

Sharing Our Success (SOS) Submission Form

Chapter Name:	Nashville
Chapter Membership Size:	Medium (100-249)
Chapter Contact Person:	Angie Clark
Email Address:	marketing@ATDNashville.org
Phone Number:	
Chapter Board Position:	VP Marketing & Communications
Chapter Website URL:	www.ATDNashville.org
Submission Title:	Marketing Request Form
What did you do? (a 2-3 sentence summary of your effort):	Streamlined marketing assets creation by creating a Request form. This provided a space for the programs/sponsorships to deposit marketing graphic and email requests in one place.
Who benefitted from this effort (Target Audience) Check all that apply:	Board Members Chapter Volunteers Chapter Sponsors Chapter Partners
Why did you do it? What chapter needs were addressed?	There was a disjointed process of requesting graphics or sponsorship email blasts. This form enabled the discontinuation of multiple emails to the marketing team regarding needs and the understanding of outcome expectations. Specifically the need addressed is a systematic and cohesive process for requests for the marketing team delivery of assets, emails and social posting.
What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)	Measurable outcomes... Sanity on all levels. Seriously though, valuable volunteer hours were saved by the marketing team understanding expectations, purpose, etc of the marketing assets needed. Additionally, valuable time on behalf of the requester knowing exactly what information is needed and eliminated the extra time for 'back-n-forth' email/phone responses.

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)	We created the document shared for feedback, ultimately enhancing it for additional sections for sponsorships since they are treated individually and may require specialized support assets. We then rolled it out at our monthly Board Meeting for board acceptance. Plus, we ensured Programs and Sponsorships specifically had the link for ease of access. I then placed it on the Marketing Team 'cheat sheet' for the 'most' used documents / links, for easy access and reference if sharing is needed.
Is there anything you would do differently?	We are currently discussing a similar version for our Conference Team to eliminate the need for 'each' asset created, delivered, posted etc. to be submitted separately. We would just add to this Marketing Request Form as to not confuse the issue. However, it will have more sections specifically catered to the multi-faceted needs of Conference.
When did you start working on this effort?	Apr 01, 2026
When did this effort go live?	Apr 13, 2026
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	3
What resources did you use? Check all that apply:	Board Members
Which board positions were involved in the effort?	Marketing, Chapter President for technology - creation of document.
Do you have any additional insights to share with other chapters implementing this effort?	Ensure that the responses are automatically populated in a designated folder. Optional, set up a trigger email to let you know a new response has come into the folder or check daily. Also, we created an automatic 'confirmation' message to ensure the requester knew we received the request form . You will noticed on Section 3 - this is for sponsorships only, however, it is still part of the same Marketing request form....keep it simple. NOTE- I am sending 11 screenshots of the form to SOS@td.Org to coincide with this entry, since I was unable to do so on this form. Thanks

Please attach any documents that help support this submission. It is highly encouraged to submit editable files (ex. Word, Excel, etc): (additional documents and documents over 2MB should be sent to sos@td.org)

<https://www.formstack.com/admin/download/file/19448473108>

How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:

Chapter Leader

Would you be willing to apply to present on this submission at the ATD Chapter Leaders Conference (ALC)? *Request for Proposals (RFPs) open in October of each year at td.org/alc. Selected session facilitators receive complimentary registration.

Yes

email_consent

true
