

Brandon Grubesky

From: ASTD Form System <no-reply@astd.org>
Sent: Tuesday, June 05, 2012 12:01 PM
To: Brandon Grubesky
Subject: Sharing Our Success (SOS) Submission Form [#44]

Chapter Name	Cascadia
Chapter Number (ex. CH0000)	CH8029
Chapter Location (City, State)	Oregon and SW Washington
Chapter Membership Size	Large (301+)
Contact Person for this Submission:	Kathleen Bergquist
Email Address:	astd@astdcascadia.org
Phone Number:	(503) - 579 - 1552
Chapter Board Position:	Executive Director
Chapter Website URL:	http://www.astdcascadia.org
Submission Title:	Learning Event Punch Card Process
Submission Description:	Current chapter members who attend 5 Learning Events can receive the 6th for free using a punch card system.
Need Addressed:	Encourage current members to attend events, build community, feel more value for their membership dollar, encourage professional development.
Does this effort align with your chapter's mission?	- Yes
Does this submission align with ASTD's mission?	- Yes
Target Audience:	Current chapter members.
Costs/Resources Used: (include any funding you were able to get through donations, contributions, barter, etc. and how you went about getting these resources. Also include how much volunteer/board member time this effort took)	Printing costs for card, staff time to administer process.
How did you implement: (please give a brief description)	Printed cards, handed out at Learning Events, mentioned in program information, mentioned in email communications, asked at Learning Events to see punch cards.
What were the Outcomes: (include financial, membership increases, target audience satisfaction levels, publicity for the chapter, and of the profession)	Appreciation from members that we're trying to address their financial issues during tough economic times.
Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)	Need to have the most current list of members at an event in order to make sure that lapsed members don't receive the benefit. Also use the opportunity to highlight the benefit and encourage a lapsed member to renew on the spot.
Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice.	Board brainstorming ideas to increase program attendance and provide more value for membership dollar, marketing budget.

Please attach any documents that help
support this submission: (additional
documents should be sent to SOS@astd.org)

[Punch Card Process.doc](#)