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| **Chapter Name** | Southeastern Wisconsin ATD |
| **Chapter Number (ex. CH0000)** | CH5022 |
| **Chapter Location (City, State)** | Milwaukee, WI |
| **Chapter Membership Size** | Medium (100 - 299) |
| **Contact Person for this Submission:** | Colin J. Hahn |
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| **Phone Number:** | (414) - 897 - 6174 |
| **Chapter Board Position:** | VP of Professional Development |
| **Chapter Website URL:** | [http://sewi-atd.org](http://enotification.td.org/track/click/30530608/sewi-atd.org?p=eyJzIjoiVFE4Nk5OV3lnTWNkTGJkaUVCY1g4a3RTOGtNIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvc2V3aS1hdGQub3JnXCIsXCJpZFwiOlwiNjdjMGY0OTg1ZmQyNGE4ZDlmMjIzNGQ1OTk4M2ZiYzdcIixcInVybF9pZHNcIjpbXCJlYjNiYmZmZTE3NzVlMmU5N2I5MGZhODUxNjJmZWE5OGQ1ZTRhM2M3XCJdfSJ9) |
| **Submission Title:** | Partnering with Org Members for Certification Revenue Sharing |
| **Submission Description:** | SEWI-ATD planned to host a gamification certification for our chapter with an external vendor. The vendor offered a revenue sharing agreement so the chapter could make money on the event. SEWI-ATD then contacted our organizational members and found a member that was interested in sending 10+ individuals to this certification. We arranged for the vendor to do two events in the same trip: a certification specifically for this organization member’s audience, and a public event for anyone in the area. For helping introduce the organization to the vendor and for booking the events back-to-back so the vendor could save on travel, SEWI-ATD earned additional revenue-sharing dollars. |
| **Need(s) Addressed? Please be specific.** | Our organizational member was able to get a critical mass of their employees certified in the same methodology, in a more focused session since only their employees were in the room. This special session freed up seats in the public event, allowing SEWI-ATD to admit more registrants. Finally, the chapter benefited financially, nearly doubling our net revenue from bringing in the vendor. |
| **What is your chapter's mission?** | Partner with individuals and organizations we serve to develop highly skilled and talented professionals. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | This initiative allowed us to partner with a major employer in the area and bring a national-caliber talent development program to a wider audience. |
| **National ATD's mission is to "empower professionals to develop talent in the workplace". How does this submission align with ATD's mission? Please provide specific examples.** | Partnering with an organizational member to host multiple sessions from the same vendor helps serve the National ATD mission in several ways. First, we empowered our organizational member to develop talent in their workplace by bringing in an external vendor and certification that they would not have brought in on their own. Second, we empowered our chapter to develop talent more broadly by making this certification accessible to a larger number of potential registrants. Finally, this event helped generate additional revenue for the chapter, enabling us to offer additional, more costly programming opportunities. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | This partnership benefited our organizational member by allowing them to earn a certification with a group composed entirely of their employees, enabling a deeper analysis of their particular business issues. It also benefits our organizational members more broadly; one of the benefits of being an organizational member with SEWI-ATD is being able to piggyback on the experts we bring in. |
| **Costs/Resources Used: (include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources)** | Volunteer hours to contact organizational members, proposed the partnership, and negotiate with the vendor |
| **How did you implement: (please give a brief description)** | We identified organizational members that were candidates for this partnership based on past interest and early registrations. We then contacted the vendor to discuss adding an additional date and negotiated the revenue sharing opportunity. Finally, we identified a champion at our organizational member partner and connected all three entities (chapter, organizational member, and vendor) in order to pin down logistical details and plan promotional efforts. |
| **What were the Outcomes: (Please include hard data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)** | We increased net chapter revenue from $3,000 to $4,500 and increased the number of people attending the certification from 20 to 35. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Next time, I would have conversations with organizational members prior to selecting national-level program vendors in order to gauge interest and identify opportunities earlier.  The key to success was consistent touchpoints with our organizational member's champion and the vendor to make sure that everything was moving forward. |
| **Please list the specific ATD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc.):** | N/A |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Saw or heard of SOS from another Chapter Leader |
| **Would you be willing 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**](http://enotification.td.org/track/click/30530608/td.org?p=eyJzIjoiT1VNM180dUJjUzVIcHE1OWdyNkRNWlNvQ0hJIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjY3YzBmNDk4NWZkMjRhOGQ5ZjIyMzRkNTk5ODNmYmM3XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |