

## Sharing Our Success (SOS) Submission Form

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**Chapter Name:**

St. Louis

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**Chapter Membership Size:**

Medium (101-299)

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**Chapter Contact Person:**

Danielle Buscher

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**Email Address:**

dbuscher@brinkmannconstructors.com

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**Phone Number:**

(217) 417-1363

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**Chapter Board Position:**

President

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**Chapter Website URL:**

www.atdstl.org

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**Submission Title:**

Fostering Connection with Members... and Furry Friends

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**What did you do? (a 2-3 sentence summary of your effort):**

We hosted a member's only networking event as a way to recognize our members during member appreciation month and celebrate our return to in person events. We hosted it at a dog bar to also show appreciation to the furry friend that has been by their side throughout the pandemic. We also took the opportunity to recognize our chapter volunteers and have some fun giveaways.

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**Who benefitted from this effort (Target Audience) Check all that apply:**

Chapter Members  
Other: Chapter Dogs!

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**Why did you do it? What chapter needs were addressed?**

We had not returned to in-person events since pausing them in March 2020. Some of our members are happy with being 100% virtual, but others missed the opportunity to network and build relationships with other TD professionals. We wanted to find a way to increase engagement with our members that were craving an in-person opportunity.

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**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.)**

100% Member Satisfaction

1 new chapter volunteer

2 chapter members expressed interested in co-hosting a new special interest group

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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)**

Overall the event was fairly easy to execute, because we have a dog bar in St. Louis that offers private event space as well as a fenced area with a dog sitter for the dogs to run. If that wasn't an option, we likely would have considered hosting at a local dog park.

To help generate conversation during the event, we had a scavenger hunt activity that required participants to obtain signature from people that met particular criteria such as position on the board, position at work, or other random facts. We gave the winner a swag bag - some of which came from a Marketing request through ATD.

We also had two drawings to give away a membership with ATD St. Louis and a registration to our fall conference, Learn St. Louis.

To recognize our volunteers, we gave all volunteers a certificate and an amazon gift card.

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**Is there anything you would do differently?**

I would have ordered dog treats instead of just having human food available.

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**When did you start working on this effort?**

Feb 01, 2022

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**When did this effort go live?**

Apr 05, 2022

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**Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.**

10

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**What resources did you use? Check all that apply:**

Chapter funds

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**How much money was spent?**

750.00

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**Do you have any additional insights to share with other chapters implementing this effort?**

This event was a huge hit with our membership. Even members without their own dogs were really excited to attend, not only to network, but to play with other member's dogs. It was a financial cost to the chapter, but it was an amazing engagement tool!

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**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/12609544263>

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**How did you become familiar with the Sharing Our Success (SOS) program?** National Advisors for Chapters (NAC)  
Chapter Leader Day (CLD)  
**Select all that apply:**

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**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 [td.org/alc](http://td.org/alc). Selected session facilitators receive complimentary registration.** Yes

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**email\_consent** true

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