

## 2008 SOS Submission: Greater Philadelphia New Member Follow-up Survey



**Submission Date:** 9/12/2008 8:52:37 PM  
**Chapter Name:** Greater Philadelphia Chapter  
**Chapter ID:** CH2021  
**Chapter Location:** Philadelphia  
**Chapter Membership Size:** Large (301+)

**Contact for this Submission:** Frank Felsburg  
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**Phone Number:** 610-938-2616  
**Chapter Title:** co-VP Membership  
**Chapter Website URL:** [www.astedphl.org](http://www.astedphl.org)

**Description of Effort:** Increased membership from fewer than 200 to over 300 in less than one year

**Need Addressed:** Chapter growth

**Does this effort align with your chapter mission?** No

**Does this effort align with ASTD's mission?** No

**Target Audience:** Prospects in our database.

**Costs/Resource Use:** We used mostly HUMAN resources.

**How did you implement:** Via email, telephone and word-of-mouth (sweat equity), we dramatically improved membership numbers.

**What were the Outcomes?** Financial picture looks much better and membership number are looking better all the time.

**Lessons Learned:** We got others involved, empowered current chapter members.