

2009 SOS Submission: Springfield Branson Business Cards



Submission Date: 2/17/2009 5:08:50 PM

Chapter Name: Springfield-Branson

Chapter ID: CH9960

Chapter Location: Springfield, MO

Chapter Membership Size: Small (Less than 100)

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Chapter Title: Past President

Chapter Website URL: www.OzarksASTD.org

Description of Effort: Adding meeting information (time, location, map, web URL) to back of Chapter Leadership business cards. On front of card, we added "Attend one meeting free with this card."

Need Addressed: Helps when talking to non-members by allowing one free meeting. Information on back of card provides all meeting information as well as Chapter web URL. This is used to attract new members.

Does this effort align with your chapter mission? Yes

Does this effort align with ASTD's mission? Yes

Target Audience: Non-members and those that are not aware of the local chapter.

Costs/Resource Use: Use Avery 27881 business cards. 150 cards for under \$10 plus the cost of ink. Cards are printed on home printer.

How did you implement: Started using cards with meeting info last year. Helped speakers find the location. This year we added the "Attend one meeting free with this card."

What were the Outcomes: Last year the speakers likes the map and meeting info. This year we have just started passing out cards.

Lessons Learned: Using the custom logos from National add a nice touch to the cards and makes them look like they are professionally printed. Contact me for a template if you wish.