

Credit Education Resources Foundation Grant Application

Date: October 1, 2015

Requestor Name: Credit Professionals International – Hutchinson, Kansas (“Hutch Bunch”)
Linda Zenor, President
Hutchinson, Kansas / District 7 & 9
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Project Name: Membership Marketing

Project Term: January 2016 – December 2016

Project Manager: Lacy Stauffacher, Membership Committee Chair
Hutchinson, Kansas / District 7 & 9
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Project Cost: \$5,000

Amount Requested: \$5,000

Requestor Funds Contributed: N/A

Purpose of Grant

The Credit Professionals International – Hutchinson, Kansas local association is seeking to revive its networking capacity by implementing heavy recruitment in the Hutchinson and surrounding Reno County communities. The Credit Education Resources Foundation grant funds will allow our local association to cover marketing expenses necessary to attract new members and ultimately increase membership in Credit Professionals International.

Project Details

The Credit Professionals International – Hutchinson, Kansas local association (also referred to as the “Hutch Bunch”) currently contains nine active members. While this is an increase in numbers from last year, there is great concern about dwindling participation from years past and sustainable participation for years to come. In an effort to rejuvenate the association, the “Hutch Bunch” is proposing aggressive marketing strategies to invite active community members and industry professionals to join Credit Professionals International.

The Hutchinson / Reno County Chamber of Commerce has been identified as a primary resource for multiple marketing opportunities. Through monthly breakfast/luncheon meetings, the annual

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board of director meeting, and other special events, there are numerous opportunities to share information with chamber members. Events range in attendance from 100 to 700+ and include a variety of advertisement methods (printed materials, radio ads, short promotional speeches, etc.).

This volunteer-driven organization is made up of nearly 1200 members, including employees and business owners of companies, corporations, small businesses, and non-profits in Reno County. Through community partnerships, the organization works to maintain and improve the area's economy and quality of life through recruitment of new business and support of existing business. The "Hutch Bunch" strongly believes the opportunity to market to this active sector of the business community will be significantly advantageous to the association.

Project Budget

The requested funds will be used to cover membership dues, sponsorship fees, exhibit booth rentals, printed materials, and promotional items associated with the Hutchinson / Reno County Chamber of Commerce. The funding provided by Credit Education Resources Foundation will give the "Hutch Bunch" the opportunity to target chamber members and vie for attention in Hutchinson and surrounding Reno County communities.

Budget Breakdown

\$440	Chamber Membership Fee + 2 "Flash Pass" admission tickets.
\$1,450	Chamber "Action Pak": includes mass mailing to 1200+ chamber members two times per year and printing cost for one-page, two-sided, full-color advertisement.
\$850	Chamber Membership Breakfast/Lunch Sponsorship: includes recognition in advance and at event, 20 pre-event radio spots, promotional display on all tables, and short promotional speech or audio/visual presentation.
\$210	Chamber "Lunch and Learn" Sponsorship: includes recognition in advance and at event, promotional display on registration table, and 4 admission tickets.
\$750	Chamber Annual Meeting – Silver Sponsorship: includes 6 admission tickets, one exhibit booth, and recognition in event program.
\$750	Chamber "Business After Hours" Sponsorship: includes recognition in advance and at event and 20 pre-event radio spots.
\$550	Promotional items and additional printed materials
\$5,000	Membership Marketing Expenses

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Project Time Line

Project implementation will begin as soon as possible and continue through December 2016 (or until available funds have been exhausted). The “Hutch Bunch” plans to utilize the Chamber “Action Pak” mass mailing two times per year and to participate in at least one chamber event each quarter. In an effort to promote the Credit Professionals International District 7 & 9 Conference hosted in Hutchinson mid-April 2016, first quarter marketing will be of utmost priority and will require immediate action.

Project Outcomes

Project outcomes will be measured by record of monthly meeting attendance and new membership documentation. Success of the project is defined as 80% member participation in monthly meetings and 60% increase in new members by December 31st, 2016.

Project Sustainability

The funding provided by Credit Education Resources Foundation will be used to cover marketing expenses for the year of 2016. With the success of the project, the Credit Professionals International – Hutchinson, Kansas local association will reap the benefits of increased membership, networking connections, and educational resources and will obtain a new level of self-sufficiency. Through effective marketing, new life will be infused into the association and will offer expansion opportunities for the association.

Conclusion

The Credit Professionals International – Hutchinson, Kansas local association desires to attract new members and ultimately increase membership in Credit Professionals International. Connection with the leading local marketing resource, the Hutchinson / Reno County Chamber of Commerce, provides opportunities for significant publicity to currently active community members and industry professionals. Funding is necessary to cover chamber event membership and events, and the “Hutch Bunch” is requesting these funds from the Credit Education Resources Foundation.