



2020 Idea Fair for Chapters

September 9–10, 2020

The 2020 Idea Fair for Chapters competition will be held virtually during CMAA's annual Leadership/Legislative Conference (LLC) from September 9–10. Entries will be accepted until 9:00 a.m., on August 31, 2020.

Winning chapters will be recognized at an LLC session 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 Tampa, FL, March 10–14, 2021.

Submit Your Entry Online

Please fill out the online Idea Fair for Chapters Entry Form by visiting <https://www.cmaa.org/resources/chapters/ideafair/index.html>. This will automatically send your information to CMAA Headquarters and help us get all of the entries online more quickly and efficiently.

Judging Criteria

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

Qualifications Criteria

- All entries must be submitted online.
- Upload a picture (.jpg or .jpeg format) that enhances or helps explain your idea. Please include your category and Chapter logo in your picture presentation.

New This Year:

Winners will also have an opportunity to discuss their winning entries during LLC.

For further information, contact:

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

2020 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, crisis communications, board orientation/onboarding, club board outreach strategy.
- 3. Education:** Planning, creativity, logistics, preparation, format, promotions and evaluation for/of chapter programs.
- 4. Membership Engagement:** Member recruitment campaigns, new member orientation, surveys, retention efforts, social programs, peer-to-peer mentoring, etc.
- 5. Community Outreach:** Philanthropic and community programs, media outreach, effective press releases, use of social media, etc.
- 6. Student Chapter Engagement:** Events, activities, scholarships, promotion of the profession, etc.
- 7. Breakthrough Ideas:** What did your chapter implement during the pandemic that you plan to continue to do?

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