



HMI PERFORMANCE INCENTIVES

LOCATION: NORWOOD, MASSACHUSETTS, USA

AWARD CATEGORY MOST IMPACTFUL EFFORT TOWARD CORPORATE SOCIAL RESPONSIBILITY AS PART OF AN INCENTIVE PROGRAM

PROGRAM NAME MANNING DESTINATION CLUB

CLIENT MANNING BUILDING SUPPLIES



site



CRYSTAL
AWARDS

HMI Performance
Incentives

“Winning SITE’s Crystal Award for Most Impactful CSR Initiative in an Incentive Program is truly an honor. We’re grateful that our organization’s commitment to reimagining group travel by helping those in need is being recognized. It’s a testament to our entire group travel team, their hard work, and the mission-driven approach we at HMI take each and every day.”

Paul Ferreira, President and Founder, HMI Performance Incentives



HMI Performance Incentives was eager to help their Florida-based client, Manning Building Supplies, restart its annual Destination Club after skipping a year in 2020. Manning Building Supplies has historically used this growth-based group incentive travel program to produce year-over-year sales growth and to build and retain customer relationships. They also use the Manning Destination Club to reinforce loyalty with top contractors by rewarding both top-performing customers and top-achieving salespeople each year.

Manning’s May 2021 trip to Aruba no doubt achieved the company’s profit objectives — trip earners exceeded their sales goals by nearly 200%. Making this trip more meaningful, however, and deepening participants’ connections to both each other and to the destination was a CSR project included as part of this year’s activities. The inclusion of a CSR activity was driven largely by HMI’s mission of implementing a global community service project for every group travel program they run.

Manning and HMI Performance Incentives worked together to target food insecurity in Aruba. Both organizations donated funds through a matching agreement, and then spent part of their time in Aruba assembling food boxes that were donated to a local food bank that has doubled the number of families served since the COVID-19 pandemic.

Together, trip earners ultimately provided 40 local families with a month’s worth of non-perishable food items and hygiene supplies. Client team members even lined up a half-hour early on the day boxes were to be assembled, eager to dive in and give back.

This CSR initiative designed by HMI Performance Incentives was met with an overwhelmingly positive, enthusiastic response from their client. Manning’s president called it a “huge hit” and said it was the most successful and memorable program in the company’s 30 years of running incentive trips. Their CSR efforts also generated local media coverage and now serves as a case study the Aruba Convention Bureau itself can use when working with other groups and clients.

By incorporating a meaningful CSR activity, HMI Performance Incentives delivered even greater returns — contributing not just tourism dollars to Aruba’s economy, but encouraging wider returns as well. HMI hopes the food box assembly activity will inspire trip participants to continue fighting hunger in their own communities, and will encourage their partners in the destination to promote similar initiatives with other clients, only amplifying the program’s legacy.

HMI Performance Incentives
marketing@hmiaward.com