

Sharing Our Success (SOS) Submission Form

Chapter Name:	Lake Superior
Chapter Membership Size:	Small (Less than 100)
Chapter Contact Person:	Kimberly Ellsworth
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Phone Number:	(218) 355-0305
Chapter Board Position:	Vice President of Programming
Chapter Website URL:	https://www.atd-duluth.org/
Submission Title:	Member Appreciation Night Exceeds Expectations
What did you do? (a 2-3 sentence summary of your effort):	We planned a member appreciation night that would focus on professional and personal empowerment. We booked a lovely venue, had a keynote presentation entitled "Slay Your Saboteurs & Master Your Mindset," offered free appetizers, and hired a professional photographer to take headshot photos. The event was held after work hours and was free for members + 1 guest. Fee for non-members was \$49, which included a one-year membership to our chapter and the option to bring a +1 as well.
Who benefitted from this effort (Target Audience) Check all that apply:	<input type="checkbox"/> Chapter Members <input type="checkbox"/> Potential Chapter Members <input type="checkbox"/> Non-Chapter Members
Why did you do it? What chapter needs were addressed?	We wanted to show value to our members by offering a free appreciation event that included a little of something for everyone: networking, learning, great food, a beautiful venue, and the option to have a professional photo taken for free. We also wanted to boost membership by including an option for non-members to register for the event & purchase an annual membership.
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.)	About 10% of the registrations came from non-members, resulting in an increase in chapter membership. Attendee feedback was overwhelmingly positive; they appreciated the change of pace with an evening program that allowed more time for engagement, the program itself was well-received, and the other amenities of the night were crowd-pleasers as well.

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)	The presenters submitted an RFP during our annual planning period and the board loved the topic but it didn't necessarily fit in with our objectives for the programming year and we also thought it would be a great topic for a deep-dive. That's when our board began considering a bonus event. The VP of Programming reached out to the speakers to assess their interest in an evening program in the summer or fall and once we found out they were interested, planning began! Our board devoted time during our spring strategy meeting to plan a vision for the event and then board members took on areas of responsibility and reported progress. Key items of responsibility: finding a venue, coordinating a date, hiring a photographer, ordering food, ordering additional door prizes and "ATD bling" that we gave away, and advertising the event. You can see the event webpage here: https://www.atd-duluth.org/event-5292780 It was truly a group effort!
Is there anything you would do differently?	This event was truly successful and met all of our objectives. One thing we may consider in the future is an added level of incentive or promotion to boost power membership in addition to chapter membership.
When did you start working on this effort?	Apr 11, 2023
When did this effort go live?	Sep 12, 2023
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	30
What resources did you use? Check all that apply:	Chapter funds
How much money was spent?	\$1208.00
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	Chapter Leader ATD Chapter Leaders Conference (ALC) NAC Area Call Chapter Relations Manager (CRM) Other: Our chapter has submitted a success story in the past.
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