

Application: 9957

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Page: Entry Information

Submitted By

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Chapter

CAI Alabama Chapter

Chapter Size

Small (50-260)

Category

Public Affairs

Program Name

CAI Alabama's International Community Association Managers Appreciation Week

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)

We were so excited when CAI National established June 13th as International Community Association Managers Day! As a small chapter with a statewide mandate, we had just recently expanded our programming throughout the State. We were not just limited on funds, but had historically been limited in our reach to just the Birmingham area. With our expansion efforts that we started in 2023, which included the establishment of four regional councils and a minimum of four events in each region, we had already built a great network in the new regions by June 2023. Therefore, we decided to turn the 2023 International Community Association Day into a week-long AND state-wide celebration that would capitalize on the momentum we had built and further develop CAI Alabama's relationship with a broader constituency within the State.

In addition to sending an email to all managers the day of International Community Association Managers Day and making a "Happy International Community Association Managers Day" post on Facebook and Instagram, we celebrated International Community Association Managers Day throughout the state by:

1. Interviewing Managers from each region of our state on why they loved to be a Community Association Manager and spotlighting them in posts throughout the week on Facebook and Instagram.
2. Having local business partner members in each of our regions visit managers and management company members and deliver donuts (and/or other treats) with the same CAI Alabama Happy International Community Association Managers Day sign attached on top of the box!
3. Having Business Partners share photos from their manager/management company visits that we then shared again on CAI Alabama's Facebook and Instagram page.

How did this program meet the mission and vision of the chapter and CAI as a whole? (20pts)

CAI and CAI Alabama's mission is to be the go-to resource for all community association managers in Alabama, whether they live in the north, the south, the east, the west or central part of the state. Having already held at least two of the four events planned for each region by June 13, 2023, we felt that bringing the International Community Association Managers Day celebration to managers and management companies in each region would be a great opportunity for CAI Alabama to strengthen our relationship with managers and management companies and to keep/get them engaged with the chapter then and in the future.

Also, spotlighting managers and showing photos from the state-wide manager visits on social media was a great way for CAI Alabama to broadcast to the world outside of the community association industry, the value that community association managers bring to their communities and CAI Alabama's appreciation for them.

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 program has impacted our chapter and our members in several ways.

|| MEMBERSHIP VALUE ||

Being included in the International Community Association Managers Day Celebration is the icing on the top of the member benefits that CAI and CAI Alabama are already bringing to managers.

|| BETTER CHAPTER/MEMBER RELATIONSHIP||

Celebrating International Community Association Managers Day by visiting managers and management companies creates another touchpoint for CAI Alabama with its manager and management company members and reinforces the chapter/members relationship.

|| PUBLIC AWARENESS ||

Posting about CAI Alabama's International Community Association Managers Day celebration efforts on social media gave CAI Alabama additional positive content to share around HOAs and Condominiums and a way to show to the world how amazing community association managers are and how hard they work day-in and day-out for their communities.

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

|| MEMBER FEEDBACK ||

While the feedback is not quantifiable, managers communicated to either the business partners or to the CED that they felt appreciated and enjoyed receiving the donuts! Also, the business partners told us that they enjoyed being given a role in CAI Alabama's Community Association Managers Day Celebration.

|| COST EFFECTIVE CELEBRATION ||

The cost of the celebration was only the time of the CED creating a list of managers and management companies and matching them up with local business partners as well as some printing/mailling costs. The business partners purchased and paid for the donuts and other treats that they brought to the managers/management companies.

|| SOCIAL MEDIA POST REACTIONS ||

We made a total of 16 posts across Facebook and Instagram with a combined reach of 1929, 286 engagements, 149 likes and reactions and 7 shares. Please see the attached social media summary.

How can you improve this program going forward? (20 pts)

Having received so much positive feedback from managers and business partners, we plan on celebrating our managers throughout the state with the same cost-effective approach again in 2024. While we might have the funds/time to have the Chapter CED and Board Members visit managers/management companies in the future, it is a nice way for the Chapter to get business partner members a chance to be part of CAI Alabama's International Community Association Managers Day Celebration as well. It felt like it was a win-win for all parties involved.

In the future, we might consider visiting more non-member management companies in order to reach more community association managers.

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

No File Uploaded

fileUpload3

Download File (<https://caiawards.secure-platform.com/file/16878/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNjg3OCwiYWxsYXNpdOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9y03%20CAI%20AL%20CAM%20Appreciation%20Week%20Photos.pdf>)

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Download File (<https://caiawards.secure-platform.com/file/16877/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNjg3NywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbn9y;02%20CAI%20AL%20CAM%20Appreciation%20Week%20Sign.pdf>)

Would you like to share a link?

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