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| **Chapter Name** | ATD Central Iowa |
| **Chapter Number (ex. CH0000)** | CH6013 |
| **Chapter Location (City, State)** | Des Moines, Iowa |
| **Chapter Membership Size** | Medium (101 - 349) |
| **Contact Person for this Submission:** | Sarah Onnen |
| **Email Address:** | [ONNENS@nationwide.com](mailto:ONNENS@nationwide.com) |
| **Phone Number:** | (515) - 779 - 7274 |
| **Chapter Board Position:** | President elect |
| **Chapter Website URL:** | [http://www.atdiowa.org](http://enotification.td.org/track/click/30530608/www.atdiowa.org?p=eyJzIjoiRDY4M2JYZEdBRlNmaFpJcjVZdlVzQVAyQmZRIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvd3d3LmF0ZGlvd2Eub3JnXCIsXCJpZFwiOlwiMGE5ZDdkNGQyY2FjNGZjMGFiNmMyZTJiZWM5NDg4YjFcIixcInVybF9pZHNcIjpbXCJkZmIwODU2MGJlZmRiMTQ3MmE5YzRjYzdiYmRlM2MyZjMwODMzMGE0XCJdfSJ9) |
| **Submission Title:** | Sponsorship Coffee Hour |
| **Submission Description:** | The ATD Central Iowa chapter had been trying to secure chapter sponsors such as local businesses that had an interest in being affiliated with their chapter. The board members wanted to get these potential sponsors in one place for a casual meet and greet in line with their networking culture and a coffee hour seemed the best way to do this. |
| **Need(s) Addressed? Please be specific.** | The chapter has had sponsors in the past but this effort had been dropped and needed a revitalization. The chapter wanted to form partnerships with established businesses again in order to finance projects and support their members. |
| **What is your chapter's mission?** | To provide strategic partnerships that assist in creating innovative solutions that link workplace learning and performance to organizational results. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | This effort aligns with the chapter's mission by trying to create strategic partnerships with key area leaders such as large consulting firms in an effort to be viewed as the go to place for talent development in the central Iowa area. |
| **National ATD's mission is to "empower professionals to develop talent in the workplace". How does this submission align with ATD's mission? Please provide specific examples.** | The sponsorship dollars secured through this effort will be used to empower chapter members, provide resources and support, fund key note speakers with valuable insight and develop and educate chapter members. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Potential sponsors: anyone who has sponsored the chapter in the past or a good fit going forward Chapter: all the members will benefit from the dollars coming in from this effort |
| **Costs/Resources Used: (include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources)** | Time to create handouts, cost for folders and printing packets, cost fo coffee and donuts for the event, and about 10 hours of volunteer/board member time |
| **How did you implement: (please give a brief description)** | The board decided on a date for the Sponsorship Coffee Hour and made a commitment at a board meeting that they would all attend the event. Next the board ran reports to look at past data and then decided who to invite to the event as far as potential sponsors. They looked at the packages they had and then rebranded and created a new sponsorship packet (info about the different options/levels, a benefit document, an infographic, etc). Next they sent the invitation via an email so the sponsors would go into the event prepared and the board also sent an email blast to chapter members to see if they also had any potential sponsors in mind. On the day of the event/open house the board got there early to greet people as they came in. After the event the board followed up with attendees. |
| **What were the Outcomes: (Please include hard data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)** | 1-the chapter secured contacts and a platinum level sponsorship for their conference 2-secured an annual sponsorship at the chapter level 3-the board was able to fill an open board position with one of the connections they made |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | One of the best ways you can get partnerships as a chapter is by having an event where you can sit down, talk about needs and work on creating relationships. |
| **Please list the specific ATD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc.):** | Chapter business cards (template from an SOS), board members' time |
| **Please attach any documents that help support this submission: (additional documents and documents over 2MB should be sent to Samantha Herman,** [sherman@td.org](mailto:sherman@td.org)**)** | [Benefits (1).pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiQzlBYnByNDhNbkxlbnNfcldkY2ZmZzQ1RnI0IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhPVEFtWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCIwYTlkN2Q0ZDJjYWM0ZmMwYWI2YzJlMmJlYzk0ODhiMVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [Difference (1).pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoibFRma3g4bzVuTll0SHNHSHgzeE12ZkJYcmJJIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhPVEFtWld3OVpXeGxiV1Z1ZEY4eU1nPT1cIixcImlkXCI6XCIwYTlkN2Q0ZDJjYWM0ZmMwYWI2YzJlMmJlYzk0ODhiMVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [PDD (1).pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiajltQXljaEhFeVNBcXdqdTRtZkt2R2J0TlRRIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhPVEFtWld3OVpXeGxiV1Z1ZEY4eU13PT1cIixcImlkXCI6XCIwYTlkN2Q0ZDJjYWM0ZmMwYWI2YzJlMmJlYzk0ODhiMVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Saw or heard of SOS from another Chapter Leader |
| **Would you be willing 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**](http://enotification.td.org/track/click/30530608/td.org?p=eyJzIjoiV0s3eUZvV2xPYUJXT3hYSHhTbHh0VWg0TGY4IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjBhOWQ3ZDRkMmNhYzRmYzBhYjZjMmUyYmVjOTQ4OGIxXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |