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| **Chapter Name** | Austin |
| **Chapter Number (ex. CH0000)** | CH7059 |
| **Chapter Location (City, State)** | Austin Texas |
| **Chapter Membership Size** | Medium (101 - 349) |
| **Contact Person for this Submission:** | Sallia Bandy |
| **Email Address:** | [membership@tdaustin.org](mailto:membership@tdaustin.org) |
| **Phone Number:** | (512) - 948 - 8623 |
| **Chapter Board Position:** | VP Membership, Past President |
| **Chapter Website URL:** | [http://www.tdaustin.org](http://enotification.td.org/track/click/30530608/www.tdaustin.org?p=eyJzIjoialRES1Nxb1I1SGFNM3FGUXBwMlF4OWZfUGt3IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvd3d3LnRkYXVzdGluLm9yZ1wiLFwiaWRcIjpcIjZhYzM4NGE1YzZkMzQyNDU5ZjE5MjJiYjljMmQ4OTcwXCIsXCJ1cmxfaWRzXCI6W1wiMzZiYWJmMTQ1YmY0MDBmMzAwNDUxMTRlZjlkYmY2MDQ1YjRlMTllYlwiXX0ifQ) |
| **Submission Title:** | Don't forget your members! |
| **Submission Description:** | Send handwritten welcome postcards to new and renewing members to let them know they are loved! |
| **Need(s) Addressed? Please be specific.** | After members join a chapter, they are often forgotten. They may not know how to log onto the the website, what is available, and may soon lose interest. A postcard gets read - a letter in an envelope gets thrown away...it's just a fact of too much data in our lives. |
| **What is your chapter's mission?** | The mission of ATD Austin is to advance the Austin Area learning and talent development community. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | We can't advance the talent development profession in our area if we don't reach out to the members - the very people we depend on. A handwritten card is very welcoming. |
| **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.** | We, as chapters, need to establish relationships with our members. We need to let them know from the moment that they join the chapter that they are welcome and their input is valuable. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | New and renewing members |
| **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)** | Postcards (from Zazzle.com) - $ .31 (zazzle.com has very nice, heavy cards, but you can print your own on an inkjet printer that look very nice. The ATD chapter cards attached are printed from MS Publisher on cardstock) Postage - $ .34 Total - $ .65 1 minute to write a short note |
| **How did you implement: (please give a brief description)** | Buy the postcards. We were looking for souvenir postcards of Austin that would be colorful and engaging. When someone joins or renews on the ATD Store or local website, we immediately pull out a postcard and write a quick note. It takes about 1 minute. You can pull the mailing address from the Wild Apricot contact database and key off of any interests that they may have indicated (if they renewed or joined locally). Mail the postcard. Get it out as quickly as possible. |
| **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 have been doing this for 3 months now and have had an uptick in new member chapter meeting and SIG registrations. Several new members have emailed (I provide the membership VP email address) to say thank you or ask a question. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Why didn't we do this sooner and why doesn't everyone do this? |
| **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.):** | We looked at other membership SOS entries to get ideas of what kinds of things to do.  We got this idea from Chewy.com - the online pet store. Our membership VP gets handwritten colorful postcards from them periodically, thanking her for being a customer. |
| **Please attach any documents that help support this submission: (additional documents should be sent to Samantha Herman,** [sherman@td.org](mailto:sherman@td.org)**)** | [Postcard1.jpg](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiSG9zakZfQlRaMnpPTXhuS09MSndtVFBybkxBIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhOVGdtWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCI2YWMzODRhNWM2ZDM0MjQ1OWYxOTIyYmI5YzJkODk3MFwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [Postcard3.jpg](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiM1VKOFliaklteFhKLXpQT1dEUW9YMVZNQk9vIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhOVGdtWld3OVpXeGxiV1Z1ZEY4eU1nPT1cIixcImlkXCI6XCI2YWMzODRhNWM2ZDM0MjQ1OWYxOTIyYmI5YzJkODk3MFwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [Postcard2.jpg](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiWWk1di1HTkZmcVFYbXdCM2laTF9NakUxdHc0IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhOVGdtWld3OVpXeGxiV1Z1ZEY4eU13PT1cIixcImlkXCI6XCI2YWMzODRhNWM2ZDM0MjQ1OWYxOTIyYmI5YzJkODk3MFwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Saw or heard of SOS on an area call with my NAC |
| **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=eyJzIjoiQXEwMnNSQzdiTjNBclBmRy11V1FuNTVjQkNzIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjZhYzM4NGE1YzZkMzQyNDU5ZjE5MjJiYjljMmQ4OTcwXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |