

2011 SOS Submission: Central Ohio Annual WLP Conference Sponsorship Drive – Incentive Program



Chapter Name	Central Ohio
Chapter Number (ex. CH0000)	CH3071
Chapter Location (City, State)	Columbus, Ohio
Chapter Membership Size	Medium (101 - 300)
Contact Person for this Submission:	Denise Jedinak,
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Phone Number:	(614) - 272 - 4729
Chapter Board Position:	President, 2011
Chapter Website URL:	http://centralohioastd.org
Submission Title:	Annual WLP Conference Sponsorship Drive -- Incentive Program
Submission Description:	Our Chapter is planning its WLP Conference and over 20% of our membership has volunteered to work on various committees necessary to plan and implement the event. Recognizing an immediate need for sponsorships, and with nobody stepping up to chair the sponsorships committee, we put in place a multi-tiered incentive plan to involve all of the volunteers in the solicitation of viable sponsors for the event.
Need Addressed:	A way to motivate members to become actively involved in seeking sponsorships to support our Chapter's WLP Conference.
Does this effort align with your chapter's mission?	<input checked="" type="checkbox"/> Yes
Does this submission align with ASTD's mission?	<input checked="" type="checkbox"/> Yes
Target Audience:	Chapter Leaders; programs chairs; community sponsorships chairs
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)	We will raffle off an Apple iPad to the winner during a drawing at the end of the conference. We put this into our conference budget.
How did you implement: (please give a brief description)	We sent email blasts to members and posted on our website.
What were the Outcomes: (include financial, membership increases, target audience satisfaction levels, publicity for the chapter, and of the profession)	tbd
Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)	tbd
Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice.	none

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



[Incentive Program for WLP Sponsorships 2011.xlsx](#)

additional supporting documents:

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