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| **Chapter Name**  | Florida Suncoast Chapter |
| **Chapter Number (ex. CH0000)**  | CH9063 |
| **Chapter Location (City, State)**  | Tampa, Florida |
| **Chapter Membership Size**  | Medium (101 - 349) |
| **Contact Person for this Submission:**  | Jennifer Buckley, Secretary, Registration Manager, Webmaster |
| **Email Address:**  | registration@atdsuncoast.org |
| **Phone Number:**  | (813) - 323 - 5852 |
| **Chapter Board Position:**  | Secretary, Registration Manager, Webmaster |
| **Chapter Website URL:**  | [http://atdsuncoast.org](http://enotification.td.org/track/click/30530608/atdsuncoast.org?p=eyJzIjoiUWhISGlkZVVLRTY3VTh2SFdqaVJhSEx0aG53IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvYXRkc3VuY29hc3Qub3JnXCIsXCJpZFwiOlwiMjUwYjc2OGU4YmUyNGMwMGFiMGRkMTJjNjdmOTA3NDlcIixcInVybF9pZHNcIjpbXCIxYmM2OGVhMDBiYmE4NDY1NDNjZTE0ZjEzMWYyZTdiMTkzODQ4YzFkXCJdfSJ9) |
| **Submission Title:**  | Chapter Business Cards |
| **Submission Description:**  | Professional Business Cards for the entire Board |
| **Need(s) Addressed? Please be specific.**  | Most, if not all, of our Board members (including the extended Leadership Team) are members of other organizations and although they wear their professional ATD name badges, they are often asked for more information about our ATD chapter. So, we came up with these business cards to be passed around (please see attached photo). These cards have a blank space on the front so that each Board member can add their own email address, phone number and/or name. Each business card displays our ChIP Code, address, domain and logo. On the back is a custom QR code in ATD colors that points to our online calendar of events. Our original order was for 500 cards (placed back in May of 2016), we have already had to order more as we keep handing them out at every event we each attend. These events include: PMI, Women in Technology, STC, ISPI, HR Tampa Bay, SHRM, Chamber of Commerce, Network After Work, networking events, ATD ICE, ATD ALC, Learning Solutions and others.  |
| **What is your chapter's mission?**  | The ATD Florida Suncoast Chapter, Inc. provides its members with the knowledge, skills, tools, and resources necessary to ensure ongoing professional development, and the ability to deliver exceptional value to their organizations in the area of talent development, workplace learning, and performance.  |
| **How does this effort align with your chapter's mission (Please provide specific examples)?**  | This effort aligned with our mission by providing a professional look and feel to our name badges and it allows our members to represent ATD in a more professional manner when attending other events or gatherings helping to spread the word about ATD, what we do and the value we add to our members professional growth. |
| **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.**  | Many of our members work in corporate environments and as such, often belong to other professional organizations (PMI, Women in Technology, STC, HR Tampa Bay, SHRM, Chamber of Commerce, Network After Work, networking events, etc.) and handing out these business cards represent a very polished and professional appearance. Just like our name badges, these have been a fantastic ice breaker at these events and often serve to open conversations around who and what ATD is and what ATD does for developing talent in the workplace.  |
| **Target Audience: (Who will benefit/has benefited from this effort?)**  | All Board members (voting and extended Leadership Team) |
| **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)**  | The initial design took about an hour and the initial cost was $15.99 via Vistaprint but the exposure and goodwill generated far outpace the cost of time or money. When we reordered, Vistaprint was running a special (they seem to always have some special running). |
| **How did you implement: (please give a brief description)**  | After sharing the design with the President and President Elect, I ordered the cards and then distributed them to the Board at our next event. At this point, each member of the Board has a large handful of cards (~100) for future events. |
| **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.)**  | The business cards were extremely well received and I carry them wherever I go (most of the Board does the same). I hand them out at all kinds of events and I know of at least two new members who joined our chapter because they heard of our chapter at other events (Network After Work, PMI, Pure & Shameless Tech Social). I handed out a large stack of business cards this year at the ATD ALC and had several chapters ask about them - it appears that our design was quite the rage. Because of these badges, we have certainly raised awareness of ATD as a whole throughout the Tampa Bay area. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | Our next batch of cards will have all the email addresses listed on the back so that we can easily checkmark our address (instead of writing it in). Otherwise, we love our design! |
| **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 |
| **Please attach any documents that help support this submission: (additional documents should be sent to** SOS@td.org**)**  |  [ATD\_FL\_Suncoast\_BusinessCards\_2016.JPG](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoidkpwRWpoWjZ0QlZhM0JFV3ZXOVc2Wlh4OEFJIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhNRGttWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCIyNTBiNzY4ZThiZTI0YzAwYWIwZGQxMmM2N2Y5MDc0OVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?**  | Other |
| **If you selected "other", please explain your response.**  | ALC, Chapter President |
| **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=eyJzIjoiVl9HaVd3WUVzRzVaSmcyVld6RFZrdldTX1djIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjI1MGI3NjhlOGJlMjRjMDBhYjBkZDEyYzY3ZjkwNzQ5XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.**  | Yes |