

Sharing Our Success (SOS) Submission Form

Chapter Name:	Research Triangle Area
Chapter Membership Size:	Large (300+)
Chapter Contact Person:	Michelle Bartlett
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Phone Number:	(919) 208-1700
Chapter Board Position:	VP, Membership - Retention
Chapter Website URL:	https://tdrta.org/
Submission Title:	Building Chapter Community for Newly Renewed Members on a Budget
What did you do? (a 2-3 sentence summary of your effort):	We wanted to reach out to members as they renewed their membership to say 'thank you' and let them know we value them and their decision to renew. So we created an email newsletter that is sent out to newly renewed members, from the board, that features a video from Cameo.com. The video is from the announcer from our local NHL Hockey team thanking them for renewing their membership.
Who benefitted from this effort (Target Audience) Check all that apply:	<input type="checkbox"/> Chapter Members <input type="checkbox"/> Board Members <input type="checkbox"/> Chapter Volunteers <input type="checkbox"/> Other: Recently renewed members

Why did you do it? What chapter needs were addressed?

Our board is full of dedicated fantastic chapter members who care deeply about creating a sense of belonging among our members. During the first of the year board meeting we talked about ways to share the value proposition with our members. Each board member brainstormed ways to excel over the year and then created a shared spreadsheet of action items that we revisit throughout the year. One of the goals for me was to help create a sense of belonging and a sense of community for membership retention. It was important to me that members knew that their membership renewal was appreciated by the board and that they are a valuable part of the chapter community. Seeking out a local personality to record the 'thank you' from the board was very intentional in showing retained members that we appreciate them. Several chapter needs were met:

- connecting with renewed members
- sharing the value proposition
- a thank you from the board
- setting a tone that we are all a team which opens the conversation for asking for volunteers
- a way to share the mission of the chapter and board

While the video was used primarily for membership retention, it would be easy to add a cameo video for other areas of chapter needs such as volunteer recruitment, membership recruitment, etc.

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.)

We have not yet collected data on how newly renewed members feel about the cameo video, however we hope that this will serve as one of the many reasons members will feel a sense of community and belonging in the chapter.

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)

- I found a local person that is well known to make the video through Cameo.com.
- Members of the board helped create a draft of the email that gets sent out to newly renewed members.
- I put the content of the email into a free online newsletter through smore.com.
- The person who monitors the funds will forward me, via email, when a member pays their due to renew. I then add that persons email to the newsletter in smore.com and send it out.

*Chapters that don't have a person who helps with new members and newly renewed members can check Wild Apricot for members who have renewed their memberships and send the email with Cameo video out to them.

**Someone could also use a template in email rather than using the smore.com newsletter.

Is there anything you would do differently?

I think there is an opportunity for using Cameo.com videos for other membership and chapter promotions.

When did you start working on this effort?	Jan 05, 2021
When did this effort go live?	May 01, 2021
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	10
What resources did you use? Check all that apply:	<input type="checkbox"/> Chapter funds <input type="checkbox"/> Volunteers <input type="checkbox"/> Board Members
How much money was spent?	\$40
How many volunteers were you able to recruit?	This doesn't require volunteer involvement, however our chapter has several volunteers that help with various other projects.
Which board positions were involved in the effort?	VP, Membership-Recruitment VP, Membership - Retention
Do you have any additional insights to share with other chapters implementing this effort?	This is a cost effective way to wow members that can be use to recruit members, thank members who renew their membership, or many other ways to brighten the day of our dedicated volunteers. It doesn't require a lot of time or people to make it happen, which is fantastic!
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/10561546695
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	<input type="checkbox"/> Chapter Leader <input type="checkbox"/> ATD Chapter Leaders Conference (ALC) <input type="checkbox"/> National Advisors for Chapters (NAC) <input type="checkbox"/> NAC Area Call
Would you be willing to apply to present on this submission at the ATD Chapter Leaders Conference (ALC)? *Request for Proposals (RFPs) open in May of each year at td.org/alc. Selected session facilitators receive complimentary registration.	Yes