

## Sharing Our Success (SOS) Submission Form

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Chapter Name:	Bay Colonies
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Chapter Membership Size:	Small (Less than 100)
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Chapter Contact Person:	Elizabeth Neves
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Email Address:	eneves@beaconmutual.com
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Phone Number:	
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Chapter Board Position:	VP of Communications
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Chapter Website URL:	atdri.org
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Submission Title:	Engagement through the Newsletter
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What did you do? (a 2-3 sentence summary of your effort):	We began sending a monthly newsletter to our contacts in September 2023. This was updated with the new colors and logo for ATD in October 2024. We add as many pictures as we can to support the engagement.
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Who benefitted from this effort (Target Audience) Check all that apply:	Chapter Members Chapter Volunteers Chapter Sponsors Chapter Partners Potential Chapter Members Non-Chapter Members
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Why did you do it? What chapter needs were addressed?	Chapter engagement is so important. We need to be able to share with our members and potential members that we are an active and relevant chapter. By sending out a colorful newsletter, we are top of mind. By limiting to the most relevant and current topics, we are able to share our message as concisely as possible. By adding links to upcoming events and our webpage we are making it very easy for the reader to connect.
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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.)**

Attached is a tracking sheet for our newsletter.  
For this current 'season' we have been able to maintain a 99% delivered rate and an average of 41% open rate. This is incredible compared to an industry average newsletter open rate of 28%. We also track which links are being clicked. This allows us to ensure that we are including the right links in our newsletters. Our Dec 2024 newsletter was sent to 357 contacts. 355 were delivered (99%).  
191 newsletter emails were opened (54%).  
This newsletter resulted in 435 clicks!  
Maintaining accurate email addresses is important so that the newsletter is being received by the right person.

**What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)**

Newsletter is created directly in Wild Apricot using the Communication template. This allows us to update each month easily. We had a professional photographer (current member) photograph well known places around Rhode Island. We frequently use these in the newsletter.  
We start with a recap of the last event, ideally with pictures. Next we will list our upcoming events for the month (with descriptions) with links to register.  
If there is a pertinent ATD topic (such as member month or ELW) we include that information with links as well.  
September 2024 we started Chapter Engagement Rewards. The leaderboard is updated and posted each month in the newsletter. Again, there are links to all this information.  
By using a template in Wild Apricot, we are able to update this each month, fairly easily.  
Each month the newsletter is emailed through WA to all contacts.

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

We are considering incorporating short videos in the future.

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

Aug 01, 2023

**When did this effort go live?**

Sep 06, 2023

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

3

<b>What resources did you use? Check all that apply:</b>	Sponsorships/Partnerships Board Members ATD Resources Other: note - 3 hours effort per month
<b>Was this an in-kind or monetary sponsorship? If monetary, how much was provided? Who were your partners/sponsors? How did you solicit sponsors?</b>	Logos for sponsors are included in the newsletter.
<b>Which board positions were involved in the effort?</b>	Communications, Technology, Marketing, President
<b>Select the ATD resources you used. Select all that apply:</b>	Chapter Relations Manager (CRM) Other: Wild Apricot, TD.org for national info
<b>Do you have any additional insights to share with other chapters implementing this effort?</b>	Keep information current and relevant. Send out around the same time each month. Include pictures whenever possible. IT WORKS!
<b>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)</b>	<a href="https://www.formstack.com/admin/download/file/17508965603">https://www.formstack.com/admin/download/file/17508965603</a>
<b>additional supporting documents:</b>	<a href="https://www.formstack.com/admin/download/file/17508965624">https://www.formstack.com/admin/download/file/17508965624</a>
<b>additional supporting documents:</b>	<a href="https://www.formstack.com/admin/download/file/17508965625">https://www.formstack.com/admin/download/file/17508965625</a>
<b>How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:</b>	Chapter Leader ATD Chapter Leaders Conference (ALC) National Advisors for Chapters (NAC) NAC Area Call Leader Connection Newsletter (LCN) Chapter Relations Manager (CRM) Success Series

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

Yes

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**email\_consent**

true

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