

3rd Annual CAHIP March Madness Membership Campaign

Get ready for an exciting and competitive month with CAHIP's 3rd Annual March Madness Membership Campaign! This year, we're switching things up by introducing three dynamic categories to score points and energize our 10 local chapters. Let the games begin!

Campaign Overview

The campaign runs throughout February and March, giving chapters the chance to engage members, recruit new faces, and amplify CAHIP's presence. **Points are earned across three categories: Member Engagement, New Member Recruitment, and Social Slam Dunk.** The chapter with the highest points at the end wins bragging rights and special recognition!

New Member Recruitment



- Submit New Member Application: **5 point per new member**
- Participate in the **Call-a-Thon**: March 21, 10:15 - 10:45 am log onto Zoom and make phone calls to recruit new members. **Earn 3 point for participation.**

Member Engagement



- Complete Membership Survey: **1 point per completed survey**
- Bring a Friend to a Meeting: **1 point each time you bring a guest in February or March**

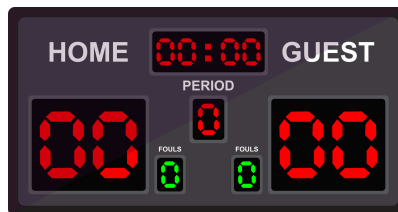
Social Slam Dunk



- Share Posts from the CAHIP LinkedIn Page: **1 point per verified share**
- Bonus points for creative photo submissions or posts highlighting chapter events (details announced during the campaign) **#CAHIPPlayoffs**

How to Track Points

Digital Leaderboard/Weekly Updates: A shared Google Sheet will be available for chapters to see their scores weekly. Chapters will receive email updates with current scores and standout performers.



Submission Forms: Chapter leaders will submit member engagement and recruitment activities through a simple online form.

How to Track Points

Social Media Tracking: Points for social media shares will be verified for LinkedIn weekly. Share must be made in the same week it was posted.
Bonus points: #CAHIPPlayoffs

Bonus Challenges

Keep an eye out for surprise bonus challenges throughout the campaign, such as:

Double Points Day: Earn twice the points for specific actions on designated days.

Trivia Challenge: Participate in CAHIP-themed trivia for extra points.

Photo Contest: Share creative photos from chapter events to earn additional points.

Recognition and Prizes

The chapter with the highest points at the end of the campaign will receive special recognition and exclusive prizes at the next CAHIP event. Don't miss this chance to showcase your chapter's spirit and dedication!

Let the Madness Begin!

Get your members engaged, bring in new faces, and light up social media. We're counting on your chapter to bring the energy and make this the best March Madness Campaign yet!