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| **Chapter Name** | Pikes Peak |
| **Chapter Number (ex. CH0000)** | CH6140 |
| **Chapter Location (City, State)** | Colorado Springs |
| **Chapter Membership Size** | Medium (101 - 349) |
| **Contact Person for this Submission:** | Shannon Sisco |
| **Email Address:** | [Ssisco@aventa.com](mailto:Ssisco@aventa.com) |
| **Phone Number:** | (719) - 482 - 7648 |
| **Chapter Board Position:** | VP Sponsorship and Partnership |
| **Chapter Website URL:** | [http://tdpikespeak.org/](http://enotification.td.org/track/click/30530608/tdpikespeak.org?p=eyJzIjoiSUxnQ3lQZ3ZETkZKTkFmMVo0NkZSM2xiaG5RIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGRwaWtlc3BlYWsub3JnXFxcL1wiLFwiaWRcIjpcIjlhN2QzYzk3NTRjODRlMDdiN2RhNTBhNzMwNTZhYzVlXCIsXCJ1cmxfaWRzXCI6W1wiZmViMzZiNDAzN2MyNWZhN2Y0YjZiMDM4ZTVjYTY2MWIxNWIxODFhNVwiXX0ifQ) |
| **Submission Title:** | Process for Sponsorship/Partnership |
| **Submission Description:** | The chapter designed and implemented a role and process to increase Sponsorships/Partnerships with our chapter. We felt that developing relationships within our community would help with our success as a chapter. We also wanted to become more known in our community and get the word out as to what our chapter has to offer. |
| **Need(s) Addressed? Please be specific.** | We realized a need to increase membership and retention. One way to do that would be to develop relationships and create a way to invite companies to sponsor and/or partner with our chapter |
| **What is your chapter's mission?** | The Pikes Peak ATD Chapter's mission is to be a non-profit organization serving Southern Colorado, dedicated to assisting individuals and organizations with training  and talent development related skills and services. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | This effort aligns with our chapter's mission by our chapter taking the time to research for other professional resources, developing relationships with organizations as sponsors/partners that we trust and making sure that these sponsors/partners provide our members with information that is beneficial to them. |
| **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.** | This submission aligns with ATD's mission both internally and externally. Internally by our chapter identifying the needs of our members and proactively working on a strategy to better serve them. Externally by offering our members a wide variety of professionals to help them develop talent in their own workplace. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Both our chapter and our members have benefited from this effort |
| **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)** | Volunteer resources vary depending on how many face to face meetings are scheduled in a time frame. This would also include the time to seek and research possible prospects, make initial contact and then follow through. The responsibility lies directly on the VP of Sponsorship, however, there are many times where the other chapter leaders assist. |
| **How did you implement: (please give a brief description)** | We implemented this process by developing a contact list that is a live document, a sponsor/tier sheet to provide for potential prospects to review, and a formatted introductory letter that can be used as another means of communication to reach out to prospects. |
| **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.)** | Our Outcome has been 3 Re-occurring Sponsors, 7 Partnerships and $900 in financial gains |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Lessons learned is that at times it may take more than one person to help implement. Also, that it is beneficial for communication to be open with the VP of Membership, because where there are new Members there is a chance for a sponsor and where there is a sponsor/partner there is a chance for a new member |
| **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.):** | Attending the ATD Conference 2 years ago helped me network with other members to come up with ideas on how to better implement our sponsor/partner process. |
| **Please attach any documents that help support this submission: (additional documents should be sent to** [SOS@td.org](mailto:SOS@td.org)**)** | [Process for Sponsorship Board Role 2016.docx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoibHZmSG4zaDZrVjUxSDA3WVVROGFGX3hreXNnIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMDVOQ1psYkQxbGJHVnRaVzUwWHpFMlwiLFwiaWRcIjpcIjlhN2QzYzk3NTRjODRlMDdiN2RhNTBhNzMwNTZhYzVlXCIsXCJ1cmxfaWRzXCI6W1wiMmE3ZDAzMjQ0YTlmMGMyOTcyMDE4ZmM5NzFhYTdiNzRkOTMyN2ZhN1wiXX0ifQ) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Other |
| **Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)? \*Participating chapters receive up to two complimentary registrations for presenters.** | Yes |