

Sharing Our Success (SOS) Submission Form

Chapter Name: Greater Atlanta

Chapter Membership Size: Large (300+)

Chapter Contact Person: Allison Baldwin

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Chapter Board Position: Chapter President

Chapter Website URL: <https://atdatlanta.org/>

Submission Title: Different ways to become a community partner & support early learners

What did you do? (a 2-3 sentence summary of your effort): Part of our community relations strategy for 2022 was to support a back to school effort. The executive board decided to donate \$50 and be a silver business sponsor for Kemp Elementary, in Powder Springs, GA. As a learning organization, contributing to early learners makes a lot of sense!

Who benefitted from this effort (Target Audience) Check all that apply: Non-Chapter Members
Other: Elementary school students

Why did you do it? What chapter needs were addressed? Our board realized there are many ways we can support elementary, middle, and high school students. Not only is it a great way to get our chapter's name out in the community, but we are also supporting early learners.

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.)

- Publicity for the chapter
- Recognition as a community partner supporting education

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)

- A PTA fundraiser was brought to the Executive Board's attention
- Requestor shared what the fundraiser would cover and the cost to donate
- The budget for community relations initiatives was approved
- Board discussed the benefits of the donation and opportunities for similar fundraisers
- Board voted to approve donation

Is there anything you would do differently?	<p>This was an impromptu ask. What we'll do differently -</p> <ul style="list-style-type: none"> - We will promote this donation to chapter members for awareness that the chapter is open to supporting local schools. - Moving forward, will create a marketing campaign around back to school fundraisers. - There are MANY schools (Elementary, middle, and high school) in the Atlanta area, and we would like for chapter members to reach out to our VP of Community Relations, tell them about a fundraiser they'd like us to support and why. - The VP of Community Relations and their committee will review the request, vet, and approve or deny.
When did you start working on this effort?	Aug 15, 2022
When did this effort go live?	Aug 16, 2022
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	1
What resources did you use? Check all that apply:	Chapter funds
How much money was spent?	\$50
Do you have any additional insights to share with other chapters implementing this effort?	<ul style="list-style-type: none"> - In preparation for the upcoming year, survey chapter members to see what causes they are personally passionate about giving back to -Once one or several causes are determined, outline a budget for fundraising efforts
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	<ul style="list-style-type: none"> Chapter Leader ATD Chapter Leaders Conference (ALC) National Advisors for Chapters (NAC) NAC Area Call Leader Connection Newsletter (LCN)
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.	No
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