

Sharing Our Success (SOS) Submission Form

Chapter Name:	Detroit
Chapter Membership Size:	Medium (101-299)
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Submission Title:	Member Anniversary Recognition
What did you do? (a 2-3 sentence summary of your effort):	In 2021 we launched a member anniversary recognition program to thank members who maintained membership for 5 or more years. This includes a gift presented in person at a meeting and social media recognition.
Who benefitted from this effort (Target Audience) Check all that apply:	Chapter Members
Why did you do it? What chapter needs were addressed?	During the pandemic we were looking for ways to thank members who stayed with us through the changes and the shut down of all in person meetings for two years. This program allowed us to give recognition in a tangible and public way. In addition to making long term members feel appreciated, we wanted to add incentive for newer members to stay with us.
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.)	Increased social media exposure through posts members put out for themselves with their 10 year jackets, and comments on our ATD Detroit post with the 5 & 10 year members this year.

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

It started with brainstorming between the Director of Member Outreach and VP of membership on how to show member appreciation: what levels? what ways? how and when? They settled on 5, 10 & 15 year marks, with a gift presented at an in person meeting in December. 5 years - personalized journal and pen, 10 years - unique embroidered ATD Detroit jacket, 15 years - unique embroidered laptop shoulder bag.

Next step was to use Wild Apricot search to filter the members by their "member since" date. A few seasoned board members also scanned the entire database for members who had been around a long time, but had newer dates in the system because of email address changes. 2 members were added to the 10+ year bucket through that scan.

Third we created a written proposal with the details of the program, which board positions would be responsible for which parts, and estimated cost for the gifts for the next 5 years.

Because of the pandemic, our first launch consisted of mailing gifts to anyone between 5-9 years, and meeting 1/1 for those with 10+ years to present the jackets. 10 year members were surveyed on their work history, ATD history and personal interests and honored at a virtual event as well.

In 2022 We recognized 8 five year members, and 2 ten year members at our February event. Members were sent a short survey to find out if they would be able to attend the event, jacket size, and some bio information including "what I find most valuable about ATD Detroit" Headshots and quotes were shared on social media.

When did you start working on this effort?

Jan 09, 2021

When did this effort go live?

Aug 01, 2021

Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.

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What resources did you use? Check all that apply:

Chapter funds
Board Members

How much money was spent?

2022- approx. \$600 - 5 year gifts ordered will last several years

Which board positions were involved in the effort?

Membership, Marketing

Do you have any additional insights to share with other chapters implementing this effort?	Make sure to have a written document with the process for hand-off so the tradition doesn't die with the board that kicked it off. Include contact information for vendors, instructions on running the spreadsheets and any other links.
Please attach any documents that help support this submission. It is highly encouraged to submit editable files (ex. Word, Excel, etc): (additional documents and documents over 2MB should be sent to sos@td.org)	https://www.formstack.com/admin/download/file/14299986212
additional supporting documents:	https://www.formstack.com/admin/download/file/14299986213
additional supporting documents:	https://www.formstack.com/admin/download/file/14299986214
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	ATD Chapter Leaders Conference (ALC) National Advisors for Chapters (NAC) NAC Area Call
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.	Yes
email_consent	true