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| **Chapter Name** | Cuyahoga Valley (CVATD) |
| **Chapter Number (ex. CH0000)** | CH3042 |
| **Chapter Location (City, State)** | Akron, Ohio |
| **Chapter Membership Size** | Small (Less than 100) |
| **Contact Person for this Submission:** | Amy Edmonds |
| **Email Address:** | [CVATDpresident@gmail.com](mailto:CVATDpresident@gmail.com) |
| **Phone Number:** | (330) - 414 - 2722 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | [https://cvatd.org](http://enotification.td.org/track/click/30530608/cvatd.org?p=eyJzIjoiYzFEVDdCNVFQUldQT05fLTVxdXhJd0xxbHVZIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2N2YXRkLm9yZ1wiLFwiaWRcIjpcIjMzOGE0ZmZmZDgzYjQ0MGFiNzIxNTNlZWIyOTM0ODg1XCIsXCJ1cmxfaWRzXCI6W1wiZTIxZTAwODM5NjYxNjI4MDliNTQzMTFhZjc3OTRjODA3YjQzOWIzZlwiXX0ifQ) |
| **Submission Title:** | All That and a Bag of Chips |
| **Submission Description:** | The CVATD Chapter actively promotes the use of the Chapter's ChIP Code through marketing and social media. |
| **Need(s) Addressed? Please be specific.** | Increase Chapter revenue by promoting ChIP. Additional funds are earmarked for board development and/or member appreciation. |
| **What is your chapter's mission?** | The Cuyahoga Valley Chapter of the Association for Talent Development (CVATD) is an active professional association to promote the advancement of training and development by linking the people, learning and performance of its members and the public. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | We promote the advancement of talent development through member appreciation and Board professional development. |
| **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.** | Supporting talent development, specifically the development of leadership skills through board professional development. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | CVATD members, board, and member organizations. |
| **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)** | We purchased multi-colored chip clips and bags of chips, with an attached advertisement for ChIP that encourages members and friends to use the CVATD ChIP Code when they check out of the ATD store. |
| **How did you implement: (please give a brief description)** | Promoted ChIP on Social Media, at dinner meetings, and distributed bags of chips at December Member Appreciation Networking 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.)** | ChIP income more than doubled in 2019, from $400 in 2018 to over $800 in 2019. These funds were used to send two board members to the ALC Conference and to host two Member Appreciation events in December. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | This is a very low-effort, high payoff way to promote the benefits of membership and earn additional revenue for the chapter. By letting members know how the money will be used (in our case, for Board Development and Member Appreciation events, members and friends are more likely to make a point to use the ChIP Code. This is also a good way to remind members and friends about the courses and resources available through ATD. |
| **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 on an area call with my NAC |
| **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=eyJzIjoiSHlCVXM4RGhKY1lRR1hnTHk1cGZlNmhnS3dRIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjMzOGE0ZmZmZDgzYjQ0MGFiNzIxNTNlZWIyOTM0ODg1XCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |