

Sharing Our Success (SOS) Submission Form

Chapter Name:	St. Louis
Chapter Membership Size:	Medium (100-249)
Chapter Contact Person:	Nikki Thompson
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Phone Number:	
Chapter Board Position:	President
Chapter Website URL:	atdstl.org
Submission Title:	From Communication to Community: Transforming Member Engagement Through Strategic Chapter Newsletters

What did you do? (a 2-3 sentence summary of your effort):	The Q1 newsletter transformed how we communicate with our members by shifting from simple updates to a strategic, engagement-driven experience. It brought together our 2026 vision, key initiatives, and upcoming opportunities into one clear and compelling story-making it easier for members to understand where we're going and how they can be part of it. By incorporating video, a modern tone, and intentional calls to action, it increased visibility, encouraged participation, and strengthened our sense of community.
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Who benefitted from this effort (Target Audience) Check all that apply:	Chapter Members Board Members Chapter Volunteers Chapter Sponsors Chapter Partners
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Why did you do it? What chapter needs were addressed?	We identified a need for more consistent, engaging communication that clearly connected members to our chapter's value, direction, and opportunities. Previous communications were more fragmented and informational, making it harder for members to see the bigger picture or feel connected to the momentum of the chapter. This newsletter was designed to create clarity, increase engagement, and strengthen community by delivering a more intentional, aligned, and inspiring member experience.
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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.)	The Q1 newsletter increased visibility and engagement across chapter offerings, reflected in higher traffic to our events and membership pages and increased participation in Q1 and upcoming programs. It contributed to continued membership growth and stronger member connection, particularly during Member Appreciation Month and the launch of new initiatives. Additionally, the enhanced format and strategic messaging elevated our chapter's brand presence and supported national recognition through the SOS Program, reinforcing our position as an engaged and forward-thinking ATD chapter.
What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)	We began by aligning on the purpose and goals of the newsletter, ensuring it supported our chapter's strategic priorities and member experience goals. Next, we gathered input from board members across functions (programming, membership, sponsorship, and communications) to identify key updates, initiatives, and upcoming opportunities to highlight. We then structured the newsletter into clear, member-focused sections and developed engaging content using a modern tone, concise messaging, and a mix of formats-including a video message from the Chapter President. To support consistency and scalability, we established a repeatable content framework and timeline for collection, drafting, review, and distribution. We also incorporated clear calls to action and links to drive traffic to our website, events, and membership pages. Finally, we distributed the newsletter through our email platform and reinforced key messages across additional channels to maximize reach and engagement.
Is there anything you would do differently?	In future iterations, we would incorporate more defined metrics and tracking mechanisms upfront to better quantify engagement, such as click-through rates by section and conversion to event registrations or membership. We would also explore adding more personalized or segmented content to better target different member groups and increase relevance. Additionally, we see an opportunity to further extend the lifecycle of the newsletter by repurposing content into a multi-channel campaign across social media and other touchpoints to maximize reach and impact.
When did you start working on this effort?	Jan 01, 2026
When did this effort go live?	Apr 01, 2026

Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	5
What resources did you use? Check all that apply:	Board Members
Which board positions were involved in the effort?	President, President Elect, Advisor, Membership, Communications & Marketing
Do you have any additional insights to share with other chapters implementing this effort?	Start by thinking beyond a newsletter as a communication tool-treat it as a strategic experience that connects members to your chapter's purpose, energy, and opportunities. Keep content focused, visually engaging, and action-oriented so members can quickly understand the value and take the next step. Most importantly, build a simple, repeatable process across your board to gather content and maintain consistency-this is what makes the effort sustainable and scalable over time.
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/19378148326
additional supporting documents:	https://www.formstack.com/admin/download/file/19378148331
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	Chapter Leader National Advisors for Chapters (NAC) NAC Area Call Success Series
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
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