

**Page: Entry Information**

**Chapter**

CAI Ohio Valley Chapter

**Chapter Size**

Small (50-260)

**Category**

Out of the Box

**Program Name**

CAI Ohio Valley Holiday Luncheon & Annual Meeting

**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)**

For many years, the Holiday Luncheon and Annual Meeting had been held as a necessary "good practices" event where we elected new officers. However, the static event had grown tired and existed without a lot of pomp and circumstance so to speak. While it did attract a regular type audience, its energy was a tad lackluster and it seemed to lack some character, that better matched the more engaging brand appeal we have today.

Additionally, as the culminating event of our fiscal/calendar year, we knew we wanted to build on the momentum of our earlier programs and attendance and end the year on a very high and positive note.

We set the following goals to augment the regular content of simply eating and holding the annual election:

\*Offer relevant, educational content

\*Engage in a public service activity

\*Provide an interactive membership engagement element

\*A public service component

\*Add some whimsy and fun

To accomplish this, we leveraged the involvement one of our members had with the Stray Animal Adoption Center. We invited a representative from their organization to present to the group during the meeting. We promoted to our attendees in advance a collection activity of much-needed dog and cat food. We collected the food onsite at our meeting, gave extra door prize tickets to those who donated, and distributed out donations to the shelter, to combat their deficit.

To help provide additional excitement for the event, we asked members to submit their cute pet photos and promised (and delivered) that we would display them in a slideshow presentation at the event.

Additionally, we created a pet names icebreaker activity, developed a pet trivia contest, and sought door prize donations from our chapter annual sponsors.

Finally, we also made it possible for the adoption center to bring animals onsite to our event so our attendees could interact with them.

**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)**

When we determined that we wanted to include a public service element and donation collection activity as part of this event, we spent a lot of thoughtful time trying to determine the most appropriate and broad-reaching cause. As a homeowner's association, some options we considered promoting included a collection for homeless organizations and children's shelters. Other options explored were connected to additional organizations with whom our board members were involved. While none were particularly controversial in any way, we did want to ensure that we were focusing on a cause that could seemingly be very benign (especially in the current uncertain political and social environment) and practically universally loved. Of course, everyone jumped on the four-legged furry companions as the perfect combination of a real cause, but also one that could be quickly understood and easily appeal to heart-strings and make most people feel generally good about helping; not to mention a great, fun way for people who might normally find "annual meeting stuff" boring, to not be bored or disengaged.

**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)**

Well, this is a fun section to answer. In addition to electing our new officers and having an engaging holiday luncheon, one of our members, Julie Pugh, actually adopted one of the animals from the luncheon - a sweet little puppy named Happy.

We had a high-attendance, high-energy program that day with nearly 50 participants.

Sponsors brought door prizes, which added to the element of fun.

We collected and donated a trunk full of dog and cat food.

We also had a lot of time during the year to focus on the extra engagement for the event because we reinvigorated our Programs Committee and planned all of our programs for the year at the beginning of the year; so by the time we got to this event, we had time to actually add the bells and whistles and give the event some programmatic legs, instead of running out of time because we were still focusing on the basics.

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

In addition to the solid attendance, engaged sponsors, and all the donations, we gained some valuable confidence and excitement for our Programs Committee, who helped plan and execute an event in a way that curated an attendee experience from before they even got onsite. The promotional materials were cute, professional and impactful. The pet photo collection in advance facilitated several fun and easy touchpoints with our members during an already busy time of year, when a message about a perceived "boring" election might have been lost. We were able to take other photos at the event which were heartfelt and engaging.

Despite our efforts at creating the Pet Names icebreaker game and the Pet Trivia game, we actually ran out of time to do this on the day of the event. People were having so much fun mingling with the furry friends onsite and adding their donations to the collection table, that we made an onsite strategic decision to hold those activities for another time. Even though we were excited to do them and put a lot of energy and thought into them, we quickly realized that members were enjoying the organic interactive moments they were having. As an added-bonus, we now have two easy and ready-to-go activities that could be incorporated as just-in-case filler, should a speaker ever cancel, or activities that could be implemented as an extra element at an upcoming event.

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

We already have topics and speakers booked for our regular programs for 2025. As such, we are beginning conversations now during our monthly Programs Committee meetings for what we can do to continue to make the Holiday Luncheon/Annual Meeting fun and engaging. We expect to have this solidified by the end of this quarter and the plan likely includes surveying our members about causes they care about.

Additionally, believe it or not, our chapter didn't have a social media presence until about a month or so ago, and we just finished creating a video slideshow of photos from that event that we will be putting on social as a fun reminder of all the great stuff we did that day. (Everyone knows pet photos are always looked at on social media!) This photo and video content is a great way to leverage engagement.

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

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