

Sharing Our Success (SOS) Submission Form

Chapter Name:	St. Louis
Chapter Membership Size:	Medium (101-299)
Chapter Contact Person:	Jazmin Webster
Email Address:	president@atdstl.org
Phone Number:	
Chapter Board Position:	President
Chapter Website URL:	atdstl.org
Submission Title:	Showcase Your Chapter's Value to Increase Chapter Sponsorship Potential
What did you do? (a 2-3 sentence summary of your effort):	ATD St. Louis grew our annual chapter sponsorship program from only targeting our conference, to providing year long benefits to our sponsors.
Who benefitted from this effort (Target Audience) Check all that apply:	<input type="checkbox"/> Chapter Members <input type="checkbox"/> Chapter Sponsors <input type="checkbox"/> Chapter Partners <input type="checkbox"/> Potential Chapter Members <input type="checkbox"/> Non-Chapter Members
Why did you do it? What chapter needs were addressed?	We expanded our sponsorship program offerings to ensure sponsorship retention and to simplify the sponsorship recruitment process each year. Instead of only recruiting new sponsors each year, we shifted our focus on renewing sponsorship and delivering to mutually agreed terms in the sponsorship contract. This approach solidified sponsorship for more than one year, and kept the sponsors engaged with us throughout the calendar year.
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 taking this approach, we increased our sponsors from 3 at our conference in 2023, to 6 annual sponsors by the conference in 2024, to now 10 sponsors in 2025. By communicating our sponsorship levels and ensuring the levels match each sponsor's preference to contribute, we secured 4 platinum sponsors (our highest level) which also added diverse programming for our members. Each platinum sponsor was given priority for an in-person or virtual program within the term of their sponsorship.

**What steps did you take to implement this effort?
(Remember that other chapter leaders will use this to replicate the effort. Be specific)**

To implement this effort we introduced the following:

1) A Chapter Value One-Pager that describes the value footprint that our chapter would bring to a potential sponsor

2) Chapter Sponsorship summary One-Pager that describes a comparative overview of our chapter's sponsorship levels

3) Sponsorship Agreement templates, one for each level of sponsorship to ensure we are ready with documentation efficiently when the potential sponsor is ready to move forward

4) Creation of a Chapter Sponsorship Standard Operating Procedure (SOP) which outlines the roles and responsibilities for affected board members, such as President Elect, VP of Finance, VP of Membership, VP of Communications, and VP of Marketing

- The President-Elect is directly assigned the chapter sponsorship intake process to ensure each sponsor is receiving the opportunities as promised in the sponsorship agreement

- The VP of Membership ensures at least one contact is created for the sponsor so that communication regarding invoicing and membership (if applicable) is sent via the atdstl.org website

- The VP of Finance ensures the invoice for the sponsorship amount is issued to the sponsor contact

- The VP of Communications ensures to update any relevant email templates, newsletters, etc with the new sponsor's information; The VP of Communications also ensures conference printed material contains the relevant sponsor's logo

- The VP of Marketing ensures to update the chapter website and Social Media to share the success of the new partnership

The VP of Community engagement is the liaison with the sponsor for chapter events and community activities that would involve the chapter membership

Is there anything you would do differently?

Build in regular points of reflection for the board to capture how we add value as a chapter for our sponsors. We should be able to quantify our value at any given time. Being able to keep our chapter value proposition up to date and accurate is key in securing sponsorships. Sponsors want to know how many events we have planned for the near future and what their reach might look like. Having a programming calendar planned in advance is also helpful when marketing the chapter to potential sponsors.

When did you start working on this effort?

Jan 15, 2024

When did this effort go live?

Jun 01, 2024

Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.

45

What resources did you use? Check all that apply:

Volunteers
Board Members
ATD Resources

How many volunteers were you able to recruit?

2

Which board positions were involved in the effort?

President Elect, VP of Finance, VP of Membership, VP of Communications, VP of Marketing, VP of Community Engagement

Select the ATD resources you used. Select all that apply:

National Advisors for Chapters (NAC)
Other: ATD International Conference and EXPO, local area NAC Calls

Do you have any additional insights to share with other chapters implementing this effort?

Attending ATD Conferences or other local/regional conferences is also helpful in connecting with potential chapter sponsors. Relationship building is key to demonstrating the value that your local ATD chapter has to offer. Three of the sponsors that ATD St. Louis gained in the past 12 months were due to relationships forged from ATD conferences and a local small business conference.

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/17973976771>

additional supporting documents: <https://www.formstack.com/admin/download/file/17973976772>

additional supporting documents: <https://www.formstack.com/admin/download/file/17973976773>

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
Leader Connection Newsletter (LCN)
Chapter Relations Manager (CRM)
Chapter Leader Day (CLD)

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
