

2008 SOS Submission: Greater Philadelphia Membership Renewal Telephone Drive



Submission Date: 9/12/2008 8:52:37 PM
Chapter Name: Greater Philadelphia Chapter
Chapter ID: CH2021
Chapter Location: Philadelphia
Chapter Membership Size: Large (301+)

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Chapter Title: co-VP Membership
Chapter Website URL: www.astdphl.org

Description of Effort: Increased membership from fewer than 200 to over 300 in less than one year

Need Addressed: Chapter growth

Does this effort align with your chapter mission? No

Does this effort align with ASTD's mission? No

Target Audience: Prospects in our database.

Costs/Resource Use: We used mostly HUMAN resources.

How did you implement: Via email, telephone and word-of-mouth (sweat equity), we dramatically improved membership numbers.

What were the Outcomes? Financial picture looks much better and membership number are looking better all the time.

Lessons Learned: We got others involved, empowered current chapter members.