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| **Chapter Name** | ATD Detroit |
| **Chapter Number (ex. CH0000)** | CH5014 |
| **Chapter Location (City, State)** | Detroit, MI |
| **Chapter Membership Size** | Medium (100 - 299) |
| **Contact Person for this Submission:** | Esther L Jackson |
| **Email Address:** | [estherljackson@hotmail.com](mailto:estherljackson@hotmail.com) |
| **Phone Number:** | (313) - 949 - 2499 |
| **Chapter Board Position:** | President |
| **Chapter Website URL:** | [http://www.detroitatd.org](http://enotification.td.org/track/click/30530608/www.detroitatd.org?p=eyJzIjoieWVLekNocnc3ZmVhSlNqVVdxNExRaEZPbFc4IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvd3d3LmRldHJvaXRhdGQub3JnXCIsXCJpZFwiOlwiYTJjOWEyZjI2YTI4NGYzZmJmNzM0M2NlYzkxNzgwMWFcIixcInVybF9pZHNcIjpbXCI2NDI2ZjdhMTU5NTRjMmIwZGJhMzIyNGUzNzhiMzI2YWY3YmI3NDgwXCJdfSJ9) |
| **Submission Title:** | ATD Joint Chapters Sports Game Outing |
| **Submission Description:** | ATD Ann Arbor, ATD Detroit, and ATD Greater Toledo Area collaborated to do a joint event inviting chapter members and their families to attend a Detroit Tigers Game with complimentary tickets received from the Tigers' Foundation. The event highlights included a visit from the team mascot, a welcome ATD message on the scoreboard, and special swag with our ATD joint chapters design. This was also a closeout to the ATD Detroit Back-to-School Supplies Drive campaign. |
| **Need(s) Addressed? Please be specific.** | This event allowed for our chapter to satisfy one of our strategic goals which was to host a joint event in collaboration with another partner association/chapter. We were also able to use this event as we did last year to hold a summer outing where members were able to invite their families. For this year, we were able to duplicate last year’s efforts as we connected this event to our Back-to-School Supplies Drive. This placed us in position to receive the complimentary tickets. It was also an opportunity for us to promote ATD on a broader scale and promote our brand with inclusion of a personalized ATD scoreboard message which we did not do last year. |
| **What is your chapter's mission?** | To promote the growth of workplace learning and performance by providing members with professional development opportunities, targeted services, and relevant events that impact business goals. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | We used this event to promote our focus on learning for not only members but also families which impacts workplace learning and performance. We also offered this relevant event as a targeted service to inspire our members and connect them with others. This was also an opportunity for members to see the benefits of partnering and collaboration in order to reach goals. Our event provided a notable example of the power of making use of opportunities to collaborate rather than compete to cover more territory and achieve greater success. |
| **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.** | This effort aligns with the ATD mission in the following ways:  1) ATD was recognized through this event with the scoreboard, swag, and social media promotion. 2) Part of empowering professionals is assisting them in seeking resources which they can obtain through making connections. This event was an example of that and our promotions of the event advertised this as well. 3) One aspect of this event was highlighting a partial focus on learning for adults and children. Similar to last year, our communications promoted “Back to School, Kids & You.” |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | Members and their families for three ATD chapters were the target audience for this event. |
| **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)** | $630 – 220 ATD Joint Chapter drawstring bags $50 – ATD Joint Chapter signage from FedEx Kinkos $100 – Scoreboard message at ballgame $75 – Visit from Paws (Tigers mascot) Donation – 200 complimentary Detroit Tigers Game tickets from Detroit Tigers Foundation; obtained through completion of application on website, submission of letter of request to accompany the application, and our proof of non-profit status \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Two hours were used to review the application for donation tickets, complete the application, prepare the letter of request, select the several choices for game dates available and submit the application items via email. Each president (and/or designee) took 3-4 hours overall to discuss this event with their chapter board for agreement, create a poll for membership, conduct the poll, and pick up and distribute tickets.  The three presidents emailed back and forth to keep each other updated on the status and participated in a conference call to cover details which totaled roughly 6-8 hours throughout the several months.  Designing the swag, signage, and scoreboard message, having all presidents review and give feedback in addition to placing the orders for these items took 5-6 hours overall.  Two calls with the Detroit Tigers’ rep for the scoreboard message and the mascot visit took 1.5 hours. It took approximately 8 hours total for the chapters to contact ticket recipients, secure replacements for those who cancelled, complete ticket distribution, and return unused tickets to ATD Detroit. |
