

Page: Entry Information

Chapter

CAI Kentucky

Chapter Size

Small (50-260)

Category

Public Affairs

Program Name

WAVE 3 Community Outreach

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)

Since we are a small chapter, the greatest thing we struggle with is building brand awareness. To help get our name out there to the public and the services we offer both locally and nationally, CAI-KY did a series of local TV interviews to promote events and what CAI-KY does. The TV interviews were on Wave3 News Listen's Live on March 14, 2025 and May 12, 2025.

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)

This program met the mission of fostering an inclusive environment by affording us the opportunity to explain CAI-KY's motto "Empowering Communities, Enriching Lives." In the May 12, 2025 interview CAI-KY President Jared Gibson explained that CAI-KY is designed to assist: "Community Association Board Leaders, management companies, business professionals, property managers, to come together to learn best practices to run their communities and identify business partners to help with problems that arise." The invitation was extended to both members and non-members to check out what we are all about at our upcoming luncheon.

In the March 14, 2025 interview, we helped establish why we are the "go-to organization when it comes to HOAs." CAI-KY Vice President Billy Merrifield, attorney, explained the two main benefits as educational and networking. Billy noted there is "no easy searchable database for HOAs and community association leadership can get to know each other and bounce ideas off each other." Billy explained that we offer bi-monthly lunch and learns and educational webinars and material through the national office as well to implement and improve their own community associations. Billy also explained the networking for business partners is key as well where we go "over and beyond" to illustrate service providers that often specialize in HOAs and community associations such as insurance providers and attorneys to know who to contact. Advocacy efforts through CAI-KY were noted for the upcoming Almost Free Legal Advice Luncheon where members and non-members can learn best practices from local experts in the field. Free admission to this lunch and learn were offered for the first 5 people who contacted the CED and mentioned the WAVE 3 interview as well.

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 noticed a bump in membership after the WAVE 3 TV interviews. In February 2025, we had 184 members. In April 2025, after the first interview in March, we noticed membership increased to 200, and in June, after the May interview, we noticed membership increased by 204. In total, as of January 2026, our membership has increased by 18 percent since the TV interview alone. As of January 2026, we have a total of 217 registered members of our chapter.

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

In total, as of January 2026, our membership has increased by 18 percent since the TV interview alone. As of January 2026, we have a total of 217 registered members of our chapter.

We also noticed a bump in attendance to our bi-monthly luncheons directly after the WAVE3 TV interviews. In 2025, we had anywhere from 35-55 attend our luncheons, but in April, we had 88 and in June, 84 attendees.

In 2024, we were hovering around 145 members, but our dramatic increase in membership in 2025, especially after the WAVE3 TV interviews, shows how our advocacy efforts paid off to get our name out there to the public.

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

While our former CED Susan Lugo who assisted with this effort last year is no longer with us, we have a new CED Shelley Spillman who holds a bachelor's degree in journalism from Indiana University and more than 8 years of non-profit management experience. Going forward, the board decided to not lose momentum it was important to hire a new CED with marketing and membership growth experience, and we have confidence that Shelley will help us continue our outreach and growth goals.

We are also making 2026 a fun year of celebration to capitalize on the chapter's 20-year anniversary with an 2000s themed annual showcase, themed awards and recognition of prominent members and business partners, and publications.

Since our goal this year, is to not only increase membership by 10 percent but also have our membership retention at 80 percent, we understand the importance of personal relationships to achieve this goal. Board members will continue to develop relationships with sponsors and members, assess how they felt about events, conversations about what members would like to see, or luncheon topics that would be helpful. We have been emailing registrants for our luncheons prior to the event to see if they have any questions in particular, they want the panel to discuss. We are reiterating that we want our members to engage with the chapter to get the most out of their membership. Our new CED Shelley also excels at customer service and will put this at a main focus of her work for the chapter to build those relationships. We are working to improve our social media presence and branding.

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

fileUpload2

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