

CASE STUDY: Member Engagement



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Organization Profile

- Minnesota Chapter of national property management association.
- Annually celebrates members and industry partners.



AMC Profile/Overview

- Professional management and consultation services
- 22 state, regional, national and international associations, societies and foundations.



Challenge

- Interest and attendance at annual member celebration and awards ceremony had been decreasing each year.
- Social committee wanted to grow the celebration from a casual after-work networking get together to a must-attend social event, to include sit-down dinner, gaming, and live entertainment.

Actions Taken

Step 1 Staff and volunteers re-envisioned and budgeted the expanded event.

Step 2 Created compelling sponsorship packages; volunteers solicited partners to sponsor.

Step 3 Staff developed comprehensive marketing campaign to raise awareness and build excitement for new format.

Step 4 Executed event to include red carpet, casino games, dueling pianos, giant check presentations for scholarships.

Goals

- Increase attendance – both property managers and industry partners
- Create “buzz” that would last beyond the event

Results

- 160% increase in sponsorship revenue over previous year.
- 20% increase in attendance over previous year.

Insights/Learnings

- Though there was some pushback from sponsors to moving event to Friday night, members enjoyed bringing a “plus one” and having a more social atmosphere, and members from outside the Twin Cities were more likely to attend.

“I know I speak for everyone when I say THANK YOU... You're helping to put us on the map as one of the stronger chapters.”

Anna Javellana, Social Committee Chair