

2009 SOS Submission: Upstate South Carolina Increase in Joint Membership



Submission Date: 11/19/2009 1:10:49 PM
Chapter Name: Upstate South Carolina Chapter
Chapter ID: CH4010
Chapter Location: Greenville, SC
Chapter Membership Size: Small (Less than 100)

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Chapter Title: VP SIGs/GIGs
Chapter Website URL: <http://www.upstatescastd.org/>

Title of Effort: Joint membership increase

Description of Effort: Increase joint membership by 10%

Need Addressed: To grow both chapter and national membership

Does this effort align with your chapter mission? Yes

Does this effort align with ASTD's mission? Yes

Target Audience: Chapter members who were not national members and other training professionals who were not members of the chapter or national.

Costs/Resource Use: No costs; only time commitments from volunteers.

How did you implement: We significantly publicized and communicated Power of 2 through our website, at meetings and special events, and by email. We created two Power of 2 brochures using the templates provided by National that we have available at all meetings and events. We send reminder letters to members at least one month prior to membership expiration which includes benefits of joint membership. We also send welcome letters. Our membership committee has held two calling campaigns to companies both in our database and from lists outside our database to encourage membership (both local and national). We have actively networked by attending events such as an expo sponsored by the local chamber of commerce and SHRM and provided a free coupon to attend one of our meetings.

What were the Outcomes: We exceeded our goal. Joint membership has increased from 30% to over 50%.

Lessons Learned: Time consuming but worth the effort.

Specific ASTD chapter resources that helped guide you in the process of completing this best practice:

Volunteers who created forms, documents and scripts to use in the call campaign. I will email support files separately.