

## Sharing Our Success (SOS) Submission Form

Chapter Name:	Charlotte Area
Chapter Membership Size:	Medium (101-299)
Chapter Contact Person:	Natalia Muller
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Phone Number:	
Chapter Board Position:	VP of Communications
Chapter Website URL:	<a href="https://www.atdcharlotte.org/">https://www.atdcharlotte.org/</a>
Submission Title:	In Kind Sponsorship
What did you do? (a 2-3 sentence summary of your effort):	Secured meeting space for free in exchange of free memberships
Who benefitted from this effort (Target Audience) Check all that apply:	<input type="checkbox"/> Chapter Members <input type="checkbox"/> Board Members <input type="checkbox"/> Chapter Volunteers <input type="checkbox"/> Chapter Sponsors <input type="checkbox"/> Chapter Partners <input type="checkbox"/> Potential Chapter Members <input type="checkbox"/> Non-Chapter Members <input type="checkbox"/> Consultants <input type="checkbox"/> Other
Why did you do it? What chapter needs were addressed?	Our rent was relatively high for the size of the chapter and it wasn't the best. We paid \$437 for each monthly meeting. A guest at the meeting offered their company space for "free". the new space was light and modern in a good area. In exchange was offered the company 3 free memberships. This partnership worked really well and we were able to save money.
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.)	ATD Charlotte gave 3 memberships x \$160 each totaling \$480. The space rent would have been \$437x11 totaling \$4,807 Total savings: \$4,327 (we do not rent in December).

<b>What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)</b>	As the Board members informally spoke to the members and guests regarding meetings space challenges, it came out.
<b>Is there anything you would do differently?</b>	We could have asked earlier, although the guest offering space was not present at other meetings.
<b>When did you start working on this effort?</b>	Sep 01, 2023
<b>When did this effort go live?</b>	Jan 02, 2024
<b>Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.</b>	3
<b>What resources did you use? Check all that apply:</b>	Sponsorships/Partnerships
<b>Was this an in-kind or monetary sponsorship? If monetary, how much was provided? Who were your partners/sponsors? How did you solicit sponsors?</b>	Conversation with monthly meeting guests.
<b>How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:</b>	ATD Chapter Leaders Conference (ALC)
<b>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 <a href="https://td.org/alc">td.org/alc</a>. Selected session facilitators receive complimentary registration.</b>	No
<b>email_consent</b>	true