

## Sharing Our Success (SOS) Submission Form

|   |  |
|---|--|
| Chapter Name:   | Ann Arbor  |
| Chapter Membership Size:  | Small (Less than 100)  |
| Chapter Contact Person:   | Jen Laidlaw  |
| Email Address:  | jlaidlaw@a2atd.org   |
| Phone Number:   | (734) 560-2667   |
| Chapter Board Position:   | President  |
| Chapter Website URL:  | <a href="https://www.a2atd.org/">https://www.a2atd.org/</a>  |
| Submission Title:   | Annual Mini-Conference   |
| What did you do? (a 2-3 sentence summary of your effort):               | Created a "mini-conference" 1-night special event covering each aspect of the capability model.  |
| Who benefitted from this effort (Target Audience) Check all that apply: | Chapter Members<br>Board Members<br>Potential Chapter Members<br>Non-Chapter Members   |
| Why did you do it? What chapter needs were addressed?                   | <p>In the spring of 2021, our chapter membership and event attendance was down. No one seemed to want to attend virtual events, but it was challenging to get the momentum going to get back in-person. We wanted to get the local members excited about a big event and also attract lapsed and new members. In place of a large all-day conference that didn't seem doable for our small chapter, we planned a fall back to school "mini-conference" consisting of a single evening event from 5-8:30pm with (3) speakers, each covering one aspect of the capability model. We also wanted to include member appreciation so we included book and swag giveaways with items we received from a marketing request to ATD national. We used the educational partnership program to giveaway a grand prize ATD course to close the night. Like one of our typical events, dinner was also included. We sent mailer postcards members, lapsed members, and local ATD national members who were not affiliated with a chapter.</p> |

|  |   |
|--|---|
| <b>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.)</b> | We sold out our first event with 4 people on the waiting list! We gained back X lapsed members and also had X membership sign ups.  |
| <b>What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)</b>  | <p>We chose aspects of the capability model to focus on.</p> <p>We contacted local speakers from the university/ business and asked them to present/ workshop for 30-40 minutes on a topic around the capability.</p> <p>Our marketing person created a postcard and mailing list and sent out 3-4 weeks ahead of the event. The postcard also included our mission, value statement, the rest of our fall lineup, and a QR code for easy registration.</p> <p>We clearly indicated COVID and cancellation protocols and what to do if you were sick/ needed to cancel/ transfer your ticket.</p> |
| <b>Is there anything you would do differently?</b>   | We've continued to run this fall mini-conference every fall. We continue to give out books and the larger course. We added a 1-year chapter membership giveaway in 2022. We also started to let student members select the winners out of a fishbowl. :)  |
| <b>When did you start working on this effort?</b>  | May 01, 2021  |
| <b>When did this effort go live?</b>   | Sep 21, 2021  |
| <b>Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.</b>  | 20  |
| <b>What resources did you use? Check all that apply:</b>   | <p>Chapter funds</p> <p>Sponsorships/Partnerships</p> <p>ATD Resources</p>  |
| <b>How much money was spent?</b>   | About \$400 for postcard mailers, books, and membership swag (notebook, office bag, pens)   |
| <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>   | No  |
| <b>Select the ATD resources you used. Select all that apply:</b>   | <p>Chapter Relations Manager (CRM)</p> <p>National Advisors for Chapters (NAC)</p> <p>Joint Membership Activities</p> <p>Power Membership Resources</p>   |

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

Some larger chapters do an all-day conference but that wasn't realistic for us considering our size (about 60 members right now- 35 at the time!) and our board/ volunteers (8 of us). This expanded format of one of our regular-scheduled chapter events was an easy way for us to make something special out of something we normally do.

Year after year, this mini-conference event is a great boost to our attendance and membership!

**How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:**

ATD Chapter Leaders Conference (ALC)  
National Advisors for Chapters (NAC)  
NAC Area Call  
Chapter Relations Manager (CRM)

**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

**email\_consent**

true