Sharing Our Success (SOS) Submission Form

Chapter Name:	Bay Colonies
Chapter Membership Size:	Small (Less than 100)
Chapter Contact Person:	Lisa Robbins
Email Address:	lisa.robbins@citizensbank.com
Phone Number:	(508) 272-3408
Chapter Board Position:	VP Membership
Chapter Website URL:	atdbaycolonies.org
Submission Title:	Welcoming Letter with Easy Links
What did you do? (a 2-3 sentence summary of your effort):	I created a survey to find out how new members were hearing about us. It was a 2 question survey - how did you hear about us & do you have any questions for us? I received responses on questions regarding some our most basic information. Upon reviewing our welcome letter (automatic on activation), I realized it was very boring and text heavy. Since I have been creating SharePoint sites, I decided to use the same design strategy. I re-created our letter to now include helpful links on the side. Sample attached
Who benefitted from this effort (Target Audience) Check all that apply:	Chapter Members Chapter Volunteers
Why did you do it? What chapter needs were addressed?	We receive so many text heavy messages that we don't read them. This new letter allows members to skim the helpful links section and get what they need, when they need it.
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.)	new members are finding what they need
What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)	Worked with our marketing and communication VPs to mirror the same look and feel of other communications. Re-created the "member activation" automatic email in Wild Apricot.
Is there anything you would do differently?	I wish I did this sooner!

When did you start working on this effort?	Oct 07, 2022
When did this effort go live?	Oct 21, 2022
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?	VP Communications, all board members reviewed
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/13645738796
additional supporting documents:	https://www.formstack.com/admin/download/file/13645738797
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	Chapter Leader ATD Chapter Leaders Conference (ALC) National Advisors for Chapters (NAC) 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
email_consent	true