**SOS Submission: Central Indiana Chapter  
SOS Title: New Member Welcome Postcard**

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| **Submission Date: 5/20/16** **Chapter Name: Central Indiana**  **Chapter ID: 5010** **Chapter Location: Indianapolis, IN** **Chapter Membership Size: Med (150)** | **Contact for this Submission: Brittany Helt** **Email Address: bhelt@russellmartin.com** **Phone Number: 317-495-8257**  **Chapter Title: VP Communications** **Chapter Website URL: www.atdcentralindiana.org** |

*When responding to each area, please provide information about who, what, when, how, why, where, and to what degree where appropriate. Also, please be specific and provide enough detail that would allow a leader from a different chapter to pick up this document and mimic your effort.*

**Description of Effort:** The chapter created a branded postcard with a special messages from the chapter’s board of directors. This postcard is signed by each board member and sent to new members within the first month of their membership to welcome them to the chapter and extend an open invitation for frequent communication between the board, volunteers and membership. A sample of the postcard can be shared if requested.

**Need(s) addressed (please be specific):** As we continue to build our membership, we thought it was important to convey a message to new members that we appreciate their membership. We also wanted to encourage participation of new members, and thought that by extending a welcome message to show members the board is excited about their interest with the chapter and begin to open the lines of communication.

**What is your chapter’s mission?**

Connect:

Network with like-minded professionals during ATD-CIC events and meetings, get involved in a Special Interest Group, join us in on-line forums Twitter, LinkedIn and Facebook, or meet future employees or employers through our ATD-CIC job bank.

Learn:

Attend a monthly meeting, webinar, or special event. Learn about topics ranging from facilitation skills, instructional design, leveraging technology in development, and other engaging Talent Development-related topics.

Share:

Support your profession and develop your skills by volunteering with ATD-CIC. Opportunities exist in a variety of areas, spanning from programming to finance. Share your knowledge with others in a Special Interest Group, present at a chapter meeting, or join a discussion in our LinkedIn group.

**How does this effort align with your chapter mission (Please provide specific examples)?** This meets our mission of connecting like-minded professionals in the talent development profession. By extending a brand of communication in the early stages of membership, we continue to encourage open communication and involvement of all our members.

**\*ATD Mission:** **Empower professionals to develop talent in the workplace.\***

**How does this effort align with ATD's mission (Please provide specific examples)?**

As members continue to become more engaged with the chapter, they grow their own skills and competencies which allows them to contribute more to their organizations own organizations- continuing to build and grow talent in the workplace.

**Target Audience (Who will benefit/has benefited?):**

New Members. It’s been our hope that new members will become engaged and involved with the chapter, continuing to grow the presence in Central Indiana, in turn benefiting the companies in Central Indiana with additional knowledge and ideas from their talent development professionals.

**Costs/Resource 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.)*

VP of Communications took approximately 2 hours of time to design, proof and send the design to a printer. We used VistaPrint and were able to purchase 200 postcards for $45. We also purchase small envelopes (usually $12 for 50). We purchase stamps at 46.5 cents, which makes each card approximately $0.93 for each member.

**How did you implement?** *(Please give a brief description.)*

We began by implementing at the beginning of 2016. So each person who renews or becomes a new member will receive a postcard in 2016. When the new year begins, only new members will receive a post-card. Those who renew will not.

**What were the Outcomes?** *(Please include hard data regarding financial, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)*

8 months after implementation, we’ve seen an overall increase of 13% in new members. We’ve also implemented a new member orientation session quarterly. While this can’t be linked directly to the new postcards, we have been getting feedback from new members that they’re very appreciative and excited when they received their postcard.

**Lessons Learned:** *(Hints and tips for other Chapters who may be considering a similar effort)*

With several different efforts that have been implemented in 2016, we’ve seen an overall increase in our membership numbers and our monthly programming events. We’ve found that by doing simple and cost effective projects such as this, our members are more engaged, appreciative and willing to become more involved.

**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 from Twitter
* Saw or heard of SOS from Facebook
* Saw or heard of SOS from another Chapter Leader
* Saw or heard of SOS from LinkedIn Chapter Leaders group
* Saw or heard of SOS on an area call with a NAC representative
* Found SOS on ATD website
* Other: ATD International Conference in Denver

**Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)?** Yes- this will likely work best with some of the other SOS submissions that our chapter is submitting to share our overall success with new member engagement and increasing new member enrollment.

**\*Participating chapters receive up to two complimentary registrations for presenters.**

***Please email completed forms to*** [***SOS@td.org***](mailto:SOS@astd.org) ***along with any supporting documents.***