

Sharing Our Success (SOS) Submission Form

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| Chapter Name: | Puget Sound |
| Chapter Membership Size: | Medium (101-299) |
| Chapter Contact Person: | Ann Baus |
| Email Address: | administrator@atdpugetsound.org |
| Phone Number: | |
| Chapter Board Position: | Administrator |
| Chapter Website URL: | atdpugetsound.org |
| Submission Title: | Create a Banner for Your Chapter Events |
| What did you do? (a 2-3 sentence summary of your effort): | ATDps needed a new banner once the re-branding of colors and logo was announced. Using Canva, one was created that could easily be replicated by other chapters. |
| Who benefitted from this effort (Target Audience) Check all that apply: | <input type="checkbox"/> Chapter Members <input type="checkbox"/> Board Members <input type="checkbox"/> Chapter Volunteers <input type="checkbox"/> Chapter Sponsors <input type="checkbox"/> Potential Chapter Members <input type="checkbox"/> Non-Chapter Members |
| Why did you do it? What chapter needs were addressed? | With the change in the ATD color palette, ATDps realized that an updated display banner was needed as part of the chapter's overall re-branding plan. |
| 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 chapter realized that it had an opportunity to create a more modern design, provide an enhanced visual representation of the chapter while maintaining the new color scheme from ATD and announce the new images of ATD. We hope that the new banner, with some eye catching icons and a useful QR code will provide a vibrant and energetic feel to those who view it. |

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| What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific) | <p>As we created this new banner, we realized that with a few step by step instructions, other chapters could do something similar. Sometimes having a template already to go helps make the process feel less burdensome. The steps are documented on the Canva images that are attached. The Canva file is available for editing.</p> <p>https://www.canva.com/design/DAGPLrGFi7o/dPrPJYZ1YFQzix-3oMKrtQ/view?utm_content=DA[...]share&utm_medium=link&utm_source=publishsharelink&mode=preview</p> |
| When did you start working on this effort? | Aug 24, 2024 |
| When did this effort go live? | Sep 01, 2024 |
| Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers. | 5 |
| What resources did you use? Check all that apply: | Other: Volunteer with knowledge of Canva |
| Do you have any additional insights to share with other chapters implementing this effort? | <p>The uploads show the final product and the example for someone to edit. The example for editing also contains step by step instructions for completing the project. Having someone work on this who is moderately knowledgeable of Canva would be helpful. Also, if chapters do not realize that non profits can utilize a Pro Version of Canva at no charge, this might be a good insight as well.</p> |
| 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/17295837225 |
| additional supporting documents: | https://www.formstack.com/admin/download/file/17295837226 |
| additional supporting documents: | https://www.formstack.com/admin/download/file/17295837227 |
| How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply: | Other: Lots of experience! |

Would you be willing to apply to present No
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.

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| email_consent | true |
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