

Sharing Our Success (SOS) Submission Form

Chapter Name:	Baton Rouge
Chapter Membership Size:	Small (Less than 100)
Chapter Contact Person:	Julie Miller
Email Address:	president@atdbatonrouge.org
Phone Number:	(225) 571-5377
Chapter Board Position:	President
Chapter Website URL:	https://atdbr.org/
Submission Title:	Baton Rouge's Engagement Rewards
What did you do? (a 2-3 sentence summary of your effort):	We created an engagement rewards system to increase member engagement. https://atdbr.org/Engagement-Rewards
Who benefitted from this effort (Target Audience) Check all that apply:	Chapter Members
Why did you do it? What chapter needs were addressed?	In January of 2023, we changed our membership structure to be all-inclusive. We heard from many members that their organizations were paying for their memberships and would like one invoice for the year. We took this information and created membership levels that included all membership meetings and catered lunches. We saw that this structure caused our membership number to drop, so we created this rewards system to entice lapsed members to renew and get our active members more engaged.
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.)	Increased number of members Increased attendance at membership meetings Increased number of volunteers

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)	1. Created the rules (board members could participate but not win) 2. Determined what tasks we would give points for and how many points given - only included tasks that we could track 3. Had marketing create graphics 4. Developed marketing plan (how to share the information) 5. Determine prizes (all members reaching 200 points will receive ATDBR swag, left over from previous year's conference, 1st place gets 50% off next year's membership, 2nd place gets 30% next year's membership, and 3rd place gets 15% off next year's membership) 6. Determine how this would be tracked - our VP of Technology created a spreadsheet to track all points and we post the leaderboard in our quarterly newsletters
Is there anything you would do differently?	Create all monthly extra engagement point challenges at the beginning of the year.
When did you start working on this effort?	Nov 15, 2022
When did this effort go live?	Jan 01, 2023
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	10
What resources did you use? Check all that apply:	Board Members
Which board positions were involved in the effort?	President, VP of Technology, VP of Marketing
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/15067557570
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	National Advisors for Chapters (NAC)
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. Selected session facilitators receive complimentary registration.	Yes

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true
