2009 SOS Submission: Atlanta Membership

Submission Date: 6/13/2009 4:24:01 PM
Chapter Name: Atlanta
Chapter ID: CH9047
Chapter Location: Greater Atlanta
Chapter Membership Size: Large (301+)

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Chapter Title: VP SIGs/GIGs
Chapter Website URL: http://www.astdatlanta.org/

Description of Effort: In addition to the six chapter meetings that ASTD Atlanta holds annually, the chapter also sponsors ten Special Interest Groups (SIG) and Geographic Interest Groups (GIG). Each of the SIG/GIGs sponsors six events annually that target trends in their specific area (i.e., Sales & Marketing, International, Organizational Development, Technology-Based Learning, Career Development, Independents, Corporate Training, NE Atlanta/Athens, Middle Georgia/Macon and South Atlanta). In an effort to add more value to members, last year the chapter elected to allow members of ASTD Atlanta to attend the 60+ SIG/GIG events annually for free (as part of their membership). Non-ASTD Atlanta members may attend the SIG/GIG events for $20 per event. To encourage non-members to join the local chapter, in January 2009 the chapter kicked-off a membership discount program. When a non-ASTD Atlanta member attends a SIG/GIG event and pays the $20 attendance fee then they have to opportunity for the next 10 business days to join the local chapter for the discounted price of $90.

Need Addressed: Recruitment of new membership to Atlanta Chapter and recruitment of members to SIG/GIG events.

Does this effort align with your chapter mission? Yes

Does this effort align with ASTD's mission? Yes

Target Audience: Training Professionals and non-members of ASTD Atlanta (new membership)

Costs/Resource Use: The VP of membership tracts new membership through a code on the membership form specific to each SIG/GIG then reports to the VP of SIG/GIGs. Little cost was associated with this effort because typical membership fees for ASTD Atlanta equal $114. If a professional joins the chapter within 10 days of attending a SIG/GIG event, and paid the $20 attendance fee, then they may join the chapter for $90. This is revenue of $110 for the chapter.

How did you implement: 1. The VP of Member Services edited membership application to include a discount code specific to each of the SIG/GIGs. (i.e., promo code OD for Organizational Development, etc.) 2. SIG/GIG leadership prints specific membership application for each of their events. 3. SIG/GIG leadership explains at beginning of event about the discount if attendees join ASTD-Atlanta within the next 10 business days. 4. Discount is honored by Chapter and membership is tracked on SIG/GIG Scorecard.

What were the 0utcomes: This discount offer was started in Jan 2009 and through March has resulted in 24+ new members for the chapter.

Lessons Learned: By adding the SIG/GIG events as part of someone's active chapter membership and upping the non-member fee to attend the event to $20.it made it a lot simpler for someone to justify the investment of joining.