



CPCU
SOCIETY™

Champion Program

***Being an Effective
Champion***

Champion Program

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Champion Program

The CPCU Society's Champion program facilitates two-way communication between the CPCU Society and its members' employer organizations.

Through this program, the CPCU Society is able to:

- Engage active members to champion the benefits of the CPCU® designation and the Society
- Stay up-to-date on the evolving needs and issues of our members' organizations

Why You Should Be a Champion

By becoming a champion, you will:

- Gain visibility and status within your organization and the CPCU Society
- Earn 15 **Continuing Professional Development (CPCD)** points each year
- Gain recognition within the CPCU community

For more information, please contact **Amanda Andersen**.



Become a Champion >

Complete your application today to take the next step toward becoming a champion.



Find a Champion >

Connect with other CPCUs near you. Locate a champion within your local chapter or your organization.



Chart Your Success >

Complete our feedback form to help the CPCU Society meet the needs of your organization.

Champion Mission Statement

As a CPCU Society champion, I am an active endorser of the CPCU® experience to all with whom I come in contact, whether a business, a possible CPCU candidate, another CPCU, or the community in which I live. I am an active liaison between The Institutes and the CPCU Society (including chapters and interest groups), my employer, and the professional property-casualty insurance community.

As a Champion, You Agree to. . .

- Develop yourself as a champion
- Maintain relationships with The Institutes and the CPCU Society, as well as with your local chapter(s), interest group(s), and employer
- Promote the CPCU designation, membership and participation in the CPCU Society, growth of the CPCU presence in my company and community, and continued professional development by the CPCUs in your organization and community
- Serve as liaison between your organization and The Institutes and the CPCU Society, as well as between your local chapter(s), interest groups, and the professional insurance community at large, including other professional organizations of which you are a member

Develop

I will continue to develop myself as a champion by:

- Reading *CPCU Society News* and other Society publications
- Regularly visiting www.cpcusociety.org
- Engaging in social media (e.g., The Community and The Institutes' Facebook and LinkedIn pages)

Communicate

I will maintain relationships with The Institutes and the CPCU Society, as well as with my local chapter(s), interest group(s), and employer, by:

- Providing updates about CPCU Society events to decision makers in my organization
- Providing information about the CPCU designation and the CPCU Society to my organization's management
- Notifying The Institutes and the CPCU Society of any decision made by my employer that could affect my organization's support of the CPCU Society (within the bounds of my organization's confidentiality policy)
- Providing feedback to chapters and interest groups from my employer and/or co-workers about CPCU Society programs or events

Communicate

My success can be measured by:

- The number of communications to my organization about Society events
- The number of communications to my employer about the CPCU designation and/or the CPCU Society
- The number of communications to chapters/interest groups on feedback about their events

Promote

I will promote the CPCU designation, membership and participation in the CPCU Society, growth of the CPCU presence in my company and community, and continued professional development by the CPCUs in my organization and community by:

- Encouraging colleagues at my organization to pursue the CPCU designation
- Raising awareness about the benefits of CPCU Society membership

Promote

My success can be measured by:

- Increased number of CPCU Society members at the organization level where we have champions
- Increased number of students and candidates at organizations in which we have champions

Serve

I will serve as liaison between my organization and The Institutes and the CPCU Society, as well as between my local chapter(s) and interest groups and the professional insurance community at large (including other professional organizations of which I am a member) by:

- Referring contacts within my organization to the appropriate Institutes and/or CPCU Society staff member or chapter representative
- Helping to arrange Connections visits within my organization
- Being visible and setting an example for the larger community

Serve

My success can be measured by:

- Having my signature appear with the CPCU designation
- Supporting X number of annual events organized by:
 - Chapters
 - Interest groups
 - The CPCU Society at large
 - The insurance industry overall, such as I-Days and career fairs

Benefits of Becoming a Champion

CPCUs who become champions:

- Establish camaraderie through relationship building with other champions, Society members, and the local community
- Gain visibility and status within their organizations and with Society leaders
- Earn 15 continuing professional development (CPD) points per year
- Receive the same access to Society resources and publications as company executives
- Earn the gratitude of the entire CPCU community
- Are invited to the Breakfast of Champions at the CPCU Society Annual Meeting

Thank you!

Thank you for viewing this presentation!

Please complete the champion application today and indicate that you have reviewed the champion training presentation.