

## 2010 SOS Submission: Charlotte Virtual Guest Pass Program

**Submission Date:** 4/6/2010 8:41:26 PM

**Chapter Name:** ASTD Charlotte

**Chapter ID:** ch4067

**Chapter Location:** Charlotte NC

**Chapter Membership Size:** Medium (101-300)

**Contact for this Submission:** Kary Beaman

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**Chapter Title:** Past President

**Chapter Website URL:**

<http://www.astdcharlotte.org/index.html>

**Description of Effort:** Offers a virtual guest pass to members

**Need Addressed:** Marketing effort; recruiting and cost reduction.

**Does this effort align with your chapter mission?** Yes

**Does this effort align with ASTD's mission?** Yes

**Target Audience:** prospective members

**Costs/Resource Use:** Budgeted within club budget for each member to potentially bring one guest during the year. Also, budgeted for the cost of the guest meal.

**How did you implement:** Announced at meetings, distributed through newsletter. Emphasized cost savings and goodwill gesture of being able to bring a friend/business associate.

**What were the Outcomes:** Membership increase; positive feedback from members, publicity, and goodwill.

**Lessons Learned:**