

<b>Page: Entry Information</b>
<b>Chapter</b> CAI Minnesota Chapter
<b>Chapter Size</b> Very Large (761-1200)
<b>Category</b> Chapter Operations and Sustainability
<b>Program Name</b> Green Magazine Program
<p><b>Each question is worth 20 points and will be scored using the following rubric:</b></p> <p><b>(1-5) Poor</b> Didn't effectively answer the question</p> <p><b>(6-1) Fair</b> Answered the question</p> <p><b>(11-15) Good</b> Answered the question with more detail</p> <p><b>(16-20) Excellent</b> Went above and beyond with proven results and visible data</p>
<p><b>Describe the program and why it fits the category. (20pts)</b></p> <p>The Minnesota chapter of CAI (CAI-MN) has had a longstanding tradition of producing a quarterly magazine known as Minnesota Community Living. The magazine serves as a valued informational resource for our members addressing relevant and timely topics impacting the Minnesota HOA industry. The magazine is also a revenue-generating vehicle for the chapter courtesy of business partner member advertising. In keeping with the chapter's commitment to delivering quality education, the magazine has historically been printed and mailed to all members of CAI-MN as well as non-member homeowner associations throughout the State of Minnesota.</p> <p>Over the past several years, the Minnesota chapter has grown in size due to new members. The magazine has increased in number of pages as well – and the associated printing and postage costs have increased accordingly. In an effort to control those costs, CAI-MN elected to embark on a 'Green Magazine' program in 2024 whereby members will continue to receive the printed magazine in the USPS mail but non-members will no longer do so. Instead, CAI-MN is mailing a postcard to those non-member associations to alert them that the latest quarterly magazine is available electronically on the chapter's website. This move has helped to sustain the chapter's financial wherewithal while still delivering on the mission of providing education to homeowner associations. The postcard also allows CAI-MN to promote the benefits of membership with these non-member homeowners and is expected to induce some of them to join CAI.</p> <p>The Green Magazine program is ideally suited for the Chapter Operations and Sustainability award category because it is aimed at sustaining the chapter's financial resources. Not only will the transition to electronic delivery of the magazine to non-members help to ensure the chapter's long-term sustainability, but the move will also help to favorably impact the environment by reducing the amount of printed material entering the landfill.</p>
<p><b>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)</b></p> <p>While a cost-saving measure, the Green Magazine program was conceived purposefully to allow CAI-MN to continue to deliver on the Chapter's mission of serving as the educational resource for community associations throughout Minnesota. Rather than cutting off non-members entirely, they will continue to benefit from the educational content put forth in the magazine – albeit in a more cost-effective and environmentally-friendly manner.</p> <p>The cost savings will help to further the chapter's mission of providing the education, networking and legislative leadership necessary to run competent and prosperous community associations throughout Minnesota.</p>
<p><b>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)</b></p> <p>The impact of the Green Magazine program has been considerable. After learning of the program, which targeted non-members, a number of members applauded the sustainability initiative and expressed a preference for receiving the magazine electronically as well.</p> <p>The Green Magazine program effectively allowed the Chapter to reduce costs while accommodating member preference and favorably impacting the environment.</p>
<p><b>Provide quantifiable data supporting the rationale for success. Include why this data is significant. (20pts)</b></p> <p>Implementation of the Green Magazine program allowed the Chapter to significantly reduce the magazine print quantity from 4,000 magazines per quarter previously to a quantity of 1,500 under the new program. Even with the added costs for printing and mailing the quarterly postcard to non-members, the combined printing/postage costs for the quarterly magazine have been cut in half.</p> <p>The chapter has achieved a projected annualized savings of \$36,000 without compromising on its mission of providing quality educational offerings to homeowner associations throughout Minnesota.</p>

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

Electronic mail is a more sustainable option, especially when considering the long-term effects of paper waste and resource depletion. Therefore, CAI-MN will continue to encourage electronic delivery of the Minnesota Community Living magazine to its membership in an effort to favorably impact the environment. A byproduct of the electronic delivery method will be reduced spending, which will allow the chapter to explore delivery of additional benefits on behalf of its members.

Taking the Green Magazine program a step further, CAI-MN plans to conduct an outreach initiative with non-member homeowner associations to incentivize them to opt in to an eblast announcement in lieu of the quarterly postcard to further reduce printing and postage costs. CAI-MN will also continue to drive members and non-members alike to the chapter's website to access archived magazines and other valuable resources.

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?**

**fileUpload1**

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