access across multiple events and price points, the program ensures broad representation throughout the Chapter’s programming calendar. This inclusive structure reflects the diverse makeup of the industry and reinforces a culture of collaboration rather than exclusion.

Ultimately, the Sponsorship Kick Off exemplifies CAI’s values by promoting transparency, equitable opportunity, financial accessibility, and relationship-building — all of which contribute to a stronger, more unified Chapter that serves its diverse membership with integrity and intention.

**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 impact of the Sponsorship Kick Off has been both immediate and far-reaching, creating a ripple effect across Chapter operations, financial stability, membership growth, and vendor engagement.

Operationally, the most significant impact has been financial stabilization. Securing sponsorship revenue at the beginning of the fiscal year eliminated prior cash flow uncertainty and allowed the Chapter to operate proactively rather than reactively. With predictable income in place, the Chapter was able to:

Pay for events upfront, often securing early-payment discounts and cost savings

Strategically allocate funds throughout the year

Reduce financial stress within operations

Rebuild reserve funds, including replenishing a Certificate of Deposit that had previously been utilized during leaner years

This strengthened financial position resulted in a smoother, more confident operational year. Leadership decisions were guided by strategy rather than short-term financial constraints.

The program also had a direct impact on workforce sustainability. With stable funding in place, the Chapter was able to offer competitive compensation and invest in employee retention. This stability reduced turnover risk and ensured continuity in leadership and member service — an essential component of strong chapter operations.

Membership growth followed. As financial stability increased, vendor confidence in the Chapter strengthened. Vendors recognized the organization as structured, forward-thinking, and sustainable — leading to increased interest in participation and sponsorship. More vendors sought involvement, and membership value increased as businesses saw clear return on investment and equitable opportunities for visibility.

Additionally, relationships between the Chapter and its vendor partners deepened. The structured, personalized Sponsorship Kick Off process fostered transparency, appreciation, and accommodation. Vendors felt supported and included, strengthening trust and long-term engagement.

By year-end, the Chapter was not only more financially stable but also more operationally efficient and strategically positioned for growth. The removal of ongoing financial uncertainty allowed leadership and staff to focus on mission delivery, member service, and program quality — rather than cash flow concerns.

Ultimately, the Sponsorship Kick Off transformed the Chapter from managing financial unpredictability to operating from a position of strength. The program enhanced membership value, increased vendor participation, strengthened fiscal reserves, and created smoother, more sustainable Chapter operations — ensuring long-term organizational health.

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

The Sponsorship Kick Off has produced extraordinary and sustained financial growth since its inception, fundamentally transforming the Chapter's financial position and long-term sustainability.

When the program launched in 2014 for the 2015 fiscal year, the Chapter secured \$33,000 in one day. At the time, this represented a meaningful infusion of funds. However, the true impact of the program is best demonstrated by its dramatic and consistent year-over-year growth:

2023: \$91,228.50

2024: \$104,512.65

2025: \$152,582.00

2026: \$201,668.25

From 2015 to 2026, Sponsorship Kick Off revenue increased by more than 500%, growing from \$33,000 to over \$201,000 annually.

Most notably, the Chapter has experienced nearly \$50,000 in additional revenue growth year-over-year in the most recent cycles. The increase from 2024 to 2025 alone exceeded \$48,000, followed by an additional increase of nearly \$49,000 from 2025 to 2026. This level of acceleration demonstrates not only sustainability, but increasing sponsor confidence and program momentum.

For the 2026 fiscal year, the Chapter's TOTAL projected income budget is \$303,475. During the 2026 Sponsorship Kick Off alone, the Chapter secured \$201,668.25 in a single day, representing approximately 66.5% of the Chapter's entire annual income.

For a Chapter of this size, generating more than two-thirds of its annual revenue in one structured initiative is transformational.

This data is significant because it demonstrates:

Sustained multi-year growth — not a one-time spike

Predictable and increasing revenue streams that strengthen financial forecasting

The ability to begin each fiscal year with the majority of income secured, dramatically reducing financial risk

Accelerated sponsor confidence and engagement, reflected in rising investment levels

Organizational scalability, proving the model grows alongside the Chapter

A shift from financial vulnerability to operational strength

The near-\$50,000 annual increases in recent years provide expanded capacity for operational improvements, reserve rebuilding, employee retention, and technology implementation. Rather than managing uncertainty, leadership can confidently forecast, allocate resources, and invest in long-term growth.

The financial trajectory illustrates that the Sponsorship Kick Off is not merely an event — it is the financial cornerstone of the organization. For a Chapter of this size, these gains are not incremental; they are transformative. The program has evolved into a sustainable revenue engine that continues to expand year after year, fundamentally reshaping the Chapter's stability, scalability, and future.



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