Sharing Our Success (SOS) Submission Form

Chapter Name:	New York City
Chapter Membership Size:	Large (300+)
Chapter Contact Person:	Greg Simpson
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Chapter Board Position:	Immediate Past President
Chapter Website URL:	https://atdnyc.org/
Submission Title:	"Starting Soon" Manual Event Reminder Email in Wild Apricot
What did you do? (a 2-3 sentence summary of your effort):	Wild Apricot does not allow event reminder emails to be scheduled by time. You can only schedule by day and the emails are sent based on the start time of the event. This is a workaround in order to send a 1-2 hour prior reminder.
Who benefitted from this effort (Target Audience) Check all that apply:	Chapter Members Potential Chapter Members Non-Chapter Members
Why did you do it? What chapter needs were addressed?	ATD NYC was frustrated by low event attendance. Event Registrants received reminder emails 3 days and 1 day prior to the event. The 1-day prior email was the final option in notifying registrants of the event because Wild Apricot does not allow emails to be scheduled by time. We devised a workaround that allowed us to send a "Starting Soon" reminder email 1-2 hours before the event began. This reminder served as a last-minute notice of the event to those registered.
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.)	By sending the "Starting Soon" email, we saw around a 10% increase in the percentage of attendees to registrants. Previously we averaged 40%-50% attendance and with the email, we averaged 50%-60% attendance.
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 "Starting Soon" Template in Wild Apricot, created a tutorial, and provided those with Wild Apricot event creation access (site Admins) with the tutorial.

Is there anything you would do differently?	No. We consulted Wild Apricot and while they understood our need, they had no immediate plans to make changes to their email scheduling process.
When did you start working on this effort?	Jul 10, 2019
When did this effort go live?	Aug 02, 2019
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	2
What resources did you use? Check all that apply:	Board Members Other: Wild Apricot
Which board positions were involved in the effort?	President and VP Programs
Do you have any additional insights to share with other chapters implementing this effort?	As a best practice not listed in the tutorial, we've learned that once an event is created, the creator can immediately register herself/himself for the event. Once at least 1 person is registered, the manual "Starting Soon" email can be scheduled, and will it will automatically include anyone who registers for the event. One and done process. You can review/remove the "Starting Soon" email by going to Emails in Wild Apricot (Admin mode). Just search by "All" and "Scheduled." The attached document contains the tutorial as well as the "Starting Soon" email template. There is also a note on how to exit the Wild Apricot Email Wizard. Mentioned this email reminder on the Feb 2021 NAC Monthly call for NY-NJ- Carolinas. Bernadette Costello suggested it be submitted as an SOS.
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/9951100064
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	ATD Chapter Leaders Conference (ALC)

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