

What Would a Little Money Help Your Chapter Do?

BY MICHAEL ROSOW, CHAIR — CHAPTER RESOURCE AND RESPONSE COMMITTEE (CRRC) & VICE PRESIDENT — CHAPTER RELATIONS



Our mission is simple—to help chapters grow and thrive. We do that by offering targeted grants—up to \$5,000—that give chapters the freedom to innovate.

As the chair of the Chapter Resource and Response Committee (CRRC) for the last two years, I have seen first-hand just how much creativity and dedication exists across TMA's chapters. Every month, chapter leaders come up with new ways to bring members together, attract fresh faces, and deliver value to their communities. What's often missing isn't the ideas—it's the financial cushion to take a chance on something bold.

That's where the CRRC comes in.

Our mission is simple—to help chapters grow and thrive. We do that by offering targeted grants—up to \$5,000—that give chapters the freedom to innovate. These grants can be used to cover losses that might otherwise be incurred in connection with an event. Whether a chapter wants to pilot a new networking format, host a marquee speaker, or expand membership by reaching out to an underserved professional group, CRRC grants can provide the safety net that makes those experiments possible.

The program rests on two pillars: supporting membership growth and assisting chapters in financial hardship. But we don't just write checks; we partner with chapters. Most CRRC members are past chapter presidents who know the realities of budgeting, programming, and member engagement. We help chapters refine ideas and ensure every program connects back to TMA's broader mission of growth and community.

The application process is designed to be collaborative. Each chapter works with its CRRC mentor—someone who has walked in their shoes—to shape a compelling proposal. We ask that chapters make applications about 90 days before an event. The strongest applications will include a copy of the marketing materials that will be used for the event, explain how the program aligns with the CRRC's twin goals, and include an accurate budget for the event. The 90-day window gives us time to meet at our regularly scheduled meeting time and offer feedback before both the chapter and CRRC commit financially, while helping make good programs even stronger.

Over the past two years, we've seen remarkable results. The Joint Power Networking event co-hosted by the

TMA Arizona and Rocky Mountain chapters in April 2025 is one of my favorite examples. Held over three days in Scottsdale, Arizona, the regional event—the first of its kind among these chapters—featured golf, multiple networking opportunities, and a prominent keynote speaker. These two growing chapters were able to take on a higher level of risk knowing that CRRC support was behind them. Even better, that support proved unnecessary, as the event was such a success that it turned a profit.

Another highlight was the launch of TMA Florida's Network of Women (NOW) initiative. The event, "NOW Is the Time: TMA Florida's Network of Women," brought together professionals from across the state for an inspiring program on leadership and empowerment. Of the 52 attendees, 31 were nonmembers—several of whom have since joined TMA or reactivated their memberships. That's exactly the kind of impact we're aiming for: creative programming that builds community and drives sustained growth.

As I wrap up my term as CRRC chair and pass the baton to Ronald Gellert, I'm proud of what this committee has accomplished, and would like to take a moment to thank each individual that served on CRRC in 2024 and 2025 for your time and dedication. I'm also excited about what's next. Every chapter has unique challenges and opportunities, and the CRRC is here to help you take smart risks, experiment with new ideas, and build events that energize your members.

If your chapter has a great idea and needs a little extra backing to make it happen, please reach out to your CRRC mentor. Let's make 2026 the year every chapter feels empowered to innovate. ■