

MINUTES FROM CHAPTER COMMUNIQUÉ

7 May 2008

Roundtable Discussion on Fundraising Ideas – contact specific chapters for information

Chapter Meetings

- Always allow time for member networking at any meeting
- Conduct meetings on a schedule that best works for members whether that's using a set schedule or rotating the schedule as well as the location; providing advance notice of meeting times and locations is very important
- Timing of meetings varies from chapter to chapter and runs the gamut from breakfasts, lunches, receptions, to dinners; the most important element in making this decision is the members' wishes
- Offer Professional Development programs and user/client presentations as a draw for members and guests
- Consider hosting webinars at chapter meeting, followed by discussions of the topic – CMAA offers webinars on many topics as do other organizations (Minnesota)
- Acquire other associations' mailing lists to solicit attendance (Minnesota)
- Create a sign-in roster to use for soliciting non-members and guests for future meetings and programs. . .and hopefully joining CMAA (Southern California)
- Encourage all speakers to join CMAA and present non-member owner speakers with CMAA's honorary one-year owner membership whenever possible

Money Management

- Being able to collect on meeting and event fees is most important
- Increase prices to include profit for the chapter above and beyond the actual cost of the program/event – even \$5-\$10 per person adds up
- Utilize a form of direct credit card payment for meetings/events, which means members are paying in advance; advance payment encourages attendance as well as allowing the chapter to keep the fees from no-shows rather than going in the hole after paying for the non-attendee. Attendance fees can be raised to include the cost of these services; members like the ability to pay in advance by credit card. (National Capital, Colorado, Southern California)
 - Eventville – Steve Bohlayer (301-570-7096; stephenbohlayer@eventville.com); website is www.eventville.com
 - Acteva: Contact an Acteva Salesperson for details at (877) 933-4730 or view the website at <http://www.acteva.com/>
 - PayPal for Small Not-for-Profit groups: contact Heather at 866-445-3167, x38713

Fundraising Ideas

Always allow time for member networking at any event

- Local Project Tours – include commentary by a CM on the project itself during the tour (National Capital, Colorado)
- Silent Auctions – very profitable with very little outlay by the chapter and services as well as actual items can be auctioned (National Capital, Southern California)
- Golf Tournaments – can be very profitable, but do require work on the part of the chapter to set it up and manage it on the day of the event (National Capital, Southern California, Colorado, Metropolitan New York/New Jersey)
- Awards Dinners – can be used to raise general chapter funds or to benefit scholarship programs (Metropolitan New York/New Jersey, National Capital, Southern California)
- Industry Dinners – focus on a specific segment of the industry and provide a program with clients speaking about their work (Southern California)
- Owners' Nights – recognize and honor local owners with awards and solicit dinner table sponsorships (Southern California)
- Breakfast of Champions – use an industry problem as a topic and provide lots of networking with the owners and clients (Southern California)
- Skeet Shooting (Colorado)
- CMAA Standards of Practice Review Course – co-host with National and split the profits (Colorado)
- Year-long sponsorship opportunities – offer sponsors visibility in chapter newsletters or during programs and events throughout the year (National Capital)
- Combination Programs – combine an outing to a sporting event with a program about the sporting venue itself prior to the game; members can bring families, thereby increasing the numbers of tickets sold (Metropolitan New York/New Jersey)