



2021 Chapter Idea Fair

September 12–14, 2021 | Entries Due August 23, 2021

The 2021 Chapter Idea Fair competition will be held during CMAA's annual Leadership/Legislative Conference (LLC) from September 12–14. Entries will be accepted online until August 23, 2021.

Winning chapters will be recognized at LLC for their achievement. Additionally, one chapter's idea will be acknowledged as "Best in Show" and will receive a \$1,000 education grant from The Club Foundation. All winners will be recognized on CMAA's website and in other Association publications as well as at CMAA's World Conference and Club Business Expo in San Diego, CA, February 19–23, 2022.

Submit Your Entry Online

Please fill out the online Chapter Idea Fair Entry Form by visiting <https://www.cmaa.org/resources/chapters/ideafair/index.html>. This will automatically send your information to CMAA Headquarters.

New this year: CMAA will print your board(s) for you. You do not need to print and ship them.

Judging Criteria

- Creativity/clarity/content
- Transferability of idea/method to other chapters
- Uniqueness of idea

Entry Criteria

- All entries must be submitted online.
- Boards must be identified by category and include a brief description of the idea.
- CMAA will be printing entries on standard size poster boards (22"x28") for display on site. To preserve the quality of your entry, please submit a high-resolution PDF.
- Entry boards must be submitted in portrait format.

For further information, contact:

Erica Benjamin at 703-739-9500 or erica.benjamin@cmma.org.

2021 Categories

- 1. Special Interest Groups (SIGs)/Member Communities:** Chapter support/alignment of and/or events for CMAA's SIGs (i.e., Wine Society, Women in Club Management, Yo Pros, Yacht Club Managers, City Club Managers, etc.).
- 2. Chapter Communications:** Websites, social media, print pieces, club board outreach strategy.
- 3. Governance:** Board orientation/onboarding, strategic planning, board recruitment/succession planning, policy manuals, committee structure.
- 4. Education:** Planning, creativity, logistics, preparation, format, promotions and evaluation for/of chapter programs, virtual events.
- 5. Membership Engagement:** Member recruitment campaigns, new member orientation, surveys, retention efforts, social programs, peer-to-peer mentoring, etc.
- 6. Community Outreach:** Philanthropic and community programs, media outreach, effective press releases, use of social media, etc.
- 7. Student Chapter Engagement:** Events, activities, scholarships, promotion of the profession, etc.
- 8. Diversity, Equity, and Inclusion:** Chapter advocacy and awareness, task force/committee creation and strategy, education topics/workshops, mentoring, career development and opportunities, and leadership pipeline.

Participation in the Chapter Idea Fair does not necessarily merit an award.