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| **Chapter Name**  | Central Indiana |
| **Chapter Number (ex. CH0000)**  | CH5010 |
| **Chapter Location (City, State)**  | Indianapolis, IN |
| **Chapter Membership Size**  | Medium (101 - 349) |
| **Contact Person for this Submission:**  | Michelle Baker |
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| **Phone Number:**  | (317) - 701 - 5794 |
| **Chapter Board Position:**  | President |
| **Chapter Website URL:**  | [http://www.atdcentralindiana.org/](http://enotification.td.org/track/click/30530608/www.atdcentralindiana.org?p=eyJzIjoic2wzVkNFckN4RXlVR2c3YXMzZGJEZk80Z21rIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvd3d3LmF0ZGNlbnRyYWxpbmRpYW5hLm9yZ1xcXC9cIixcImlkXCI6XCJjNmQ0NDMyODcxZjg0YWZiYTgzOGNmZDdkYWIzYWMzMVwiLFwidXJsX2lkc1wiOltcIjU4NGRhZmQ0ZDVlMzk1ZThmODY1YjNkNmE5N2JlNmI0ODNkNzRjMjlcIl19In0) |
| **Submission Title:**  | Member Engagement Punch Cards |
| **Submission Description:**  | \*\*\* This is the long-form version of a Mini-SOS submitted at ATD ICE in May - filled out by Jenn Buckley after interview with Michelle Baker\*\*\*We have implemented a punch card for members to "fill in" by attending, volunteering, bringing guests, etc. Once the card is all punched out (filled), it can be redeemed for prizes, books, etc. |
| **Need(s) Addressed? Please be specific.**  | Encourages more attendance by members, to volunteer, be more engaged and connected with the chapter. |
| **What is your chapter's mission?**  | Empower professionals to develop talent in the workplace. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?**  | This supports our chapter mission of increasing member engagement. |
| **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.**  | It is the same mission. |
| **Target Audience: (Who will benefit/has benefited from this effort?)**  | Members, volunteers, the board. |
| **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)**  | Punch cards and punch tool. Marketing via existing communication channels. Projected costs at this point are $25 to get started but do not have a dollar amount for the prizes (have not done this yet). We are looking at getting sponsors to cover the cost of prizes. |
| **How did you implement: (please give a brief description)**  | We created cards with numbers (1-12) and at each event, a member gets their card punched. If you volunteer, you get a punch, if you bring a peer and you get two punches, etc. Different levels earn different rewards. At the annual conference, everyone who completed a card (gets all 12 holes punched) goes into a raffle for a high-dollar prize (ex. an ATD certification package). |
| **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.)**  | We just started this but so far, everyone seems to be very excited about it and it still is generating a lot of buzz. We've made it very easy for everyone to participate in a lot of different ways and even our long-term members are excited as it's similar to a program from years ago that was popular. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | It's too early to tell. |
| **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 another Chapter Leader |
| **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=eyJzIjoiRU4xcEQ2THVZTkNINXJVOU5ZZUdZUFRPNGFBIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcImM2ZDQ0MzI4NzFmODRhZmJhODM4Y2ZkN2RhYjNhYzMxXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.**  | Yes |