**SOS Submission:   
SOS Title:** **Creating a Director of Partnerships**

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| **Submission Date:**  **Chapter Name: Nebraska**  **Chapter ID: CHIP 6064** **Chapter Location: Lincoln, Nebraska** **Chapter Membership Size: Medium** | **Contact for this Submission: Jennifer Labrie Pereira** **Email Address: Jennifer.labriepereira@hyatt.com** **Phone Number: 402-952-1148**  **Chapter Title: VP Finance** **Chapter Website URL: www.atdnebraska.org** |

*When responding to each area, please provide information about who, what, when, how, why, where, and to what degree where appropriate. Also, please be specific and provide enough detail that would allow a leader from a different chapter to pick up this document and mimic your effort.*

**Description of Effort:**

Created a Director of Partnerships to ensure there is a key person focusing efforts on Partnerships as well as Sponsorships.

**Need(s) addressed (please be specific):**

The chapter had sponsors but wanted to put focus on developing partnerships as well as they were not getting much traction in this area. They were only focusing on sponsors as opposed to partnerships. This was currently under the Marketing Communications area and they felt it was better served by creating a role for this and putting it under Finance. This person’s main focus was creating partnership/sponsorship packages, developing those relationships and bringing in partnerships for the chapter and their events.

**What is your chapter’s mission?**

Our missionis to**enhance members’ abilities, to develop talent and support clients and organizations in our local and global communities.**

**How does this effort align with your chapter mission (Please provide specific examples)?**

By having a more targeted and specific focus on partnerships, the chapter will be able to provide more quality events and services as well as using money saved to put back into supporting and developing members.

**\*ATD Mission:** **Empower professionals to develop talent in the workplace.\***

**How does this effort align with ATD's mission (Please provide specific examples)?**

Same alignment as above.

**Target Audience (Who will benefit/has benefited?):**

Potential Partners and the chapter and their members. The goal would be that there would be mutually beneficial relationships.

**Costs/Resource 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.)*

There was no cost to create the position. Time and effort of chapter leaders to create the job description. Approximately 2 hours.

**How did you implement?** *(Please give a brief description.)*

Once the position was created they filled the position The Director of Partnerships first initiative as their annual conference as the conference was already in planning stages. She was tasked with working on partnerships to support the conference as well as sponsorships. She worked on a package to create partner/sponsor levels. And reached out to businesses to start this. She is also working on the same but for regular chapter events, meetings etc.

**What were the Outcomes?** *(Please include hard data regarding financial, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)*

Satisfaction levels with events have increased as they can provide more and even better quality conferences/events with these partnerships. They also have gained financially. For example, their conference which was the first big event they garnered partnerships for profited over 18,000 while keeping the attendee cost down. This was due to they were able to provide high quality speaker and many other services for discounted or free to keep costs down as well as to be able to put it back into other pieces of programming. They will continue to evolve partnerships for various events throughout the year.

**Lessons Learned:** *(Hints and tips for other Chapters who may be considering a similar effort)*

Make sure you provide anyone interested in this type of position with estimated time spent including time spent reaching out to partners and developing relationships etc. This could also vary based on what types of services you are trying to partner with, how many you are working with, what types of events you have in your chapter. You have to be available when businesses are available. One thing, they may look into is to develop a committee to work directly with the Director of Partnerships to assist with these relationships. Depending on what is happening, there are times additional people resources could be needed (such as when there is a larger event like a conference.

They do feel this type of role has been well served under Finance since it has direct relation to budgets/cost etc.

Start small scale and then grow. Don’t be afraid to try something new and then change it if it doesn’t work the way you hoped.

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

They did look at other chapters as to how they handle partnerships

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

* Saw or heard of SOS from Twitter
* Saw or heard of SOS from Facebook
* **Saw or heard of SOS from another Chapter Leader**
* Saw or heard of SOS from LinkedIn Chapter Leaders group
* Saw or heard of SOS on an area call with a NAC representative
* Found SOS on ATD website
* Other

**Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)?**

**\*Participating chapters receive up to two complimentary registrations for presenters. Yes**

***Please email completed forms to*** [sos@td.org](mailto:sos@td.org) ***along with any supporting documents.***