



The annual Chapter Merit Award program is an opportunity for our chapters to highlight their tremendous achievements during the past year. They showcase their events, educational programs and legislative efforts, along with recognizing their chapter presidents, chapter executive directors and volunteers. Above all, a chapter will be recognized for excellence in each of the chapter size categories of small, medium and large.

Previous winners are not eligible to submit to the same category unless substantial changes were made to the program/event, or three (3) years have passed (2018 and prior).

Winners will be acknowledged during the **Chapter Leadership & Legislative Retreat, Jan. 31- Feb. 2, 2022, Capital Hilton, Washington, D.C.**

GENERAL ENTRY INFORMATION

- Due date for ALL entries: **Friday, December 3, 2021. NO LATE ENTRIES WILL BE ACCEPTED.**
- Chapter size (denotes size category under which all entries are to be submitted) calculated as of November 1, 2020. See list on page 2. Number of members for each chapter denoting chapter size category:
 - Small Chapter: 1-150 members.
 - Medium Chapter: 151-350 members.
 - Large Chapter: 351 and above.
- All events or activities must have occurred between:
 - November 1, 2020, and October 31, 2021.
 - Nominations for Chapter President of the Year will include their current term of office.
 - Chapter of the Year achievements should coincide with the chapter president's term of service.
- Entries will be completed through the Chapter Merit Award application website at naiop.org/cma.
 - Applications should include any supporting materials that illustrate the work and outcome for the awards category. Any supporting materials will need to be uploaded to your online application as a PDF, Word or Excel document.
 - Individual nominations are limited to one category (you cannot submit an event/publication/program under multiple categories). Select the category most applicable to your nomination.
- Visuals required for display and slideshow at Chapter Leadership & Legislative Retreat (CL&LR).
 - Display at CL&LR: In order for your entry to be displayed at the Chapter Leadership & Legislative Retreat, upload a one-page summary and a one-page visual to support your entry. Both documents will be printed on 8 ½" x 11" pages for display.
 - Slideshow at CL&LR: Submit up to three photos related to your event, brochure or flyer for use in a slideshow at CL&LR. Recommended size of images is 1024 x 768 pixels saved as JPEG files.
- Each criteria will be judged on a five (5) point scale, with five (5) being the highest and one (1) the lowest.
 - 1 = Did not provide enough information
 - 2 = Average
 - 3 = Above Average
 - 4 = Outstanding
 - 5 = Exceptional
- All entries are complete when they include the following:
 - a. Award category.
 - b. Chapter name and size.
 - c. Entry narrative.
 - d. Supporting materials.
 - e. One-page summary and one-page visual for display at CL&LR. (Word or PDF format on 8 ½" x 11")
 - f. Up to three (3) photos for slideshow at CL&LR. Recommended size of images is 1024 x 768 pixels saved as JPEG files.

Award Categories

Winners will be selected for Small, Medium and Large chapters in the following categories:

- **Education.**
- **Legislative/Government Affairs.**
- **Membership.**
- **Special Event.**
- **Chapter of the Year.**
- **Outstanding Leadership by a Chapter President.**
- **Outstanding Contribution by a Chapter Executive or Administrator.**
- **Volunteer of the Year.**

Official Chapter Size as of November 1, 2020

Large Chapters

CHAPTER	TOTAL
1 Massachusetts	1,670
2 Greater Toronto	1,260
3 SoCal	1,062
4 Washington State	948
5 Northern Virginia	911
6 New Jersey	820
7 Arizona	795
8 San Francisco Bay Area	717
9 Minnesota	648
10 Colorado	627
11 San Diego	610
12 Southern Nevada	582
13 Chicago	551
14 Georgia	539
15 Nashville	441
16 DCIMD	413
17 Maryland	403
18 Pittsburgh	399
19 Wisconsin	395
20 North Texas	393
21 Houston	351

Medium Chapters

CHAPTER	TOTAL
1 Inland Empire	283
2 Central Florida	281
3 South Florida	256
4 Vancouver	244
5 Oregon	236
6 New Mexico	232
7 Raleigh Durham	232
8 Northeast Florida	230
9 Charlotte	208
10 Calgary	206
11 Utah	203
12 Central Ohio	198
13 Northern Ohio	189
14 Hawaii	187
15 Greater Philadelphia	180
16 NC Piedmont Triad	167
16 Silicon Valley	161
18 New York City	151
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Small Chapters

CHAPTER	TOTAL
1 Edmonton	143
2 Northern Nevada	134
3 Tampa Bay	130
4 Cincinnati/Northern Kentucky	93
5 Indiana	91
6 Oklahoma	88
7 Alabama	86
8 Northwest Florida	74
9 Dayton Area	63
10 Upstate New York	61
11 Sacramento Valley	44
12 Connecticut & Suburban NY	42
13 Austin	23

Award Criteria

Education

A program, series, event or seminar with educational content that engages members and proves the value of NAIOP.

- Describe the program, series, event or seminar that you consider to be the most successful in benefiting your members. Include title, speakers and format.
- Fully describe the content and uniqueness of the program and the benefit to members.

Legislative/Government Affairs

Government affairs activities including programs, strategy and advocacy to support important state and local issues.

