

Chapter Name	Lake Superior
Chapter Number (ex. CH0000)	CH6045
Chapter Location (City, State)	Duluth, Minnesota
Chapter Membership Size	Small (Less than 100)
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Chapter Board Position:	President
Chapter Website URL:	http://www.astd-duluth.org
Submission Title:	Power Membership Scavenger Hunt
Submission Description:	<p>We kicked off one of our monthly meetings with an ASTD scavenger hunt.</p> <p>To introduce the topic we created a "Top 10 Reasons to Join ASTD National" list that included all of the benefits that Power Members will receive in 2014. Each of our board members took turns standing up in our seats and reading each of the reasons. We then explained that we had a brief scavenger hunt for the group. We provided each table with resources such as ASTD State of the Industry Reports and T&D Magazines. We also encouraged the group to use their cell phones to access the ASTD National site. We gave the groups 10 minutes to complete their scavenger hunt. The questions are attached to this submission.</p> <p>We reviewed the answers for each of the questions and awarded the winning team candy bars adorned with ASTD logo stickers. We then closed the activity by asking a couple of our National Members (not board members) to share how they benefit from their membership.</p>
Need(s) Addressed? Please be specific.	We wanted to promote the various resources on the ASTD National website to fulfill our members need for increased sources of information--more variety than what we can provide in our monthly educational meetings.
What is your chapter's mission?	The Lake Superior Chapter of the American Society for Training and Development provides for the exchange of information, leadership and development of individuals, organizations and community through learning and human performance improvement.
How does this effort align with your chapter's mission (Please provide specific examples)?	Our mission is to provide information that will grow individuals and organizations in our community. By encouraging Power Membership and by showing current national members how to utilize their membership to the fullest we are developing the learning and development professionals in our area and the people they ultimately reach.
National ASTD's mission is to "empower professionals to develop knowledge & skills successfully". How does this submission align with ASTD's mission? Please provide specific examples.	In this activity members are actively engaged in locating information on the ASTD website and within other written materials (T&D magazine, etc.) Our questions in the scavenger hunt focused on opportunities to get additional education through conferences, blogs, webcasts, and the Communities of Practice during the exercise. This enlightened our members to the opportunities beyond our chapter

that they can use to grow their skills and careers.

Target Audience: (Who will benefit/has benefited from this effort?)

Our target audience was local members who are not national members and also national members who are not making the most of the national benefits. We held this event at our regular educational meeting and had 33 participants in attendance. One of the benefits of the activity that we did not predict is that we had several in attendance who were not local or national members and the activity led to increased interest in local membership as well.

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)

The only monetary cost to this activity was for prizes.
The actual time spent in the activity was 25 minutes during our regular meeting.
5 Minutes for Top 10 Intro and Instructions
10 Minutes for Scavenger Hunt
10 Minutes for reviewing answers, awarding prizes, and National Member sharing (close)

How did you implement: (please give a brief description)

This was implemented at our regular monthly meeting. We have 30 minutes before the meeting for informal networking and we used this time. We used board members to execute the activity.

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.)

This activity generated four requests for more information about National Membership immediately after the meeting (we had 33 people in attendance). Two of these inquiries were not local members so we were able to talk to them about local and national membership. We anticipate 3 new national memberships before the end of March based on these conversations.

Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)

The activity was a hit with our members, but some audiences may not participate as well. You should be prepared to deploy board members to help groups with their searches if they are struggling.

Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc.):

ASTD Website information about new POWER MEMBER Program

Please attach any documents that help support this submission: (additional documents should be sent to SOS@astd.org)

[Top 10 Reasons to Join ASTD National.pptx](#)

additional supporting documents:

[Join ASTD National Scavenger Hunt.docx](#)

How did you become familiar with the Sharing Our Success (SOS) program?

Saw or heard of SOS on an area call with my NAC representative