

CHAPTER MARKETING PLAYBOOK

June 2026

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JUNE'S PLAYBOOK

June offers new ways to grow your commercial real estate knowledge and save on education through The CCIM Institute's new course bundles. Explore upcoming courses, webinars, and technology training designed to help you stay informed and make smarter business decisions. The new Market Makers feature gives CCIM Designees the opportunity to showcase significant transactions and the strategies behind successful deals. Members can also expand their skills with Intellisite training. Foundation updates share inspiring scholarship stories and important charitable giving information for 2026.

June is full of resources and information, curated just for you to promote and pass along to your members with ease.

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EDUCATION

MORE WAYS TO SAVE

NEW COURSE BUNDLES

The path to The CCIM Designation is unique, and The CCIM Institute offers multiple bundled pathways to help candidates reach that goal in a way that fits their professional objectives, schedules, and budgets.

Whether candidates are looking to accelerate their progress, focus on specific areas of expertise, or take a more flexible approach, bundled options provide a streamlined way to move forward while maximizing the value of their educational investment. Each pathway is designed to support their journey toward the Designation while equipping candidates with practical skills they can apply immediately in commercial real estate.

Bundle The Designation Program with:

- NEW CI 101 & CCIM Membership
- CI 101 & CI 102 Bundle
- The Designation Bundle

Explore the bundle options [here](#).

PORTFOLIO & EXAM DEADLINES

If you have candidates nearing completion of their CCIM Designation, now is the time to plan. Review upcoming portfolio and exam deadlines and stay on track for the 2026 Fall Forum Pinning Ceremony in Los Angeles. Candidates who have passed CI 101 may submit their portfolio. After portfolio approval and completion of the remaining coursework, candidates are eligible to register for the Comprehensive Exam.

Exam registration is [here](#).

Review the Portfolio Handbook [here](#).

THE CCIM INSTITUTE

Advancing the Commercial Real Estate Profession



EDUCATION INSIGHTS

[Evolving Education](#)



EDUCATION CONT.

EDUCATION CONNECTION: UPCOMING COURSE HIGHLIGHTS

Ready to take your skills to the next level?
Education Connection makes it easy to find upcoming
CCIM courses and specialty training that will keep your
career moving forward.

See the upcoming courses [here](#).

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NETWORKING

MARKET MAKERS

Formerly known as the Deal Makers, **Market Makers** highlights the deals and decisions that shape today's commercial real estate landscape. This refreshed feature will spotlight significant transactions led by CCIM Designees and demonstrate the strategic thinking behind successful deals.

By showcasing these impactful deals, Market Makers will continue to recognize the professionals driving meaningful activity across the commercial real estate industry.

Learn how to submit [here](#).



NETWORKING INSIGHTS

[The President's Message
Spring 2026](#)

[Expanding Opportunity in the
Caribbean](#)

[The Biggest Deal:
Andy Mills, CCIM & Andrew
Jameson, CCIM](#)

[Spring 2026 Market Makers](#)

[Member Spotlight: Myra
Nimchaiyong, CCIM](#)

[CCIM Membership: New
Benefits & Updates](#)

THE CCIM INSTITUTE

Foundation

Creating Opportunities in Commercial Real Estate

THE LASTING IMPACT OF THE JOHN C. DANIEL CCIM SCHOLARSHIP

The John C. Daniel Scholarship helped Alyson Carter continue her journey toward The CCIM Designation, but its impact extended far beyond the classroom. Through the scholarship, Alyson formed a meaningful friendship with John Daniel, CCIM that continues to inspire her career today.

Read her story [here](#) and discover how scholarships create connections that last a lifetime [here](#).

CHARITABLE GIVING RULES

Here's What Donors Need to Know

Starting in 2026, changes to charitable giving tax rules may affect how donations are deducted, but strategic options like monthly giving and corporate matching remain powerful ways to maximize impact and support CCIM scholarships.

Read the full blog post to understand what's changing in 2026 and how you can continue making your generosity count [here](#).



FOUNDATION INSIGHTS

[The Ripple Effect of Giving](#)

[From Air Force Pilot to CCIM: A Veteran's Journey of Purpose and Possibility](#)



Find newly updated marketing kits to support member, chapter, and CCIM Institute initiatives:

Brand Kits

We've updated chapter brand kits in Canva for each chapter. You will find all available logos in the brand kit section of your folder, as well as new profile picture graphics for your chapter's social media channels. Please choose one of the four options and **update your chapter profile pictures on all channels.**

Any Pin imagery before 2023 is outdated and cannot be shared on the Institute's channels.

Choose Excellence

Drive visibility with the national Choose Excellence campaign—packed with ready-to-use emails, social posts, and customizable assets designed to spotlight the unique value of CCIMs in today's market. These materials save you time while reinforcing your credibility, helping you connect with clients and prospects through consistent, high-quality messaging.

You can find chapter and member assets at myccim.com [here](#) or you can download them from the Dropbox [here](#).

Marketing Masterclass

Join the CCIM Marketing, Sales, and Communications team as they guide you through growth opportunities by sharing their marketing expertise and show you how you can elevate your own marketing skills [here](#).

Canva Tutorials

Refresh on how to get started in Canva, create a social media graphic, and even create short videos in our Canva tutorials with our marketing team [here](#).