- Describe your chapter's government affairs program, including:
 - Committee structure and chairs.
 - Method of establishing positions on issues.
 - Strategy used to support the chapter's government affairs program including financial, staffing, and communications to members and elected officials.
- Describe the measures you employed to advocate your chapter's position on the most important state and local issues and any successes your chapter had.
- What programming did your chapter offer to members on governmental affairs/legislative affairs topics? Include list of all speakers and briefly describe their expertise (i.e. state official, local government staff person, topic expert, etc.).

Membership

The chapter's activities related to recruiting and retaining all member categories.

- Describe the chapter's membership recruitment campaign/plan in detail. Include all activities for all member categories. How does the chapter identify prospects and what has been the success rate this past year?
- Describe the process used to orient new members with NAIOP both nationally and locally; include the role of current members, events, special publications or other items/programs. How is the orientation beneficial to new members?
- What programming did your chapter offer to "members only"? Include list of speakers and briefly describe the content.
- Describe the chapter's membership retention program and level of success.

Special Event

A special event is industry-related and not a community service event or activity. Examples include a bus tour, real estate challenge and award dinners.

- Describe the purpose of the event/strategic goals and if/how the event achieved the goals.
- Describe the planning process and execution including:
 - Volunteer participation
 - Financial projections and actuals (include financial plan, detailed attendance plan, and P&L statement for event).
 - Marketing/public relations strategy. Include all press coverage received for the event.

Chapter of the Year

Winners will receive a trophy to display at their chapter offices. There will also be a trophy on display during the Chapter Leadership & Legislative Retreat. This trophy, listing the winning chapters' names, will remain on display throughout the year at NAIOP Corporate.

In addition, the three (3) winning chapters will each be awarded a \$1,000 chapter education grant, to be released upon submission of a request detailing the type of educational program being planned, audience expected, tentative presenter(s) and a brief description of the program itself. The chapter education grant covers eligible expenses incurred for educational programming such as meeting space, AV, speaker fees, charter bus rental, etc., and must be requested prior to December 31, 2021. Educational programming includes a program, series, event or seminar with educational content that engages members and proves the value of NAIOP and not any event that would be covered under the Special Events category

Program Summary and Entry Requirements

The application from the chapter president should describe the chapter's achievements. Chapter of the Year achievements should coincide with the chapter president's term of service.

All required items (including IRS Form 990 or Canadian form T2) must be submitted prior to the application deadline.

The application should summarize the activities of the chapter as they directly relate to the five (5) criteria below.

1. Chapter Education

The overview should address the chapter's overall education programming including topic variety, quality, member attendance, frequency of programs and involvement of chapter volunteers.

2. Government Affairs Involvement

The overview should address the level to which the chapter is involved in local, state and national legislative issues including participation in a "Day at the State Capital" (if applicable). Also include the extent of individual contributions to a chapter, state and/or corporate PAC and if the chapter has any unique advocacy activities.

3. Member Recruitment and Retention Activities

The overview should address all efforts made by the chapter to recruit members in all category types, and information on unique and/or effective programs that have led to an overall increase in member recruitment or retention.

4. Chapter Communications

The overview should address all chapter correspondence with members from either the chapter or its officers. Include information on newsletters (print or online), social media, emails, website, external publicity and any other communication vehicle.

5. Chapter Management Procedures

This overview should address the chapter's fiscal and administrative strengths and include:

- A chapter budget.
- Information on the chapter's reserve policy and current reserve position.
- A copy of the current strategic plan (if applicable).
- A summary of the chapter's governance structure.
- Information on the chapter's leadership development and board succession.
- What the chapter has done to fulfill the chapter's strategic plan or meet the chapter's yearly goals.

In the event of only minimal participation, the judges reserve the right to combine chapter size categories to afford all chapters an equal chance of winning.

Outstanding Leadership by a Chapter President

In addition to providing the information below, provide letters from three (3) members of the chapter addressing the contributions made by the 2021 chapter president. At least one of the letters should come from a current board member.

- Name of nominee.
- Years of service to the chapter.
- Years of membership in NAIOP.
- How have they gone above and beyond what is expected of them?
- How is the chapter better because of their leadership? Address chapter membership growth, new programs and services and/or other successful initiatives.

Outstanding Leadership by a Chapter Executive or Administrator

In addition to providing the information below, provide letters from three (3) members of the chapter addressing the contributions made by the chapter executive or administrator, including one from the chapter president.

- Name of nominee.
- Years of service to the chapter.

How the nominee demonstrates leadership capabilities and organizational skills through the following criteria:

- Performing chapter duties.
- Helping to retain or grow membership and supporting the effectiveness of the chapter's volunteers.
- Innovation of ideas.
- Improving the financial stability of the chapter.
- Knowledge of the industry and support of NAIOP as an organization representing the commercial real estate community.
- Describe why this individual deserves the award. Include specific detailed contributions to the chapter, and NAIOP.

Volunteer of the Year

In addition to providing the information below, provide a letter of recommendation from the chapter president addressing the contributions made by the chapter volunteer.

- Name of nominee.
- Member number.
- Years of service to the chapter.
- How has the volunteer contributed to his/her chapter? Please be specific as to length of time of the service and exact service given.
- Describe how efforts were "above and beyond" expectation.
- Describe the lasting results of the volunteer's involvement in the chapter.
- Describe why this individual deserves the award. Include specific contributions to the chapter, NAIOP and to the community.