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| **Chapter Name** | ATD South Florida Chapter |
| **Chapter Number (ex. CH0000)** | CH 9060 |
| **Chapter Location (City, State)** | FL |
| **Chapter Membership Size** | Medium (101 - 349) |
| **Contact Person for this Submission:** | Gloria Price-Mills |
| **Email Address:** | [membership@atdsfl.org](mailto:membership@atdsfl.org) |
| **Phone Number:** | (954) - 668 - 5538 |
| **Chapter Board Position:** | VP of Membership |
| **Chapter Website URL:** | [http://www.atdsfl.org](http://enotification.td.org/track/click/30530608/www.atdsfl.org?p=eyJzIjoiRGRUODhrV2gwWk0tUnNSLU1jUlVhaUd0SlNBIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvd3d3LmF0ZHNmbC5vcmdcIixcImlkXCI6XCJlYTk4MTZmYWVhYjA0YTYxOWNjNTk1ZjBmYWZiYzAwNVwiLFwidXJsX2lkc1wiOltcIjQzNGQyMjk1MTJiY2NjNjA5NGFhOWM0ODY0Y2U3MTNmMGNjYzVmNjJcIl19In0) |
| **Submission Title:** | Membership Strategy |
| **Submission Description:** | We have set a bold goal to increase our membership by 20% this term. We crafted a strategy that was aligned with our culture that has a high touch connection with our new and lapsed members as well as renewals. The strategy included combination of email and call campaigns to make sure our members hear from us and we can provide a good and welcoming customer service. |
| **Need(s) Addressed? Please be specific.** | Continuing to strengthen our membership base and promote our services across South Florida Talent Development community. |
| **What is your chapter's mission?** | Empowering South Florida Talent Development professionals to gain knowledge and skills while building relationships |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | This strategy was specifically crafted to be able to fulfill our mission of continuing to grow our membership base and to be able to "touch" the lives of many more Talent Development professionals with the wonderful offerings we have and help them connect, learn and grow. |
| **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 strategy is aligned with ATD's mission to be able to provide opportunities to more and more talent development professionals to grow in their field by connecting with the chapter offerings and network. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | New and Lapsed Members and Renewals. |
| **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)** | The Primary Resource is the volunteers on the Membership team. The project takes less than one hour per month if performed on a consistent basis. |
| **How did you implement: (please give a brief description)** | The implementation was a combination email and call campaign. We have programmed our membership database to automatically trigger an email message with friendly, welcoming and informative language reflective of our culture: to confirm the activation of a new membership, to remind a member when their membership is coming up for renewal, and to confirm the renewal.    The Vice President of Member Services is copied on those emails, and then forwards them to a volunteer member assigned to make a personal phone call.    Welcome call messages to new members include a warm welcome message, an expression of appreciation, and point new members toward upcoming events where they can begin to experience personal engagement. Should the person answer, the volunteer asks about the individual's personal and professional goals to learn how our chapter can help them. The volunteer is prepared to discuss our programming, help find information on our website, discuss volunteer opportunities, our CPLP Study Group and our Mentorship Program.    Thank you calls to members who complete their renewal often provide some of the same opportunities.    Each month, we look back on those memberships that have lapsed the previous month. We then make a personal reminder call. |
| **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.)** | Our membership goal was to reach 250 active members, which would represent an approximate increase of 20 percent. From July 1, 2015 to June 24, 2016, the membership increased from 211 to 255. We also tracked the rate of new members vs lapsed each month to create a realistic picture of the month-over-month net increase percentage, which is 20.85%. We also tracked our membership and shared at each board meeting with very clear visual charts which proved to be very useful for the board to understand the goal, progress each month and our lagging and leading indicators. (Please see attached charts)The personal contact created a tremendous amount of connection and goodwill, which encouraged engagement and attendance. It also helped promote Power Membership, which increased to 40 percent during the term. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Renewal reminder calls are very important because reminder emails go ignored. Members frequently confessed to becoming confused between the expiration dates for their ATD International membership and their chapter membership. ATD South Florida is participating in the Chapter Store, and we are optimistic that creating alignment between these two membership dates will increase retention for both organizations. |
| **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.):** | Board of Directors  Past VP of Member Services |
| **Please attach any documents that help support this submission: (additional documents should be sent to** [SOS@td.org](mailto:SOS@td.org)**)** | [July Board Meeting--Membership.pptx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiOHhTVW5lcGpXZlp2WWw1ZXNEWV84RnMweGNBIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMDVPU1psYkQxbGJHVnRaVzUwWHpFMlwiLFwiaWRcIjpcImVhOTgxNmZhZWFiMDRhNjE5Y2M1OTVmMGZhZmJjMDA1XCIsXCJ1cmxfaWRzXCI6W1wiMmE3ZDAzMjQ0YTlmMGMyOTcyMDE4ZmM5NzFhYTdiNzRkOTMyN2ZhN1wiXX0ifQ) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Saw or heard of SOS on an area call with my NAC |
| **Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)? \*Participating chapters receive up to two complimentary registrations for presenters.** | Yes |