

Sharing Our Success (SOS) Submission Form

Chapter Name:	Central Indiana
Chapter Membership Size:	Medium (101-299)
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Chapter Board Position:	N/A
Chapter Website URL:	https://atdcentralindiana.org/
Submission Title:	Top Ten Reasons to Renew
What did you do? (a 2-3 sentence summary of your effort):	The board discussed, determined, and voted on the top 10 reasons for lapsed members to renew. The board created postcards of those reasons to renew with the chapter and sent them to lapsed members.
Who benefitted from this effort (Target Audience) Check all that apply:	Chapter Members Potential Chapter Members
Why did you do it? What chapter needs were addressed?	After losing about 30% of active members in an 8-month period during the pandemic, the Board wanted to reconvene to brainstorm and clarify the chapter membership's value proposition, and use a cost-effective/time-efficient way to use their resource (chapter administrator) to send a postcard of their "top 10" reasons why lapsed members should renew.
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.)	190 postcards were sent and used at an event. 20% of 190 (38 members renewed)
What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)	Asked the Board to submit reasons (value propositions) and had a board discussion - 25 items down to 10 items. The Chapter Administrator used Canva to produce a postcard (overnightened 250 postcards) for \$97 total. The board knew people were fatigued by virtual meetings, so they wanted to try something they can touch. ROI Justification: Membership: \$125/year so they figured investing \$97 on the postcards/postage was more than worth it

Is there anything you would do differently?	Send out reminders monthly (create a consistent retention kit) Important to frequently update mailing addresses (some work addresses did not work any longer since people were working from home).
When did you start working on this effort?	Mar 06, 2021
When did this effort go live?	Jun 04, 2021
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	5
What resources did you use? Check all that apply:	Chapter funds Board Members
How much money was spent?	\$97
Which board positions were involved in the effort?	The entire Board and Chapter Administrator
Do you have any additional insights to share with other chapters implementing this effort?	Send out reminders monthly (create a consistent retention kit) Important to frequently update mailing addresses (some work addresses did not work any longer since people were working from home).
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/11855749614
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	ATD Chapter Leaders Conference (ALC) National Advisors for Chapters (NAC)
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.	No
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