

## Sharing Our Success (SOS) Submission Form

<b>Chapter Name:</b>	Memphis
<b>Chapter Membership Size:</b>	Small (Less than 100)
<b>Chapter Contact Person:</b>	Scarlett Krumrey
<b>Email Address:</b>	scarlett.krumrey@alsac.stjude.org
<b>Phone Number:</b>	
<b>Chapter Board Position:</b>	Past President
<b>Chapter Website URL:</b>	tdmemphis.org
<b>Submission Title:</b>	Novel Networking - chapter book exchange
<b>What did you do? (a 2-3 sentence summary of your effort):</b>	We organized an informal networking event with breakfast and a book exchange based on a particular theme. Everyone was asked to bring their favorite book on the designated topic and we conducted the exchange via a play on a dirty Santa gift exchange.
<b>Who benefitted from this effort (Target Audience) Check all that apply:</b>	<input type="checkbox"/> Chapter Members <input type="checkbox"/> Board Members <input type="checkbox"/> Potential Chapter Members <input type="checkbox"/> Non-Chapter Members
<b>Why did you do it? What chapter needs were addressed?</b>	<p>The event provided a unique way for members to engage. At chapter programming events, we don't often have time to network and socialize so this was an opportunity to meet casually, have some fun and leave with a new connection and a new book!</p> <p>Holding the event in the morning gave those members who may not be able to meet during lunch or in the evening, a chance to connect and participate.</p> <p>Because members were allowed to bring a guest, we were able to secure new members as well.</p>

<b>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.)</b>	<p>This event was the second of this kind due to the response and feedback we received after the first time we held this event. We secured at least 3 new members as a result of the event. And again, this targeted our members whose schedules are more conducive for morning events and meetings. We were able to ensure this part of our chapter membership had a way to engage. The event was publicized on social networks and it was a very low cost effort. We secured a free venue (main library), the take-aways (books) were provided by the participants and we had a inexpensive breakfast. Our first event was focused on leadership and the second on communication so participants were asked to bring books related to those topics which also align to our ATD competencies.</p>
<b>What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)</b>	<p>Promote the event through all social channels  Secure a venue (we used our local library who gave us free meeting space and allowed us to bring in our own food)  We hosted the event from 7:30-9:00 with breakfast and meet and greet from 7:30-8:00 and then the game/exchange began at 8:00.</p> <p>Registration was set up on our chapter website and a digital form created to submit your book's author, title and a brief description  We drew numbers based on the number of attendees and each person shared a little bit about the book they brought.  Everyone drew a number and we played "dirty Santa". Whoever drew #1 got to choose the book they wanted but it could be stolen twice.  Everyone left with a new book and it was an incredibly fun and entertaining way to get to know other members.</p>
<b>Is there anything you would do differently?</b>	<p>We plan to continue this as an annual event because it's been so popular with our members. We wouldn't change much at this time - other than making sure the themes of the books are relevant to our TD professionals.</p>
<b>When did you start working on this effort?</b>	Jan 08, 2025
<b>When did this effort go live?</b>	Mar 18, 2025
<b>Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.</b>	3

<b>What resources did you use? Check all that apply:</b>	Chapter funds Board Members
<b>How much money was spent?</b>	\$200
<b>Which board positions were involved in the effort?</b>	Networking director, VP of programming, VP of Marketing
<b>Do you have any additional insights to share with other chapters implementing this effort?</b>	This is an easy lift for any chapter. We are a small chapter and this has been one of the easiest events we've done. It's a unique way for members to engage outside of a formal programming event.
<b>How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:</b>	National Advisors for Chapters (NAC) NAC Area Call
<b>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 <a href="http://td.org/alc">td.org/alc</a>. Selected session facilitators receive complimentary registration.</b>	Yes