**2011 SOS Submission: Central Ohio**

**Annual WLP Conference Sponsorship Drive –**

**Incentive Program**

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| **Chapter Name** | Central Ohio |
| **Chapter Number (ex. CH0000)** | CH3071 |
| **Chapter Location (City, State)** | Columbus, Ohio |
| **Chapter Membership Size** | Medium (101 - 300) |
| **Contact Person for this Submission:** | Denise Jedinak, |
| **Email Address:** | denise.jedinak@boehringer-ingelheim.com |
| **Phone Number:** | (614) - 272 - 4729 |
| **Chapter Board Position:** | President, 2011 |
| **Chapter Website URL:** | [**http://centralohioastd.org**](http://centralohioastd.org) |
| **Submission Title:** | Annual WLP Conference Sponsorship Drive -- Incentive Program |
| **Submission Description:** | Our Chapter is planning its WLP Conference and over 20% of our membership has volunteered to work on various committees necessary to plan and implement the event. Recognizing an immediate need for sponsorships, and with nobody stepping up to chair the sponsorships committee, we put in place a multi-tiered incentive plan to involve all of the volunteers in the solicitation of viable sponsors for the event. |
| **Need Addressed:** | A way to motivate members to become actively involved in seeking sponsorships to support our Chapter's WLP Conference. |
| **Does this effort align with your chapter's mission?** | http://forms.astd.org/images/icons/checkbox_16.gifYes |
| **Does this submission align with ASTD's mission?** | http://forms.astd.org/images/icons/checkbox_16.gifYes |
| **Target Audience:** | Chapter Leaders; programs chairs; community sponsorships chairs |
| **Costs/Resources Used: (include any funding you were able to get through donations, contributions, barter, etc. and how you went about getting these resources. Also include how much volunteer/board member time this effort took)** | We will raffle off an Apple iPad to the winner during a drawing at the end of the conference. We put this into our conference budget. |
| **How did you implement: (please give a brief description)** | We sent email blasts to members and posted on our website. |
| **What were the Outcomes: (include financial, membership increases, target audience satisfaction levels, publicity for the chapter, and of the profession)** | We were able to secure 18 sponsors for our conference, generating $12,345 in revenue.  Although we generated $12,345 of income from sponsors toward the conference, and nearly tripled our budget for new members bringing in an additional $4,685, we anticipated (correctly) that the conference would not be revenue generating event for the Chapter.   What the conference did generate though was the amount of activity by members which supplies our talent pool for succession planning purposes, and that’s priceless!  The incentive program for conference volunteers netted us nearly 40 member volunteers; and some of those members renewed their memberships in order to qualify. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | To be even more successful in the future, the Chapter will begin planning in June of 2012 for its next WLP conference to take place in 2013.  Volunteers paid a reduced conference fee (versus in the past volunteers paid nothing), which impacted the financial results. While we will continue to offer a reduced conference fee for volunteers, we will increase the fee volunteers paid to one-half of the fee for members; and we will cap the number of volunteers eligible. |
| **Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice.** | We relied heavily on our previous conference experiences, rather than National guidance. |
| **Please attach any documents that help support this submission: (additional documents should be sent to SOS@astd.org)** | http://forms.astd.org/images/icons/attach.gif [**Incentive Program for WLP Sponsorships 2011.xlsx**](http://forms.astd.org/download.php?q=Zm9ybV9pZD0xMSZpZD0xOSZlbD1lbGVtZW50XzE2) |
| **additional supporting documents:** | none |

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