| **How did you implement: (please give a brief description)** | 1) The three chapters agreed to participate and poll their individual chapters to determine the amount of interest. 2) The chapters decided on an estimated total number of tickets needed and included this number in the application in late March when the application period opened. The chapters agreed on the best date options due to the travel required for the chapters coming from an extended distance. 3) Our Chapter Relations Manager was contacted to inquire about ATD graphic design services. 4) The presidents identified a scoreboard message to represent ATD and the three chapters. 5) After receiving notification of application approval for the tickets, we placed the order for the scoreboard message. We also accepted the offer extended to us for the Paws visit and confirmed arrangements for that. We opened the registration for members to reserve tickets with their individual chapters. 6) Our chapters decided to meet up just before the game and include a sign and swag to highlight the event. The design was created for the sign and swag by one of the presidents. 7) We confirmed arrangements for distributing the tickets to chapters and then members. 8) We confirmed arrangements for distributing swag to chapter presidents at the event. |
| **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.)** | The outcomes included: 1) A scoreboard message to promote ATD and our three chapters to all present at the game along with those who viewed the broadcast if the message was included in the tv broadcast. (Not able to determine the publicity span for our chapters due to this) 2) A design to be used on swag and other items for other upcoming joint chapter events. 3) A benchmark providing us with momentum as well to continue with future joint events and collaboration amongst our chapters. 4) Receiving great feedback from many who attended and our chapter leadership because it was a fun and free event.  5) A great added perk to offer members which they were able to extend to family members at no cost and compliments of ATD joint chapters. 6) Achieving this successful outcome as a result of sharing resources. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | These are some of the lessons we learned that will make us better prepared when we do this again next year:  1) Determine swag items in advance to allow more lead time for design and delivery. 2) We came up with the idea to include the Detroit Tigers logo on our swag a bit lat. When we inquired for the Tigers’ permission, we were declined due to the type of use they allowed. This left us with a short period of time to create a design for our swag but one of the presidents was able to do a great job. 3) We learned that we need to have a graphic designer on standby if we are not able to obtain the graphic services of ATD. We initially checked with ATD for designing the swag. However, we had to wait until we were notified of our approved game date from the Tigers. This did not allow for ATD graphics to do the job for us since they need an event date in order to begin work. 4) Due to the initial rain weather which did not last long, the turnout of attendees at the game was lighter than expected. However, we still had over 100 in attendance. 4) Although we submitted our request at the end of March, we received our tickets a couple of weeks before the game although we inquired a couple of times for an earlier response. When we do this again, we will need to decide on as many other details as possible without an actual game date in advance since we must comply with their notification timeline. These details include (location meet-up for the group, swag distribution, signage design, signage type, weather, etc). |
| **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.):** | ATD Style Guide Chapter Relations Manager (Kylie Malloy) Detroit Tigers Foundation Detroit Tigers Promotions Department ATD Chapter Presidents (3) Chapter Boards (3) Detroit Tigers Rules for Donation Tickets |
| **Please attach any documents that help support this submission: (additional documents and documents over 2MB should be sent to Kylie Malloy,** [kmalloy@td.org](mailto:kmalloy@td.org)**)** | [Detroit Tigers Tix Request (Mar 2019).pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiS3RPdkRleUxJSEgxeHRMM3E4ZTFGUXpvRlg4IiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNamNtWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCJhMmM5YTJmMjZhMjg0ZjNmYmY3MzQzY2VjOTE3ODAxYVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [Tiger Game ATD Event Signage.png](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiSzN4MTZYSV9lM0RmR2o4WHFYenRkclJoRl9rIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNamNtWld3OVpXeGxiV1Z1ZEY4eU1nPT1cIixcImlkXCI6XCJhMmM5YTJmMjZhMjg0ZjNmYmY3MzQzY2VjOTE3ODAxYVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [Tigers Game Joint Event (1200x675).jpg](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiWE8xX2VqMnI2Z1ZEcEJvR21Vam9fR3lCU1NzIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNamNtWld3OVpXeGxiV1Z1ZEY4eU13PT1cIixcImlkXCI6XCJhMmM5YTJmMjZhMjg0ZjNmYmY3MzQzY2VjOTE3ODAxYVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [ATD Chapter Presidents @ Tigers Game.jpeg](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoibk1JZVdoR05UM0ZMWHVaVHdzSnljWkx3Y3gwIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNamNtWld3OVpXeGxiV1Z1ZEY4ek1RPT1cIixcImlkXCI6XCJhMmM5YTJmMjZhMjg0ZjNmYmY3MzQzY2VjOTE3ODAxYVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [ATD Message on Tigers Scoreboard.jpeg](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoidmZMOGtBVTc5bkZieVItV0l6UlNXdV80eGtjIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHlNamNtWld3OVpXeGxiV1Z1ZEY4ek1nPT1cIixcImlkXCI6XCJhMmM5YTJmMjZhMjg0ZjNmYmY3MzQzY2VjOTE3ODAxYVwiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **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=eyJzIjoiX0JhQXhtUjVJUHpBT1cxcXVCeVNPejJFcjFFIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcImEyYzlhMmYyNmEyODRmM2ZiZjczNDNjZWM5MTc4MDFhXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |