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| **Chapter Name** | ATD-MAC |
| **Chapter Number (ex. CH0000)** | CH5089 |
| **Chapter Location (City, State)** | Madison, WI |
| **Chapter Membership Size** | Small (Less than 100) |
| **Contact Person for this Submission:** | Jennifer Stangl |
| **Email Address:** | [admin@atdmac.org](mailto:admin@atdmac.org) |
| **Phone Number:** | (608) - 333 - 6037 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | [http://www.atdmac.org](http://enotification.td.org/track/click/30530608/www.atdmac.org?p=eyJzIjoiQ1ZHNTNMNW5DWWU0V21HQmo5QkZXR2M5Q3dVIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvd3d3LmF0ZG1hYy5vcmdcIixcImlkXCI6XCIwYjg4NTU5MDk4OTc0MTQ2OWUyZjM2NGNkMWJiNTBjYVwiLFwidXJsX2lkc1wiOltcImFlMjlhMjc1Y2M1MTgzMTNmYzZiNGFmZDhmZjE2ODkxYWVkMzM3NjZcIl19In0) |
| **Submission Title:** | Align Volunteer Opportunities to Individual Interests |
| **Submission Description:** | We have struggled to keep volunteers engaged with the chapter in the past. They will start out and then fall off as they work in a volunteer role that might simply be a need within the chapter but not an area of interest for the individual. We've found that having generic volunteer roles within the chapter have not supported engagement, either from the volunteer or the board member engaging the volunteer. Over the past year, we've worked to identify opportunities aligned to individual interests to support his or her professional goals. We have one individual on the board (usually the Past President as his/her experience on the board allows for understanding of the individual roles and potential opportunities) designated to connect with those interested in volunteering. They ask questions to identify areas of interest and goals they have for volunteering. From here, the Past President reaches out to board members aligned to the individual's goals and discusses potential opportunities to volunteer. The individual is then connected with the appropriate board member to discuss opportunities and move forward.  One example of this process was a discussion with a new chapter member who was interested in developing writing skills, specifically blogging and social media. Our VP of Marketing worked with this individual to create a blog series for the individual to write that can be shared with our members . This not only benefits the individual but also the board as it reduces the need for board members to write posts. |
| **Need(s) Addressed? Please be specific.** | Leveraging volunteers and how to keep them engaged and create a pipeline for future board members. |
| **What is your chapter's mission?** | We believe in creating a community that works better. One that inspires and empowers professionals to develop themselves and others in the workplace. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | Supporting individual professional development for those looking to get more involved in the industry and the chapter. |
| **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.** | Engaging individuals aligned with their goals and desire to develop in areas that will support them professionally. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Board Members looking to engage volunteers |
| **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)** | No financial costs; volunteer hours vary but is usually no more than 1 1/2 hours to get an individual set up in a role. |
| **How did you implement: (please give a brief description)** | Identified a role on the board who could manage this process without having it rest on each individual board member to follow up with interest. Once that was identified the Past President works individually with each board member to identify opportunities based on the individual's interests. |
| **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.)** | Volunteer engagement; Building a pipeline of future board members through ENGAGED volunteers |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | Have a main point of contact for all volunteer interest, instead of having people reach out to a board member in an area they think they may be interested in volunteering.  Removing the standard/generic volunteer opportunities and leveraging the individual skills and interests of those who would like to volunteer |
| **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.):** | None |
| **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)? \*Request for Proposals (RFPs) open in May of each year at** [**td.org/alc**](http://enotification.td.org/track/click/30530608/td.org?p=eyJzIjoiYUlHcG5TV21CYkZfakx1b2tzRWJTdGszRFVBIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcIjBiODg1NTkwOTg5NzQxNDY5ZTJmMzY0Y2QxYmI1MGNhXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |