

Application: 8729

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Page: Entry Information
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Chapter CAI Alabama Chapter
Chapter Size Small (50-260)
Category Public Affairs
Program Name Charity Golf Tournament
<p style="text-align: center;">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</p>
<p>Describe the program and why it fits the category. (20pts)</p> <p>We held our 4th Annual CAI Alabama Charity Golf Tournament last year. It has grown tremendously since we held our first golf tournament in 2018. The golf tournament has been a great way to promote CAI publicly every year. Last year's golf tournament especially created excitement towards CAI Alabama and also a bond between many of our chapter members that attended the golf tournament.</p> <p>We learned a lot over the years, but especially last year we implemented bigger changes to our sponsorship levels and pricing which ultimately helped us raise more money, not just for our chapter but also for a charity that we pick every year.</p> <p>Next to increasing the price of a foursome from \$400 to \$600 last year, we also added a \$3000 title sponsorship, \$500 scorecard sponsorships as well as several contest prize sponsorships. The increase and addition of sponsorship opportunities helped us raise more money last year.</p> <p>Last year's golf tournament charity was called "Sleep in Heavenly Peace", an organization that provides beds for children who don't have their own bed. The organization had a bed that they normally build with their volunteers set up in the Awards Lunch banquet room for everyone to see. Hearing the President of Sleep in Heavenly Peace Birmingham Chapter speak about what they do during the Awards Lunch touched many players.</p>
<p>How did this program meet the mission and vision of the chapter and CAI as a whole? (20pts)</p> <p>The golf tournament meets the mission and vision of the chapter and CAI as a whole in several ways:</p> <p> PUBLIC AWARENESS A Golf Tournament is an ideal way to publicly promote CAI and CAI Alabama every year to prospective members, especially prospective business partners that get recruited to be part of the golf tournament as a sponsor or player and often after the golf tournament experience join or stay involved with the chapter in another form.</p> <p> BUILDING COMMUNITY AMONG CHAPTER MEMBERS A day on the golf course is so much fun and provides great networking opportunities for our members.</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.) (20pts)

The golf tournament impacted our chapter and our members in many ways!

|| ENERGIZED MEMBERSHIP ||

Last year's golf tournament especially energized our members and our chapter as a whole. We received so much great feedback from everyone!

|| PUBLIC AWARENESS ||

Several of the players on the foursomes were not members. This was a great way to show them what and who CAI Alabama is. Also, chapter posts about the golf tournament performed overwhelmingly well and were liked and shared by members.

|| FINANCIAL IMPACT ||

The golf tournament raised \$8000 for the chapter next to giving \$3000 to last year's golf tournament charity Sleep in Heavenly Peace.

Please provide quantifiable data supporting the rationale for success. (20pts)

|| ATTENDANCE ||

We grew the number of foursomes from our first golf tournament with only 9 foursomes (36 golfers) to last year's golf tournament with 22 foursomes with a total of 88 golfers. This represents a 144% increase in golfer attendance / foursomes. Also, we had 10 holes sponsors exhibit and we even had three spectators join us for a part of the day! At the awards luncheon we had well over 100 people in the room, which was an amazing feeling!

|| DONATION TO CHARITY ||

Over the years we have increased our donation to our golf tournament charity. Last year we were able to give \$3000 to Sleep in Heavenly Peace, which represented 25% of the net revenue. Please see the attached golf tournament budget.

While we are a small chapter with a small budget, we could have definitely used all of the proceeds raised from the golf tournament but having a charity component to our golf tournament has made the golf experience for everyone extra special and meaningful. After the golf tournament the CAI Alabama Serve Team Committee organized a Serve Day with Sleep in Heavenly Peace and our members got to help build beds – this was an incredible and meaningful serve opportunity and was a great way for CAI Alabama to give back to our community.

|| POSITIVE NET REVENUE AFTER DONATION ||

In 2022, the golf tournament reached a positive net income after donation of more than \$8,000 which was 170% more than what we ended up with at the previous' years golf tournament. \$8,000 is a lot for us as a small chapter - it represented 8% of our annual chapter budget! Please see the attached golf tournament budget.

|| SOCIAL MEDIA REACH ||

The posts for the golf tournament on Facebook and Instagram combined had over 800 impressions, over 70 post engagements, over 70 likes and reactions as well as 23 shares.

Based on the results, will the program be a regular part of the chapter's programs in the future and why? (20pts)

Absolutely! The golf tournament has become a well liked and anticipated event and we anticipate doing golf tournaments in the future. So far, all our golf tournaments have been held in Birmingham but that might change in the future as we might start rotating the golf tournament from one region to another region every year.

Also, the golf tournament is a great fundraiser for our chapter and proceeds raised from the golf tournament will help keep us from raising our annual chapter sponsorships too much every year, lets us keep event ticket pricing low for our members, and gives us the ability to fund free event tickets for first-time guests!

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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<https://www.youtube.com/watch?v=4ppLSvCVHrk> (<https://www.youtube.com/watch?v=4ppLSvCVHrk>)

Thank you for your submission! We encourage you to submit another program in a different category.