

Sharing Our Success (SOS) Submission Form

Chapter Name:	Charlotte Area
Chapter Membership Size:	Medium (101-299)
Chapter Contact Person:	Keith Devoe
Email Address:	pastpresident@atdcharlotte.org
Phone Number:	(704) 609-6227
Chapter Board Position:	Past President
Chapter Website URL:	www.atdcharlotte.org
Submission Title:	Giving Back - Member Thank you
What did you do? (a 2-3 sentence summary of your effort):	The Charlotte Area Chapter of ATD has been financially strong for more than a decade and the Board decided to provide a gift to members in good standing as a way of thanking them for continuing to support the Chapter throughout the COVID pandemic.
Who benefitted from this effort (Target Audience) Check all that apply:	Chapter Members Board Members
Why did you do it? What chapter needs were addressed?	Since we don't have a chapter meeting in December and we haven't had an in-person meeting in over a year, the Board decided to send a small gift to members during the holiday season as a thank you for their membership and being an invaluable part of our chapter. This addressed the chapter needs of connecting with one another and letting our membership know that we care about them.
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.)	The primary purpose of sending e-gift cards was to thank our members since we hadn't held an in-person meeting for more than a year. We decided to share our reduced facility and catering expenses with them and anticipate retaining many of the members who received the e-gift card. Many of the members expressed their appreciation as being recognized as a member by the chapter. We received quite a few thoughtful email responses showing their gratitude to the board for offering such a gift.

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)	After discussing the chapter's fiscal condition, it was suggested that the Board send a thank you gift to its chapter members as a way of thanking them for their continued support. Not only had COVID taken its toll on our members, but there had also been layoffs in the Talent Development field in Charlotte. After discussion, the Board wanted to develop the idea, and at a subsequent Board meeting several different gifts ideas were discussed. After selecting a gift and determining its value, a Board member created an email announcement while another Board member investigate how to get the gift to our members. The Board approved the communication and proposed method of delivery (an e-gift card), and target dates were set for sending an email notification to our members, a follow-up notification, and the final delivery of the gift.
Is there anything you would do differently?	No, the gift card project was a success.
When did you start working on this effort?	Sep 09, 2021
When did this effort go live?	Dec 22, 2021
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	2
What resources did you use? Check all that apply:	Chapter funds Board Members
How much money was spent?	\$440.00
Which board positions were involved in the effort?	Membership with assistance from our Administrator and Communications VP
Do you have any additional insights to share with other chapters implementing this effort?	We were surprised by the number of emails we received from members who expressed their gratitude for the gift. Our chapter had never tried something like this before and we felt our members were worth the investment.
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/12174628987

How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	<div>Chapter Leader</div> <div>ATD Chapter Leaders Conference (ALC)</div> <div>National Advisors for Chapters (NAC)</div> <div>Success Series</div> <div>Other: Knowledge of prior entries by our chapter and others.</div>
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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.	<div>Yes</div>
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email_consent	<div>true</div>
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