

Brandon Grubesky

From: ASTD Form System <no-reply@astd.org>
Sent: Friday, June 01, 2012 6:38 AM
To: Brandon Grubesky
Subject: Sharing Our Success (SOS) Submission Form [#43]

Chapter Name	Greater Atlanta Chapter of ASTD
Chapter Number (ex. CH0000)	CH9047
Chapter Location (City, State)	Atlanta, GA
Chapter Membership Size	Large (301+)
Contact Person for this Submission:	Leigh Anne Lankford
Email Address:	leighanne.lankford@training-pros.com
Phone Number:	(678) - 852 - 8662
Chapter Board Position:	VP of Marketing
Chapter Website URL:	http://www.astdatlanta.org
Submission Title:	Sponsorship SAles
Submission Description:	Our chapter has increased sponsorship and advertising sales in support of our great programs by outsourcing the sales portion of sponsorships to a specialized agency. This enables us to concentrate on delivering the service, branding, marketing for membership growth, and marketing programs for attendance. The salesperson works under our supervision using our materials. She follows our branding guidelines and we approve everything. Sales have increased 10-fold in one year of using this service.
Need Addressed:	Sales is not something our volunteers enjoy. In addition, there is a "ramp up" time for each new board member which slows sales opportunities significantly. Successful selling requires long-term relationships with vendors and our term is one year.
Does this effort align with your chapter's mission?	- Yes
Does this submission align with ASTD's mission?	- Yes
Target Audience:	Our stakeholders that are vendors are targeted for sales and our professional members are provided more opportunities to learn about vendor offerings. Communications or Marketing would enjoy reading about this.
Costs/Resources Used: (include any funding you were able to get through donations, contributions, barter, etc. and how you went about getting these resources. Also include how much volunteer/board member time this effort took)	Small monthly fee to agency plus a commission on each sale. VP of Marketing must work with vendor to create sponsorship and advertising packages for sale. Resource used is "One More Sponsor" based in Atlanta. It's a national sponsorship sales company.
How did you implement: (please give a brief description)	After approval by the board, we worked with One More Sponsor to create sponsorship and advertising packages. We were then advised on what information and activities would help increase sales such as tracking website hits, newsletter opens, and segmenting our members into job roles. After a few months of preliminary work, the sales began pouring in.

What were the Outcomes: (include financial, membership increases, target audience satisfaction levels, publicity for the chapter, and of the profession)

Financial increase of sales from \$2500 to \$26,000. These dollars will be used to increase our ability to provide great programming and services to our members.

Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)

Lessons learned: It has gone very smoothly so far. Wish we'd done it sooner.

Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice.

None.